

# Global Business Consulting

OPEN TO ALL MAJORS

## SAMPLE ROLES FOR ALL DISCIPLINES IN A CONSULTING PROJECT

### Communication & Journalism

- ▶ **Finance & Accounting:** Create reports simplifying financial data for client presentations or marketing purposes.
- ▶ **Human Resources:** Draft clear job descriptions or employee communications to improve internal understanding.
- ▶ **Marketing & Communication:** Develop messaging frameworks or campaigns tailored to target audiences.
- ▶ **Operations:** Write step-by-step guides or training materials for streamlined workflows or processes.
- ▶ **Sales:** Craft persuasive sales pitches or outreach emails to support lead generation efforts.
- ▶ **Vision & Strategy:** Research competitor communication strategies to provide recommendations for improving brand.

### Fine & Studio Arts

- ▶ **Finance & Accounting:** Create visually engaging financial presentations or infographics to clarify complex data.
- ▶ **Human Resources:** Design creative materials to support employee engagement initiatives or training sessions.
- ▶ **Marketing & Communication:** Develop branded visuals for marketing campaigns or social media content.
- ▶ **Operations:** Create layouts or visual aids to simplify process documentation for internal use.
- ▶ **Sales:** Design compelling visuals for pitch decks or product showcases to enhance client presentations.
- ▶ **Vision & Strategy:** Contribute creative concepts for rebranding or long-term visual identity projects.

### Health Sciences

- ▶ **Finance & Accounting:** Analyze healthcare-related cost data to identify patterns or efficiencies.
- ▶ **Human Resources:** Propose wellness programs based on healthcare studies to enhance employee satisfaction.
- ▶ **Marketing & Communication:** Create content focused on health & wellness for campaigns targeting healthcare clients.
- ▶ **Operations:** Suggest improvements for health and safety procedures within operational workflows.
- ▶ **Sales:** Provide health-related insights to tailor product pitches to client needs in healthcare industries.
- ▶ **Vision & Strategy:** Research health technology trends to recommend innovative strategies for business growth.

### Engineering

- ▶ **Finance & Accounting:** Design simple tools to automate financial reporting or data analysis.
- ▶ **Human Resources:** Develop a system to track employee productivity or optimize resource allocation.
- ▶ **Marketing & Communication:** Analyze user engagement data from campaigns to improve content strategies.
- ▶ **Operations:** Map process workflows and recommend technological solutions to improve efficiency.
- ▶ **Sales:** Provide technical insights for sales materials or product demonstrations to better address client needs.
- ▶ **Vision & Strategy:** Evaluate emerging technologies in the client's field and recommend potential applications.

### Foreign Language & Literature

- ▶ **Finance & Accounting:** Translate financial documents or presentations for international audiences.
- ▶ **Human Resources:** Help create cross-cultural employee onboarding materials or translate training guides.
- ▶ **Marketing & Communication:** Localize marketing campaigns to align with the cultural norms of international markets.
- ▶ **Operations:** Support communication efforts between multilingual teams by drafting clear and concise reports.
- ▶ **Sales:** Translate client-facing materials or adapt sales pitches for international clients.
- ▶ **Vision & Strategy:** Research and summarize cultural trends that could influence strategic decisions.

## SAMPLE PROJECT

### Research Institute in London

- ▶ Evaluate the potential value of an online learning platform designed to be fully accessible.
- ▶ Analyze market needs and test ideas against practical business principles.
- ▶ Explore how the platform can effectively serve its users and achieve its goals.
- ▶ Refine the product vision to ensure it aligns with the organization's mission of empowering individuals through technology.

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## SAMPLE ROLES FOR ALL DISCIPLINES IN A CONSULTING PROJECT

### Humanities

- ▶ **Finance & Accounting:** Research historical economic data to provide context for financial strategy recommendations.
- ▶ **Human Resources:** Develop workplace policies or training recommendations based on insights from cultural studies.
- ▶ **Marketing & Communication:** Develop storytelling-driven campaigns that resonate with diverse audiences.
- ▶ **Operations:** Propose workflow improvements informed by historical or cultural best practices.
- ▶ **Sales:** Write scripts or narratives that add depth to sales presentations and pitches.
- ▶ **Vision & Strategy:** Analyze the historical context of industry trends to inform strategic planning.

### Psychology & Neuroscience

- ▶ **Finance & Accounting:** Conduct behavioral analysis of consumer spending trends to inform financial strategies.
- ▶ **Human Resources:** Design employee surveys to assess satisfaction and identify areas for improvement.
- ▶ **Marketing & Communication:** Apply psychology principles to craft messaging that resonates with target audiences.
- ▶ **Operations:** Recommend changes to workflows based on research on human behavior and efficiency.
- ▶ **Sales:** Develop customer personas to help sales teams understand client motivations.
- ▶ **Vision & Strategy:** Use neuroscience insights to inform long-term decision-making strategies, like user experience design.

### Social Sciences

- ▶ **Finance & Accounting:** Analyze trends affecting financial strategies, such as spending habits or policy impacts.
- ▶ **Human Resources:** Provide insights into team dynamics or organizational behavior to optimize HR practices.
- ▶ **Marketing & Communication:** Use social trend data to develop targeted marketing campaigns.
- ▶ **Operations:** Propose strategies to improve operational workflows based on societal and cultural behaviors.
- ▶ **Sales:** Analyze demographic data to identify new customer segments for sales outreach.
- ▶ **Vision & Strategy:** Research societal trends to inform the client's long-term vision and strategic planning.

### International Studies

- ▶ **Finance & Accounting:** Research international trade policies or regulations that impact financial decisions.
- ▶ **Human Resources:** Develop cross-cultural training modules for global workforce management.
- ▶ **Marketing & Communication:** Research cultural preferences and adapt communication strategies for global audiences.
- ▶ **Operations:** Propose solutions for logistical challenges in international supply chain management.
- ▶ **Sales:** Identify and research potential international markets for client expansion.
- ▶ **Vision & Strategy:** Analyze global trends to recommend strategies for entering new markets.

### Sciences

- ▶ **Finance & Accounting:** Analyze environmental or technical data to assess cost implications for projects.
- ▶ **Human Resources:** Suggest policies for integrating sustainability or health-conscious practices.
- ▶ **Marketing & Communication:** Use data from environmental studies to inform eco-conscious marketing strategies.
- ▶ **Operations:** Propose improvements for sustainable or efficient resource usage in operations.
- ▶ **Sales:** Develop scientifically informed product details for sales presentations or technical pitches.
- ▶ **Vision & Strategy:** Research innovations in science and technology to guide forward-looking strategic decisions.

## SAMPLE PROJECT

### Premium Baking Brand in Rome

- ▶ Develop a strategy to expand products into the United States market.
- ▶ Research American consumer preferences and explore retail options, including stores, e-commerce platforms, and specialty shops.
- ▶ Identify potential partners, such as importers and distributors, to bring products to market effectively.
- ▶ Provide practical recommendations to support growth while maintaining the artisanal quality and heritage.

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