Introduction and Overview SmithX Fall 2015 MBA Course BUSI 758 - MBA Consulting Practicum McKeldin Library Project

SmithX?



Neta Moye, PhD

Faculty Director, SmithX Experiential Learning Program nmoye@rhsmith.umd.edu



Graham DeJong

Program Manager, SmithX Experiential Learning Program Graham.dejong@rhsmith.umd.edu

Why take an experiential course?

- Earn two credits without another evening class
- Deepen your understanding via hands-on application
- Gain experience in a field you haven't worked in yet
- Build your consulting portfolio

What we'll cover 1. What is *this* consulting project course all about?

2. How is the project/course structured

3. Application process and key dates

What is this course all about?



footnotes

Marketing Project: Repositioning

How is this course/project structured?





Gary White Associate Dean of Public Services

Faculty Advisors



Janet Wagner

Associate Professor, Marketing Director, Center for Excellence in Service

Judy Frels Clinical Professor, Marketing Academic Director, Online MBA

How is this course/project structured?

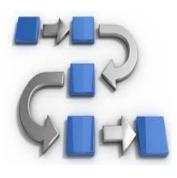
- 2 credits = approximately 100 hours of work per team member, over 14 weeks
- Course starts week 1 of term A; ends last week of class term B
- Up to three meetings on campus at College Park
- Bi-weekly virtual meetings with Faculty Advisor
- Meeting times to be set based on team and advisor availability
- Deliverables? Similar to what you would expect in a consulting project
 - statement of work, team contract, project plan
 - midterm status report
 - final report + client presentation
- Final evaluation combination of client feedback, peer feedback, and faculty advisor evaluation

3 teams of 4-5

1 from each campus

Application Process & Key Dates

Application materials can be found on Networth Fall 2015 Registration page



- 1. Complete Word-based application
- 2. Email Word-based application plus current resume to Neta (<u>nmoye@rhsmith.umd.edu</u>)
- 3. Access Interview Stream and record two interview question responses
- 4. Email link to your recordings to Neta



Applications accepted: Offers made : Students Accept Offers : up to 11:00pm April 20 by April 27 by May 1st

We process your enrollment in the course.

