

## **[Call for Applications] USC Virtual Business Professional (VBP) Project – Fall 2023 (Deadline: 10 Sep) | Info Session: HKT 6:30pm, 7 Sep**

Dear Year-2 or above Business School Undergraduate Students,

Are you interested in working with students from all over the world? Have you ever wondered how you can develop the skills necessary to succeed in the new post-pandemic workplace environment?

We are now inviting applications for the [Virtual Business Professional \(VBP\) Project](#) offered by the **Marshall School of Business at the University of Southern California (USC)**. This Project will offer you an excellent exposure to collaborate with students from diversified backgrounds and cultures, and certainly will give your CV a competitive edge!

### **Virtual Business Professional (VBP) Project**

The goal is to help students develop the skills necessary to succeed in a fast-paced global business environment that is increasingly relying on social platforms and virtual collaboration for their internal and external communication. Students from different schools around the world are placed in teams of 5-6 people to work on a consulting project.

Together with university students from different countries, you will be participating in a collaborative business writing competition, **“Conscious Capitalism: Making Money and Still Doing Good”**. USC’s corporate partner Uma (a Strategic Advisory & Consultancy that specializes in gender, race, workplace culture, and belonging) will select the winning team.

For more information about the Project, please refer to the [Project website](#).

### **Consulting Challenge:**

You will be participating in a collaborative business writing competition **“Conscious Capitalism: Making Money and Still Doing Good”**.

Top three reports for each topic (*i.e. Planet or People*) will be first reviewed and selected by the VBP Global Faculty team. VBP (Fall 2023) corporate partner [Uma](#) will select the winning team. You will be notified about the results at the end of the project.

### **Project Timeline:**

The VBP project starts from **9 October to 20 November 2023 (Week 1 to 6 as shown below)**. Please refer to the following recommended timeline:

- 7 September 2023: Information Session  
(for interested students who would like to learn more, details stated below)
- 10 September 2023: Programme Application Deadline
- Week 1: Meeting with your team members:
- Week 2: Research on companies
- Week 3: Analytical works
- Week 4-5: Start drafting report
- Week 6: Final report submission

### **Eligibility:**

All Year-2 or above Business School Undergraduate Students in 2023-24

### **Information Session**

You are welcomed to join an **Information Session** on 7 September 2023 to learn more about programme details, including but not limited to project work, multi-cultural team collaboration and report format.

Date: 7 September 2023 (Thursday)

Time: 6:30pm - 7:30pm (HKT)

Venue: KKL301, 3/F, KK Leung Building

Registration link: please click [HERE](#) to register on or before **6 September 2023**.

### **Application:**

Interested students please put in an application via the [LINK](#).

Student should consider to the potential workload before applying.

**Deadline: Hong Kong Time 23:59, 10 September 2023 (Sunday)**

Late and incomplete application will **NOT** be accepted.

### **Selection:**

Students will be selected based on the CV and motivation essay submitted.

### **Refundable Deposit:**

Selected students must pay the HKU Business School a refundable deposit of **HK\$2,000** upon acceptance of offer. For deposit refund, students are expected to **(i) attend all virtual meetings, briefing and presentation sessions arranged**, and **(ii) complete the consulting project and reflection report**.

### **Enquiry:**

Please contact Mr. Jim Lam at email: [fbe.ugenrichment@hku.hk](mailto:fbe.ugenrichment@hku.hk) or phone: (852) 3917 0089.



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