

From: "Deb Gilbertson" <deb@windeaters.co.nz>
 Subject: Action learning experience for commerce students invitation
 Date: Tue, October 11, 2011 11:25 am
 To: registrar@pondiuni.edu.in

PV/SW/415/20/10/11

Dear Dean of Commerce

The 2012 Global Enterprise Experience (www.geebiz.org
 <<http://www.geebiz.org/>>) will run from April 26 to May 17. This is an experiential learning event to develop skills in managing global teams with a business focus. It is free to enter.

You may wish to include next years' contest as an element of one of your 2012 courses, or to offer it as a voluntary exercise for students' personal and academic growth. Many universities around the world have embedded the contest into their programmes at both undergraduate and graduate level. It is currently being used as a core element of courses in international business, business communications, peace studies, international entrepreneurship, and policy and strategy.

The students will have three weeks to form a virtual team of eight students from four to six countries to develop a business concept proposal. To date over 3500 students from 64 countries have participated. The 2012 challenge is to "Develop a six-page business concept proposal on a profitable product or service that links developed and developing countries for mutual benefit".

The real challenge is to work as effective team members in cyberspace with students from different cultures, timezones, world views, and levels of wealth and poverty. Participant feedback is excellent with comments such as, "I learnt more in these three weeks than all my years at university." Some participants have gone on to make a difference to their country and even their continent attributing their success to their participation in the contest.

Each member of the winning team and the author of the best journal will win NZ\$1000 (about US\$750). All participants who complete the journal receive a certificate and letter of recommendation. Participants can enrol between November 1 2011 and April 12, 2012 by logging onto the website (www.geebiz.org <<http://www.geebiz.org/>>). To fit into your academic calendar, late enrolments can be accepted if we know in advance the approximate number of participants.

Please email me (deb@windeaters.co.nz) if you would like to discuss whether the Global Enterprise Experience is suitable to include in one of your programmes, or for samples of how some universities have included the programme in their course outlines and assessment.

If this email has erroneously been sent to you, please reply with remove in the subject line so we can remove you from our database. If you are aware of somebody who may be interested in this opportunity for their students, we would be grateful if you forwarded this email.

More information, including samples of previous reports and journals, are available on the Global Enterprise Experience website (www.geebiz.org <<http://www.geebiz.org/>>).

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Kind regards

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