

**MBA PROGRAM  
APPLICATION-BASED INDEPENDENT STUDY  
PROPOSAL TEMPLATE**



**Deadline:** The proposal must be approved by the Director of the MBA Strategic Consulting Program, your faculty advisor and the company you are working with (the project sponsor). Deadline for submission for a 4-credit project is the end of the first week of the quarter, deadline for submission for a 2-credit project is the end of the third week of the quarter.

**Student Name:**

**Program:**  FT  EVE **Grad Year:**

**Company Name:** *(Name of the company you will be working with on this project)*

**Functional Area of Project:** *(Ex. Marketing, Finance, Supply Chain, Operations, HR)*

**Project Overview**

1-2 sentences. Identify the type of project you are proposing, general information about the company, and the key contacts you will be working with.

**Time Investment**

Detail your estimated time commitment over the duration of the quarter. For a 2-credit course, you should have a total of 60-80 hours of effort during the quarter. For a 4-credit course, you should have 120-160 hours of effort. Note that this total excludes the time spent developing the proposal and securing a faculty advisor.

*Example*

*Overall time commitment is estimated at 6-10 hours per week over the course of the 10-week quarter, which is the equivalent of a 2-credit course. This assumes 3 hours per week spent on meetings and communications with corporate contact and faculty advisor, and 2-7 hours per week spent on conducting research and designing marketing strategy framework.*

**Scope of Work**

Describe your project and objectives. Define the problem you are working on and identify the depth and breadth of the scope, including any specific inclusions or exclusions. Minimum 2-4 paragraphs. Bullet points can be used.

**Approach**

Describe how you will research and gather data for this project. Include primary and secondary research plans and your process for developing deliverables.

*Example*

- 1) *Conduct personal interviews with key potential customers at multiple levels, and across many geographic locations*
- 2) *Through interviews and secondary research, understand current offerings, approaches, and prices for product/service offering*
- 3) *Identify similar product/service advertising strategies and where possible reach-out to gain insight into effectiveness*
- 4) *Interview key potential customers and use personal background knowledge to design promo strategy*
- 5) *Design promo strategy*
- 6) *Test new promos and provide key feedback for improvement*
- 7) *Finalize deliverable and final recommendations.*

### **Key learnings**

Describe what you hope to learn from doing this project and what MBA coursework and frameworks you will apply to this project.

### **Deliverables**

Identify deliverables such as specific research, analyses, or recommendations to be provided. Include the format of all final deliverables (i.e. written marketing plan, financial dashboard, annotated PowerPoint presentation, etc.)

### **Deliverables that must be included:**

- 1) **Mid-project status report** submitted to the MBA Strategic Consulting Program.
- 2) **Final paper.** The minimum paper length for a 2-credit independent study course providing managerial recommendations is 6 pages exclusive of supporting exhibits (double-spaced, 11-12 point font, with 1-inch margins), and the minimum for a 4-credit course is 12 pages exclusive of supporting exhibits.
- 3) **Final presentation and meeting with your company sponsor** to share your project deliverables and receive feedback. An MBA Strategic Consulting Program staff member must be in attendance at your final presentation. It is also required that you conduct a practice presentation with an MBA Strategic Consulting Program staff member at least one week prior to your final presentation. Please contact the MBA Strategic Consulting Program to schedule mutually agreeable times for your practice and final presentations. If the company you are working with is unable to participate in a final presentation, you must present at the Independent Study Colloquium, which is held during the last week of the quarter.

### **Timeline**

Provide a detailed timeline (by week, including specific dates and deadlines for deliverables) of your project plans. Feel free to submit a project management plan or other additional materials as necessary.

#### *Example*

- *Week 1- January 8: Scope document approved by sponsoring company contact.*
- *Weeks 2-5, January 11-29: Research including secondary research through library databases and primary research to include interviews with company employees.*

- *Week 5- February 8: Mid-project status report submitted to MBA Strategic Consulting Program. 2<sup>nd</sup> meeting with faculty advisor. Mid-project check-in presentation to company.*
- *Week 7-February 15: Draft marketing strategy framework submitted to faculty advisor*
- *Week 9- February 22: Final marketing strategy framework submitted to faculty advisor and sponsor.*
- *Week 10- March 1: Final meeting and presentation to company.*

**Communication Plan**

Describe how you plan to communicate with your sponsoring company.

*Example*

- *Weekly meetings with sponsoring company for feedback and status updates*
- *Bi-weekly faculty advisor updates, either in-person or via emails*

**Evaluation Criteria**

Describe how you plan to evaluate the project.

*Example*

- *Mid-project discussion with project sponsor about their overall satisfaction of work submitted*
- *Sponsor and faculty advisor evaluation of deliverables*

**Required Meetings with Faculty Advisor**

List the date and times of at least three scheduled meetings with your faculty advisor. This does not include the initial set-up meeting. Deadline for the final meeting with your faculty advisor is the first day of finals week.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Signatures**

Student Name: \_\_\_\_\_ Signature \_\_\_\_\_

Faculty Advisor Name: \_\_\_\_\_ Signature \_\_\_\_\_

Company Sponsor Name: \_\_\_\_\_ Signature \_\_\_\_\_

MBA Strategic Consulting Name: \_\_\_\_\_ Signature \_\_\_\_\_

## Application-Based Independent Study Checklist for MBA Students

Keep this checklist and use to ensure you have finished all project requirements.

**Proposal Document**

- Approved and signed by Director of MBA Strategic Consulting Program
- Approved and signed by Faculty Advisor
- Approved and signed by Company Sponsor

**Credit Request Form**

- Submitted to MBA Program Office (with proposal attached)

**Registration for Independent Study Credits** (*MBA Program Office will complete registration and send an email confirmation*)

**Mid-Project Review**

- Submitted to Strategic Consulting Program (*SCP will send a template to student 1-week prior to deadline.*)

**Faculty Advisor Meetings**

- Meeting #1 Date: \_\_\_\_\_
- Meeting #2 Date: \_\_\_\_\_
- Meeting #3 Date: \_\_\_\_\_

**Practice Presentation** (*At least one week prior to final presentation. SCP will email to schedule.*)

**Final Presentation to Company** (*at company office or UW*)

**Final Deliverables** (Final versions of Paper, PowerPoint, etc.) Deadline: Submission of the final deliverables—including the final presentation — **must occur by the last day of the final examination week.**

- Provided to Faculty Advisor
- Provided to Company Sponsor
- Provided to Strategic Consulting Program