SMO 641: Business Strategy Course – Project Parameters

Background
The Alberta School of Business MBA program requires that all students complete a Capstone course in Business Strategy. Working with existing organizations in the community MBA students bring together various fields of study to tackle real world business challenges. The nature of the participating businesses is complex and diverse, spanning single proprietorships, non-profit organizations, governments and corporations. The exposure that students receive in completing projects provided by external business partners completes their formal education.

General Requirements
• Projects can be completed in a 3-month time frame
• Projects are of sufficient scope to provide an average of 10hrs/week commitment from students
• Projects will integrate material across 2 to 3 functional business areas (accounting, finance, marketing, human resource management, economics, etc.)
• Projects will include an analytical component

Client Expectations
• Clients will provide a 1-page project description to students at the beginning of the project, which will include:
  • A project overview
  • Expected project deliverables
  • Company description and/or company background
  • Contact information for students
• Commit to meeting student groups at least 3 times during the 3-month period
  • Initial meeting at project outset
  • Progress meeting roughly halfway through the 3-month time period
  • Final meeting before the project due date
• Sign off (along with SMO 641 instructor) on student project plan after initial meeting
• Attend a student presentation of final project results (on or off campus) – where possible, the project presentation will be open for all students in SMO 641
• Debrief project outcomes with students after receiving the final report
• Complete an after-project evaluation questionnaire
• For projects involving financial aspects, company financial information will be made available

PLEASE NOTE: As projects are selected and NOT assigned, there is a risk your project may not be chosen.

For more information please contact:
Kristel Owens, Employer Relationship Advisor, Alberta School of Business
Phone (780) 916-9815 e-mail: kowens@ualberta.ca