

Wharton Global Consulting Practicum ~ MKTG 890/OPIM 890

What is the GCP?

The GCP is a cross functional course given within the curriculum of the Wharton M.B.A. program. Established in 1978, this unique program pairs teams of Wharton M.B.A. students and faculty with teams from partner universities to consult with a fee-paying client company (either profit making or non-profit social impact) interested in entering or expanding its position in the U.S. market, or somehow leveraging a relationship with North America. The goal of the program is two-fold: to provide exceptional learning value to the students and innovative, operational plans which add value to clients.

GCP is designed to bridge the academic curriculum and international business worlds. Each team is typically comprised of five Wharton MBA students and five students from other leading international business schools. **GCP is the first and only 1.5 credit unit course at Wharton, offering a cross-functional learning experience in Quarters 2, 3 and 4, to first year students and serves as a capstone course for second year students.** GCP is open to full-time MBA students and Executive MBA students (East and West) alike.

The teams are supported by faculty and teaching assistants from management consulting and broader industries. The teams also tap into Wharton alumni and GCP friends at major consulting firms and brand-leading companies. Throughout the course, students research, analyze and develop detailed strategic and tactical plans to meet their clients' goals. Each student travels to their client's home country, at no cost to the student, for one week over Winter Break to work with the client and partner team. Students collaborate with senior managers to determine the scope of the work to be done.

GCP does not use the auction method; students apply to get into the course. We highly encourage students apply as part of a pre-formed 5 person team, preferably with a mix of first and second year students. Individuals may also apply, but it should be noted that pre-formed teams are placed first.

GCP was established over 30 years ago!
 We have a history of selecting Wharton students for a variety of projects in different geographies.
 We are recruiting clients for Academic Year 2009-2010 in:
Chile ~ China ~ Colombia ~ India ~ Israel ~ Peru ~ Spain ~ Taiwan ~ United Arab Emirates
 To learn more visit the GCP homepage at: www.whartongcp.org

What makes the GCP unique?

No other course at Wharton provides students this multi-faceted opportunity to develop and integrate business skills while expanding their personal professional network.



The GCP balances team autonomy and client service with the support of faculty and the professional network to ensure that each student and client have the opportunity to develop business skills/insights. Team members also develop their skills in situational leadership as they build "trusted advisor" skills.

Teaching Assistants (second year MBAs who participated as team members during their first MBA year) develop their skills in supporting and guiding self-leading global virtual teams. The GCP employs its educational philosophy of "learning through experience" while ensuring that team efforts support Wharton's brand equity.

What opportunities does the GCP offer students?

- ◆ **Resume-building experiences** for experienced and aspiring consultants, entrepreneurs, marketing managers, international business leaders, strategy and other professionals
- ◆ Apply core curriculum concepts and skills acquired in elective courses to **real world problems**
- ◆ Work on an **international team** with other MBA students. Interact with international managers with strategic responsibilities
- ◆ **Gather experience in key industries** such as telecommunications, high technology, industrial and consumer goods
- ◆ **Hone crucial business skills**, including skills in situational leadership and becoming a trusted advisor
- ◆ Travel to partner country with expenses paid by client
- ◆ Get **full course credit (1.5)** in Marketing and Operations. Other majors may readily accept the GCP for credit when arranged in advance with your advisor.
- ◆ Have fun and **make great friends** around the world as you undertake demanding work
- ◆ Develop and expand a **global professional network** (see below)

Sample Companies Represented in Our Professional Network		
◆ Alcoa	◆ Ford Motor Company	◆ Mitsubishi Motors
◆ American Express	◆ Gemini Consulting Group, Inc.	◆ PepsiCo
◆ A.T. Kearney	◆ General Electric Company	◆ P&G
◆ Bain & Company	◆ Information Resources Inc.	◆ PRTM
◆ Booz Allen Hamilton	◆ Johnson & Johnson/McNeil	◆ Rohm and Haas
◆ Boston Consulting Group	◆ Kraft Foods	◆ Towers Perrin
◆ Campbell's	◆ McKinsey & Company	◆ Victoria's Secret

What career/industry experience does the GCP offer students?

When applying to the GCP, students indicate their project preferences and country/industry preferences corresponding to their likely career interests and/or majors. These expressed interests help the GCP align students with projects that will complement their career development goals. Although the GCP may add to these based on available projects each year, they typically include:

◆ Brand, Product Management, Marketing	◆ International Business (Lauder)/ Multinational Management	◆ Strategic Planning and Consulting
◆ Entrepreneurship/Venture Capital/Private Equity	◆ Social Impact Management (SIM)	◆ Technology Management
◆ Healthcare Management, Life Sciences, Pharmaceutical	◆ Operations, Project Management	◆ Real Estate

What are some recent GCP projects? *Pseudonym used at request of the client

Chile
*AguaSur—Group of investors building facilities to sell premium bottled water from Patagonia
Americatel—Telecommunications firm servicing the needs of multinational companies operating in the Latin American and Caribbean regions
CMPC—Publicly traded corporation that markets raw materials to manufacture packaging for hard goods, ranging from computer equipment to branded products
China
Linkwell—Leading developer, manufacturer, and distributor of healthcare disinfectants
* Restaurant—Subsidiary of a NYSE traded company and is one of the largest restaurant groups in China
* TaiChiBiotech—Innovative entrepreneurial pharmaceutical company
India
* AsiaWireless—Business unit of a publicly-traded multi-national networking infrastructure equipment company
* OutSource—Recognized leader in travel, healthcare, among other business process outsourcing (BPO)
* TubeTec—Largest specialty packaging company in the world, manufacturing laminate and plastic tubes
Israel
* JumpStart—High-tech electronics company at forefront of design and development
* SimuLife—Private medical tech company
* Versace—Largest supplier of ceramic tiling products in Israel
Peru
Michell—One of the world's largest producers and exporters of alpaca fiber
Topy Top—Produces high-quality cotton knit garments for private label and specialty retailers
Viña Tacama—Oldest vineyard in Latin America
Spain
Government of Castilla y Leon—region of Spain that wants to establish itself as a hub for technology and innovation
Dibaq Diproteg, SA—One of Europe's leading providers of nutritional products for livestock, household, pets & fish
Taiwan
* Global Image— Innovative provider of medical imaging products and services
* Stellar Soft— Award winning business application software and consulting service provider
Social Impact Projects
Kenya—The Leakey Collection—Interior home and fashion accessories company working with Maasai artisans in the African bush
Peru—Partnerships & Technology for Sustainability—Market expansion for wood products countering deforestation (NGO)
Uganda—Bead for Life—Non-profit focused on helping women in extreme poverty gain the income and skills they need to leave poverty behind forever by selling their products through home-based parties

MARK YOUR CALENDAR! ~ Important Dates (Subject to Change)

Date	Event	Time	Location
Wednesday, August 19, 2009	Information Sessions Reception following evening session	12:00pm - 1:00pm & 5:00pm - 6:00pm	F95 JMHH
Thursday, August 20, 2009	Case Study Session	12:00pm - 1:00pm	F95 JMHH
Wednesday, August 26, 2009 AND Wednesday, September 9, 2009	Meet/Greet GCP Networking Receptions	5:00pm - 7:00pm	TBD (see GCP website)
Wednesday, September 2, 2009	Information Sessions Reception following evening session	12:00pm - 1:00pm & 5:00pm - 6:00pm	TBD (see GCP website)
Tuesday, September 8, 2009 AND Thursday, September 10, 2009	Voices of Experience Lunch Bring your lunch & come talk with students who did GCP last year!	12:00pm - 1:00pm	TBD (see GCP website)
September 17-22, 2009	Interview Sign-ups	9:00am - 5:00pm	GCP Office
Tuesday, September 22, 2009	Application Deadline Team of 5 or individuals	9:00am (EST)	Through GCP Home Page
Wednesday, September 23 through Saturday, September 26, 2009	Interviews are scheduled during this period and are on a first come, first served scheduling basis. Please note team of five interviewed as a group. Coordinate your schedules accordingly!		
Tuesday, October 6, 2009	Letters Go Out to Accepted Students/Teams		
Monday, October 12, 2009	Students must accept the offer to join a project and submit their travel plans		
Tuesday, October 13, 2009	Letters Go Out to ALTERNATE Students/Teams		
Friday, October 16, 2009	ALTERNATE Students must accept the offer to join a project and submit their travel plans		
Quarter 2, 3, and 4	Class - starting October 27, 2009	Tuesdays from 4:30pm - 7:30pm	TBD (see GCP website)
Winter Break (late December or 1st week of January, TBD)	Travel to Partner Countries to meet the clients/partner students (could be <u>earlier</u> for WEMBA students)		
Sunday, February 21, 2010 AND Tuesday, February 23, 2010	Devil's Advocate—Philadelphia	9:00am—5:00pm (Each team presents for 1 hour) Full attendance is required!	
Friday, May 7, 2010 through Wednesday, May 12, 2010	Final Colloquium - Full attendance is required! *Conflicting engagements (i.e. GIP) must be cleared in advance*		

What have GCP graduates said about the experience?

- ◆ *"This experience isn't for everyone. Those who are committed to hard work addressing senior level agendas will get the most from the experience."*
- ◆ *"GCP is the most real-world learning experience you can get at Wharton. You don't have to be a consultant-in-training to have a great GCP experience."*
- ◆ *"I look back on GCP as one of the most demanding but rewarding aspects of my Wharton career. I enjoyed the opportunity to gain business experience in another country and culture, as well as work together with the partner school and the client as one truly global team. Working with a real client to face its actual business challenges was an invaluable practical experience to complement my classroom studies. Additionally, the friendships with my Wharton teammates are among the strongest I developed during my MBA."*
- ◆ *"The first thing they asked me about in my interview concerned my insights from the GCP."*
- ◆ *"The GCP helped me differentiate myself from other candidates during marketing internship recruiting. When asked for examples of my involvement in the marketing strategy for a product, I was able to provide relevant experiences from my GCP project that I think helped me get"*

For additional information, please visit the GCP website or contact the GCP office:

Wharton Global Consulting Practicum

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