

## Global Competitiveness Program for SMEs



### **GLOBAL COMPETITIVENESS PROGRAM FOR SMES**

#### **GCPYMES**

The Global Competitiveness Program for PyMES (GCPyMES) is an international training program to do consulting work, especially focused on Small and Medium Enterprises that aim to enter into the international competitiveness environment.

This is a joint development program between the School of Economics “Giorgio Fuà” of the Università Politecnica delle Marche, Ancona, Italy, and the School of Economics of the Universidad Nacional del Litoral (UNL), and is based on the developed experience of the Italian school with the College of Business at Ohio University, USA, that have been working on this program for 10 years.

The project aims to improve students’ intercultural experience, by working in multinational teams doing business consulting and solving real problems for real companies.

Students must prepare a business plan to be delivered in the last day of the program to the companies’ management. Professors from both schools work during the program as team's advisors.

The proposed assignments will be based on real companies of the region of the School of Economics, UNL, Santa Fe, Argentina, and they will be focused on any aspect of their international performance.

The entire program is conducted in English.

In its three editions in the School of Economics UNL (2012, 2013 and 2014) students and professors from Italy (Università Politecnica delle Marche), Argentina (UNL), Brazil (Universidade Federal de Minas Gerais) were involved. In the last edition students from the University of Applied Sciences Kaiserslautern (Germany) have joined.

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## PROGRAM PURPOSES

- ✓ Get practical experience in solving a real problem of business in a real company.
- ✓ Integrate theoretical learning with practical application, using management and negotiation tools.
- ✓ Prepare a professional consultancy report according to an international model.
- ✓ Work and develop skills in an intercultural team.
- ✓ Develop recognition and sensitivity to the global business environment.

## REQUIREMENTS FOR REGISTRATION

- Level B1 in English (as European Framework of Reference for Languages).
- Availability to work in multicultural teams.
- Willingness to share two weeks with students of other nationalities.
- The desire to see issues of competitiveness of local companies.

## EDITION 2015

### PLACES AND DATES

The program will take place from **August 22 to September 4, 2015**.

In this fourth edition, the first week will be held in the facilities of the Educational and Technological Center of the Association of Dairy Industry Workers of Argentina (CET ATILRA) in the city of Sunchales. And the second week will take place at the School of Economic Sciences UNL in Santa Fe.

The number of participants is composed by Argentine and foreign students in similar proportions, ensuring the formation of intercultural teams.

The dedication for the 2 weeks is full time, from Monday to Friday from 9:00 am to 5:00 pm with a schedule of 35-40 hours a week.

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## REGISTRATIONS FOR INTERNATIONAL STUDENTS

International students should complete an on-line Registration Form: [http://bit.ly/GCP\\_UNL\\_DataForm](http://bit.ly/GCP_UNL_DataForm)

Once completed, the Coordination will contact the interested applicants in order to request a copy of the passport and the Travel insurance policy.

## CONTACT

GCPyMES Coordination

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