

**Spring
semesters**

MGMT 795 / MGMT 496: Global Business Practicum



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*Go to the Center for Global
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INVOLVES A TRIP ABROAD

The Global Business Practicum provides students with opportunities to **travel abroad and gain international experience** working with companies on projects of real value and priority to the companies. Student consulting teams of 5-6 individuals work together on a specific corporate project, focusing on a particular country or region of interest to the company. Projects may focus on market analyses, feasibility studies, distribution analyses, or a variety of other specific company needs.

The practicum has three stages:

Analysis in Baltimore: The first half of the semester the team meets with the corporate sponsor and faculty mentor focusing on fully understanding the sponsor's project requirements. The team works with the sponsor to define the issues, identify the salient facts, and analyze the situation. The team meets and formulates a proposal to the corporate sponsor as to what information is going to be provided and the methods to be used, such as secondary research, supported by in-country interviews.

Travel Abroad: The team travels to the country/region of focus with their faculty mentor for a 7-10 day period of data gathering, seeking information from on-site visits, meetings, interviews, surveys, local archives/libraries. The team addresses the needs of the project and learns first-hand about the culture of the country they are visiting.

Finalize Report: After their country visit, the team returns to Baltimore, and spends the second half of the semester analyzing their findings, then writing a formal report, and making a formal, professional presentation to the sponsoring company, summarizing the most important results geared to the sponsor's information needs.

