A DIFFERENT APPROACH TO LEARNING CONSULTING
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

<table>
<thead>
<tr>
<th>Area</th>
<th>GDP (Trillions)</th>
<th>GDP Rank</th>
<th>GDP %</th>
<th>Pop. (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>$120.603</td>
<td></td>
<td></td>
<td>7,550</td>
</tr>
<tr>
<td>United States</td>
<td></td>
<td>#2</td>
<td>15.4%</td>
<td></td>
</tr>
<tr>
<td>Mexico</td>
<td>$2.280</td>
<td>#12</td>
<td>1.9%</td>
<td>129</td>
</tr>
<tr>
<td>Canada</td>
<td>$1.597</td>
<td>#18</td>
<td>1.3%</td>
<td>36</td>
</tr>
</tbody>
</table>

- 81% of the world’s economic output is outside of NA
- 94% of the world’s population ("customers") live outside of NA

*GDP – World Bank, PPP, 2017 Intnl Dollars*

*Population – July 1, 2017*
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
WHAT DOES THIS HAVE TO DO WITH COMPETITIVENESS, INNOVATION, AND ENTREPRENEURISM?

Well...EVERYTHING!
• 85% of Gross World Product (GWP)
• 80% of world trade
• 75% of world population
SME (PYME) CONTRIBUTION TO EMPLOYMENT SHARES
2002 - 2010

- Italy
- Mexico
- Japan
- Canada
- South Africa
- Indonesia
- Brazil
- Argentina
- Russia
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.
UP/VCU EXPERIENCE

Objectives
Program Structure
Student Experiences
Uniqueness
OBJECTIVES

INTRODUCE INTERNATIONAL MARKETS

DEVELOP CONSULTING SKILLS

LEARN TO WORK IN CULTURALLY DIVERSE TEAMS
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
UNIQUENESS

WORK WITH REAL COMPANIES

SuPollo
Sello Rojo
ANCOS
YMCA
UNIQUENESS

EXPERIENCE NEW CULTURES

MEXICO  SPAIN  USA

CZECH REPUBLIC  MOROCCO  GREECE
UNIQUENESS

- EARN COLLEGE CREDIT
- BOOST RESUMES
- TRAVEL
Gracias