



**Introduction and Overview**  
***SmithX* Fall 2015 MBA Course**

**BUSI 758 - MBA Consulting Practicum**  
**McKeldin Library Project**

# SmithX?



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# 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?



Marketing Project: Repositioning

# How is this course/project structured?

## Client



**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 ([nmoye@rhsmith.umd.edu](mailto:nmoye@rhsmith.umd.edu))
3. Access Interview Stream and record two interview question responses
4. Email link to your recordings to Neta



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

We process your enrollment in the course.



