



Department of Management
Global Business EDGE Program
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GLOBAL BUSINESS EDGE PROGRAM

Overview

The Global Business EDGE Program was established to promote and facilitate strategic partnerships between Pacific Northwest (PNW) businesses and the Albers School. Our objectives are:

- To provide our students a rigorous and exciting environment that integrates outside, practical experience with classroom education.
- To make our extensive research, informational, analytical and educational resources available to firms entering or engaged in the global marketplace to enhance their competitiveness and profitability.

These objectives are accomplished through a variety of interactive services as described below. Participating companies have been from the small to the very large. They have represented all industry sectors, and their interests have touched every geographical region. Both product and service firms have been included.

EDGE activities are professional, thorough and effective. Students or student teams are paired with business firms to undertake projects aimed at assisting in expanding the international activities, sales and profits of participating companies. These projects are supervised by faculty from one of the top international business programs in the nation.

Markets have been analyzed, plans formulated, strategies developed, opportunities and challenges evaluated, distribution channels established, agents/distributors identified, frameworks established for advertising, pricing, payments and financing programs and much more. Reviews and results have been excellent in every case.

International Business Consulting

Projects are performed in the context of the regular academic curriculum. Team results are formalized in comprehensive written reports that are prepared carefully and thoroughly with the expectation that they will be complete and convincing enough to allow the conclusions and recommendations reached to be utilized productively. Students also make formal presentations of their findings and recommendations to each client company.

Overseas Research Projects

Students on exchanges or other academic programs overseas, or who are foreign national returning temporarily to their home countries, undertake on-site market investigations and research projects for PNW firms, including; conducting primary research (interviews, surveys), gathering information from data bases and publications not readily available in the U.S. and evaluating competitors' activities.

Students Acquiring Global Education (SAGE)

Students engaged in our SAGE course are teamed with students in other selected business schools worldwide through the technologies of the World Wide Web and the Internet. Working together on the same project, but from different perspectives, students are supervised by faculty from each university, bridge the geographic gap in real time with email and interactive video, and make joint presentations to client companies.