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**MBA Strategic Consulting Program**

**Project Application**

The Foster MBA Strategic Consulting Program can connect a team of MBA students with your company to deliver solutions to critical business challenges.

We offer two project options: Field Study and Applied Strategy. Both can be structured to address almost any strategic business issue. We will help you determine which option would be the best fit for your needs based on the timing and nature of your project.

**Field Study** projects are conducted through an elective course for 2nd Year Full-Time and 2nd and 3rd Year Evening MBA students. Projects last 12-15 weeks, giving the team more time to fully understand the nature of your business challenge, research potential solutions, and develop in-depth recommendations. The start and completion dates are somewhat flexible to better match the timing of your company needs. Teams are comprised of students who have had at least one full year of MBA studies including core marketing, finance and strategy courses. The Full-Time MBA students will have completed a summer internship, and will bring that experience to your project. Evening MBA students have an average of seven years of work experience and provide current industry perspectives in addition to their MBA skills.

**Applied Strategy** is a winter quarter academic courserequired of all full-time first-year MBA students, who spend eight weeks on the project while learning how strategies are created and executed. We conduct approximately twenty Applied Strategy projects per year.

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|  | **Field Study** | **Applied Strategy** |
| **Project Length** | 12-15 weeks | 8 weeks (1 academic quarter) |
| **Project Topics** | Finance, Marketing (including Market Research) Supply Chain, Operations, HR/Management & Organization | Marketing, Finance, Operations, HR/Management & Organization |
| **Team Composition** | 3-5 2nd year Full Time or 2nd/3rd year Evening (part-time) MBA students | 5-6 First-Year Full Time MBA Students |
| **Application Deadline** | September 20 (for projects starting fall quarter) | November 1, 2016 |
| **Present Project to Students** | At individually scheduled information sessions | November 16, 2016 at the Student/Sponsor Reception |
| **Start Date** | October 2016 | January 2017 |
| **Completion Date** | February 2017 | March 2017 |
| **Project Fee** | $8,500 | $3,450 |

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**MBA STRATEGIC CONSULTING PROGRAM**

**PROJECT APPLICATION**

**Date:**

**Company/Organization Name:**

**Address:**

**Website:**

**Industry:**

**Primary Contact (Project Sponsor):**

**Title:**

**Phone:**

**Email:**

**Secondary Contact:**

**Title:**

**Phone:**

**Email:**

*Contact information is shared with the student team only after they are assigned to the project.*

**Program(s) you are applying for: □ Field Study □ Applied Strategy***You may apply for both programs. Upon receipt of the application we will be in touch to discuss the project in more detail and determine which program would best meet your needs*

**Project Description***Please answer the following questions to help us better understand what you’d like to accomplish by working with a team of our students. We will use this information to determine if the project is a good fit with the program. The students will use it in selecting the projects for which they apply. Feel free to include as much detail as you like and attach additional forms if necessary.*

1. **Functional Area of Project**

□Marketing □ Finance □ Operations □ Supply Chain

□ HR/Management & Organization □ Other (describe)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **What is the main question you would like to answer or the business problem you are trying to solve?**
2. **Strategic implication**   
   *Please describe the strategic issue(s) that might be addressed with the assistance of the student team. For example, you may plan to use their market segmentation analysis to help determine the marketing budget for a new product launch.*
3. **What other solutions are you currently exploring regarding this issue?***If relevant, please provide some insight as to what (if anything) your company has done to address the business problem. Examples include working with consultants, developing a cross-functional team, increasing budget or resources.*
4. **What resources could you make available to the team to ensure the project's success?**

*Examples include selected customer information, competitor information, survey data, industry reports, internal research reports, financial statements, etc.*

1. **What are your expected deliverables?**

*The project will conclude with the team presenting their findings and recommendations to you at your office. What would you expect to receive at the final presentation? Examples might include financial modeling tools, marketing plans, competitive landscape assessments, market segmentation analyses, new organizational models, business expansion plans, and market entry strategies.*

If a team of MBA students is assigned to your project, their first task will be to meet with you and then write a detailed scope of work and a plan which both you and the program will approve before they proceed. Minor changes in the direction and expected deliverables may occur as the project progresses.

*Please Note:* The demand for this program is such that we have more applications than teams, so there is a chance that we may not have a team of students for your project. In that case we'll try to find another way to meet your needs.

**Please email the completed application to:** mbascp@uw.edu

We will be in touch soon to discuss your application and provide further details about the project introduction. Thank you for your interest in working with our students.

**Jennifer Bauermeister**

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