

Global Business Practicum

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The Global Business Practicum

The **Global Business Practicum** provides students from the Merrick



School of Business, University of Baltimore an applied learning experience working on international projects of real value. Teams of students, lead by a faculty member work on a specific corporate project focusing on a particular country. The students travel abroad for first hand data collection, analysis and international experience.

Benefits to the businesses that participate:

The businesses that participate gain *expertise, insight and energy of a team of faculty-lead students*. The company receives a full written and oral report of the analysis. Many times, companies tell us they get at least as good a final product from these student teams as they get from paid consultants. And not to be overlooked, the company benefits by helping the University of Baltimore prepare students so they are better employees and managers in a global business environment.

What businesses provide to ensure successful practicums:

- The opportunity to work on a project that has real value to the company.
- The time of company people who help the student team understand company needs and the kind of analysis that is needed.

- Assistance with logistics during



- the trip abroad—hotel suggestions, in-country travel arrangements, liaison with key contacts.

- In-country travel support inclusive for the 10 days abroad of \$300-400 per student. (note the University of Baltimore provides a \$500 stipend to aid students with plane ticket costs; additional costs come out of students' pockets)
- An audience to attend the oral presentation given by students at the end of the project

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An Overview of the Three-stage Global Business Practicum Process:

1. Analysis in Baltimore:



Student team clarifies with the company contact the focus of

the practicum, identifies salient project facts, and analyzes current business situation in the country of focus. The team formulates a *Letter of Agreement* that is signed by the corporate sponsor and the team (confidentiality of company information is assured).

2. Travel Abroad:

The student team travels to the country of focus with their faculty advisor to access relevant in-



formation from on-site visits, surveys,

Archives and libraries. The team focuses on the *analytical needs of the project*, while learning first-hand about the culture and business customs of the region.

3. Finalize Report:

The Team returns to Baltimore and finalizes their analysis;



conducts additional research; writes a final report; and makes a formal presentation to the sponsoring company. The report summarizes key *findings* and makes *recommendations* to the company.

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