

**UNIVERSIDAD PANAMERICANA AND
VIRGINIA COMMONWEALTH UNIVERSITY**
INTERNATIONAL CONSULTING PROGRAM

A DIFFERENT APPROACH TO LEARNING CONSULTING



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OVERVIEW



_ GLOBALIZATION: THE CHALLENGE OF OUR TIME

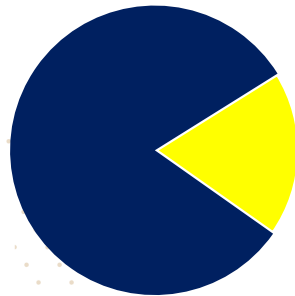
**_ UNIVERSITIES MEETING THE CHALLENGE: THE
VCU INTERNATIONAL CONSULTING PROGRAM**

_ THE UP/VCU EXPERIENCE

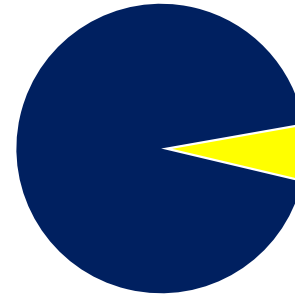


THE WORLD WE LIVE IN

Area	GDP (Trillions)	GDP Rank	GDP %	Pop. (Millions)
World	\$120.603			7,550
United States				
Mexico				
Canada				



81% of the world's economic output is outside of NA



94% of the world's population ("customers") live outside of NA

THE WORLD HAS BECOME AN
INCREASINGLY
INTERWOVEN PLACE AND,
TODAY, WHETHER
YOU ARE A **COMPANY OR A**
COUNTRY, YOUR
THREATS AND OPPORTUNITIES
INCREASINGLY
DERIVE FROM **WHOM YOU ARE**
CONNECTED TO.

THOMAS L. FRIEDMAN



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WHAT DOES THIS HAVE TO DO WITH
COMPETITIVENESS, INNOVATION, AND ENTREPRENEURISM?

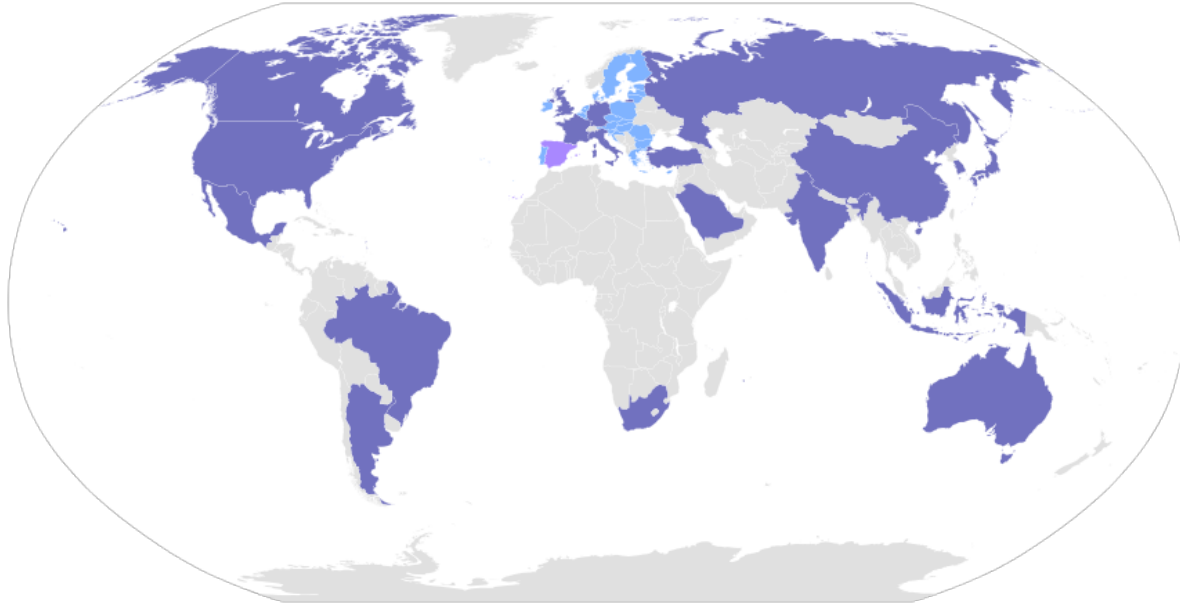


WELL...**EVERYTHING!**



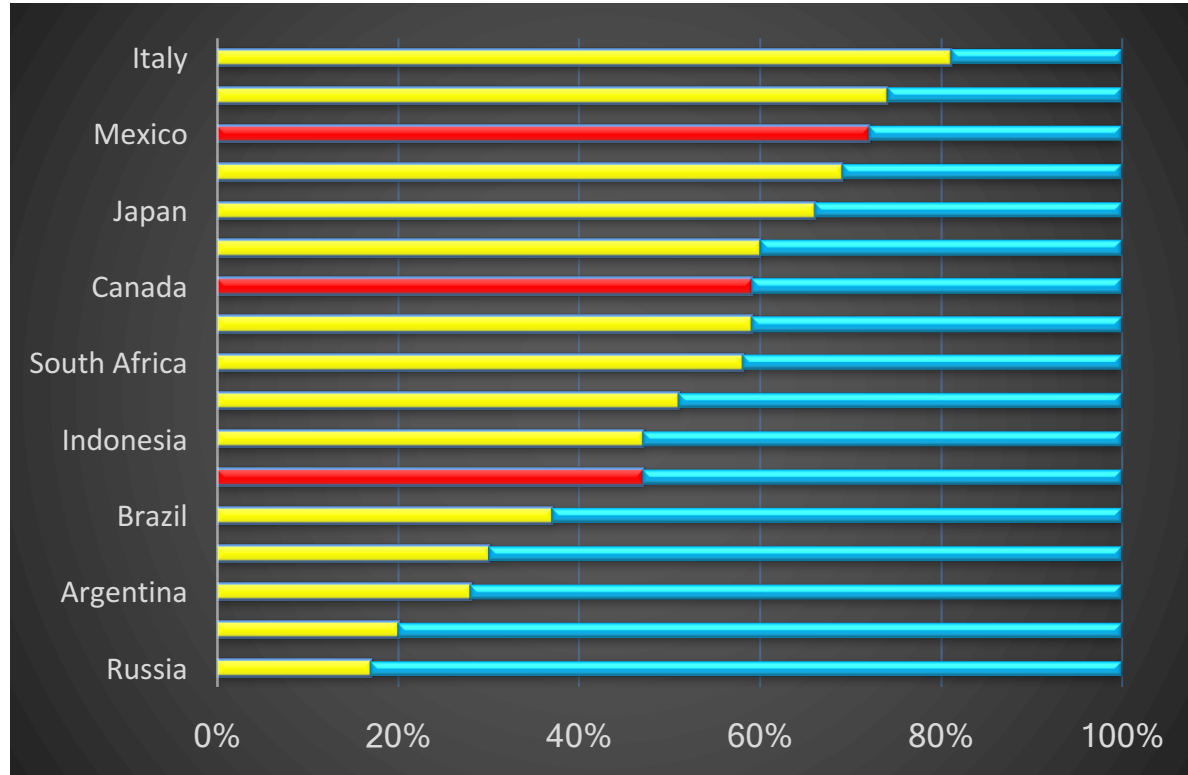
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THE GROUP OF 20 (G20)



- 85% of Gross World Product (GWP)
- 80% of world trade
- 75% of world population

SME (PYME) CONTRIBUTION TO EMPLOYMENT SHARES 2002 - 2010



MEETING THE CHALLENGE

JOB CREATION AND
ECONOMIC
DEVELOPMENT
INCREASINGLY DEPEND
UPON **INNOVATION AND
ENTREPRENEURISM.**



MEETING THE CHALLENGE

INNOVATORS, ENTREPRENEURS,
AND COMPANIES ARE BETTER
SERVED IF THEY UNDERSTAND
NEW MARKETS AND
**HOW BUSINESS IS DONE IN
DIFFERENT CULTURES.**



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UP/VCU EXPERIENCE

OBJECTIVES

PROGRAM STRUCTURE

STUDENT EXPERIENCES

UNIQUENESS





OBJECTIVES

INTRODUCE INTERNATIONAL MARKETS

DEVELOP CONSULTING SKILLS

LEARN TO WORK IN CULTURALLY
DIVERSE TEAMS



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PROGRAM STRUCTURE

--- VCU COMPONENT

LANGUAGE AND CULTURE CLASS

CONSULTING CLASS LECTURE

TEAMS CONSULT FOR AMERICAN COMPANIES

--- UP COMPONENT

TEAMS CONSULT FOR MEXICAN COMPANIES

--- REFLECTION PAPER

STUDENT EXPERIENCES

_ CONDUCTING MARKET RESEARCH

_ WORKING IN DIVERSE TEAMS

**_ MAKING PROFESSIONAL CORPORATE
PRESENTATIONS**

_ DEVELOPING LEADERSHIP SKILLS

_ BUILDING NEW FRIENDSHIPS



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UNIQUENESS

_WORK WITH REAL COMPANIES



UNIQUENESS

_EXPERIENCE NEW CULTURES



_MEXICO



_SPAIN



_USA



_CZECH REPUBLIC
(PRAGA)



_MOROCCO



_GREECE

UNIQUENESS

- EARN COLLEGE CREDIT
- BOOST RESUMES
- TRAVEL



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Gracias