

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: Applied Strategy and Field Study. 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.

**Applied Strategy** is a winter quarter academic course required 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.

**Field Study** projects are conducted through an elective course for 2<sup>nd</sup> Year Full-Time and 2<sup>nd</sup> and 3<sup>rd</sup> Year Evening MBA students. Compared to Applied Strategy, the projects are 4-6 weeks longer, 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, so may better match the timing of your needs. The 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 students will have completed an MBA 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	Field Study
<b>Project Length</b>	8 weeks (1 academic quarter)	12-15 weeks
<b>Project Topics</b>	Accounting, Marketing, Finance, Operations, HR/Management & Organization	Accounting, Finance, Marketing (including Market Research) , Supply Chain, Operations, HR/Management & Organization
<b>Team Composition</b>	5-6 First-Year Full Time MBA Students	3-5 2 <sup>nd</sup> year Full Time or 2 <sup>nd</sup> /3 <sup>rd</sup> year Evening (part-time) MBA students
<b>Application Deadline</b>	November 1, 2016	March 18, 2016 (for Spring projects)
<b>Present Project to Students</b>	November 16, 2016 Sponsor/Student Reception	At individually scheduled information sessions
<b>Start Date</b>	January 2017	April 2016
<b>Completion Date</b>	March 2017	June 2016
<b>Project Fee</b>	\$3,450	\$8,500

**MBA STRATEGIC CONSULTING PROGRAM  
2015-2016 PROJECT APPLICATION**



**Date:**

**Company/Organization Name:**

**Address:**

**Website:**

**Industry:**

**Primary Contact (Project Sponsor):**

**Title:**

**Phone:**

**Email:**

**Secondary Contact:**

**Title:**

**Phone:**

**Email:**

*Contact information is given to 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 submit additional documents as necessary.*

**1. Functional Area of Project**

- ☐ Marketing ☐ Finance ☐ Operations ☐ Supply Chain  
☐ HR/Management & Organization ☐ Other (describe) \_\_\_\_\_

**2. What is the main question you would like to answer or the business problem you are trying to solve?**

**3. 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.*

**4. 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.*

**5. 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.*

**6. 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](mailto: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. Contact us if you have questions about this application or any other part of the MBA Strategic Consulting program.

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