

GLOBAL APPLIED PROJECTS



THE OHIO STATE UNIVERSITY
FISHER COLLEGE OF BUSINESS

go.osu.edu/gap

Discover the power of Fisher Global Applied Projects

The world of business is constantly changing. Staying ahead of the competition and preparing for the business obstacles of tomorrow requires agility and a proactive mindset. Continuing to find ways to innovate, maximize operational efficiencies, and explore new growth opportunities remain vital in this rapidly evolving, technology-driven and highly competitive global economy. This unparalleled rate of change across nearly all industries is pushing companies to even change the way they collectively think and operate.

At Fisher, we believe in providing the best in business management education, which too is evolving at a rate unlike ever before. Preparing the next generation of business leaders to graduate “day-one-ready” for this highly dynamic business landscape requires putting theory into practice.

It is through hands-on, experiential learning that Fisher students develop the necessary professional and interpersonal skills sought after by companies all around the world.

Many of these skills can't simply be taught in the classroom or in a textbook. They can only be learned by doing, a concept that is at the heart of the MBA curriculum, especially the Global Applied Projects (GAP) program at The Ohio State University Max M. Fisher College of Business.

GAP is a flagship program at Fisher that offers an optional capstone course that the majority of MBA students elect to take in their final semester. GAP is a unique and mutually beneficial source of business strategy and insight that connects a select group of Fisher's world-class graduate students with industry-leading organizations all over the world, facing real challenges in the corporate, nonprofit, or governmental sectors. Over 14 weeks, a GAP team of 4-6 MBA students will collaborate with your organization to scope, research, and deliver practical and actionable solutions to your specific business challenge through an immersive strategic consulting experience. Combining remote communication and collaboration with the opportunity to host students on-site at your international location for a week, GAP projects are transformational experiences for students and client partners alike.



14-week
engagement

on-site for
one week

4-6 MBA
students

Delivers
actionable
solutions

Real Challenges, Real Solutions

GAP teams are hand-selected for each project and comprised of a multi-disciplinary group of students with a variety of professional backgrounds. Working together, supported by a Fisher faculty advisor with functional or industry expertise, each GAP team fully immerses themselves in their client partner's business and the challenge ahead.

As an elective capstone, all full-time MBA students have completed the core curricular requirements, including two prior business consulting project-based courses. The additional experience and proficiency enables teams to dive deeper into the technical and functional specialization of projects, maximizing the value to client partners.

GAP takes place over the full Spring semester, a 14-week multi-phased engagement. The program is designed around students traveling to their client partner's international location over Fisher's Spring Break, March 9 - 16, 2024. For the first nine weeks of the course and projects, students collaborate remotely with their client partner from campus, where students perform the preliminary discovery work, define and dissect the problem, conduct primary research and begin exploring potential recommendations. Over Spring Break, students will be on-site Monday, March 9 through Friday, March 15, 2024, using the weekends for travel to and from their client partner's international location.



Equipped with the confidence, curiosity, and drive to deliver meaningful results, GAP alumni tout these transformational experiences and transferable skills gained. Whether you're looking for that next great idea, seeking to apply a fresh perspective to a pre-existing business challenge, or wishing to engage with a team of skilled and highly motivated MBA students on a value-driven project... Discover the power of GAP!

GAP 2024 KEY DATES

GAP Partner Proposals / Project Submissions	Closes: Oct 1, 2023*
Student Application Window	Start: August 22, 2023 Closes: Sept. 16, 2023
Project Teams Announced	November 15, 2023
Course Dates	Jan. 8 - May 5, 2024
In-Country Component	Spring Break March 9 - 16, 2024
Final Presentations	Week of April 22 - 26, 2024

** Organizations looking to host a GAP project must submit a project description form, a template will be provided. This document is used as a starting point and naturally evolves as the scope is more defined.*

The in-country phase gives students the chance to meet their client partner, conduct in-person interviews and present preliminary findings before returning to campus. In the final five weeks, students finish analyzing data, synthesizing their findings and ultimately present strategic recommendations/solutions to client partner's leadership team. In total, a GAP consulting team dedicates more than 1,000 hours (assuming 5-6 students) on their project.



Engaged Around the World



GAP Successes

The ever-evolving nature of business requires GAP projects to cover a variety of multi-disciplinary and complex business challenges that also evolve. Whether your organization is a nonprofit, SME, or multi-billion dollar multinational company, Fisher is excited to work with you to shape a truly meaningful experience that delivers measurable, implementable, and highly valuable business solutions for your organization.

Recent core business functions and industries featured

- Blue Ocean Product Innovation
- Business Plan Development
- Consumer Privacy
- Crisis Management and Risk Mitigation
- Data Analytics
- Digital Product and Technology Adoption
- Economic Development
- Emerging Technology Analysis
- Environmental & Economic Sustainability
- Financial Analysis & Cost Control Strategies
- Fintech
- Green Building Practices
- Hospitality Management
- Logistics and Supply Chain
- Long-term Economic Diversification

- Managing Growth Strategies
- Manufacturing
- Market Sizing and Entry Strategies
- Marketing and Branding
- New Client Acquisition
- New Product Introduction
- Omnichannel Marketing and Retailing
- Operations
- Policy Development
- Product Life Cycle Extension
- Segmentation
- Shared Services and Human Resources
- Tourism
- Transportation Services
- and much more!

Client Testimonials



“ Our GAP team brought new thinking to our problem. They dealt well with unexpected changes and lack of information, and their professionalism was top rate. They really took the initiative on what was a tough assignment!



“ We really liked the team’s creativity and felt they truly understood the business environment of the (project country). We are extremely satisfied with their findings and recommendations and highly likely to act on them.

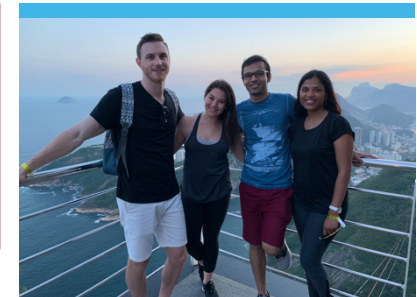


“ The team did an excellent job validating what we knew and gave us more data points and recommendations to move forward with.



“ Our team worked really well with us and each other. The research they conducted was great and we will use some of their recommendations. Quite frankly, we got more than what we expected! We plan to use a GAP team again.

“ The team presentation was strong and offered a good number of ‘aha moments’. We appreciated that the recommendations were doable-very solid, nothing wild or impractical. Based on the team’s data-driven analysis, we have confidence in their range of revenue and profitability projections.





“GAP gave me the chance to display skills that I’ll own for the rest of my career: dealing with ambiguity, managing tight deadlines, working with cross-cultural teams and more ... In the classroom, you learn concepts in preparation for when you’ll eventually use them. A much deeper learning occurs when those concepts and ideas are actually applied in practice.

- Alex Beutel, MBA '20

An Extraordinary Value for Companies

Fisher’s Global Applied Projects (GAP) program is a unique opportunity for students to gain transferable skills working on a real-world project with a real client partner, sharpen their business acumen, and experience a new culture. Fisher is committed to ensuring GAP is accessible for all MBA students at minimal out of pocket expense.

GAP is only possible thanks to the generous support of our client partners who help defray the costs that would otherwise be incurred by students. Participating organizations are expected to cover the team’s travel and in-country accommodations. Fisher is happy to take advantage of opportunities to reduce the per student travel costs, including corporate housing, transportation and/or discounted hotel rates.

The value of GAP for client partners goes far beyond the project deliverables, it is the journey and as a result, most partners request to participate in a future project.

Get started. Contact:

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