

# Foreign Market Analysis

Spring 2021 Export Consulting Course

The George Washington University School of Business

## *Prospective Client Information*

### Overview:

The goal of this undergraduate capstone course in international business is to prepare students for careers in international trade through a real-world experience. This practicum will focus on the food and agriculture industries. The students are expected to be highly entrepreneurial and engage in extensive research and analysis in order to address the clients' needs. The course is offered by the GW School of Business, with the support of GW's Center for International Business Education and Research (GW-CIBER).

To learn more about GW-CIBER, visit <http://business.gwu.edu/CIBER>



### Project:

Teams of GW students will work on a multiphase consulting project with the goal of developing export strategies for their clients. The teams will explore options to address international opportunities for the client company and will present their strategic recommendations at the conclusion of the course.

### Client Benefit:

Access to a team of qualified students committed to work on providing the client with fact-based, actionable recommendations that will contribute to their organizations' performance. Students will: (i) research necessary background information on the food and agriculture market contexts and assess global trends pertaining to the client's specific industry; (ii) evaluate the client's export potential and propose relevant strategic recommendations; (iii) follow up with the client to refine and improve the proposed solutions.

### Client Commitment:

Provide a business challenge or opportunity at the core of the project. Appoint at least one representative to work with the team throughout the life of the project. Share data as feasible, give feedback on final presentation, and assess students' performance.



### Past

### Clients:

 ClimaCheck



### Course Instructor:

**Dr. Anna Helm**  
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Associate Professor of International Business*  
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