OVERVIEW

BUSMGT 7717 is an experiential learning course that provides students with the opportunity to lead, plan, and execute a real-world consulting/project management engagement that focuses on solving real-world business challenges or pursuing business opportunities in human and animal healthcare organizations. Students work in self-managed teams under the guidance of the course instructor and Fisher faculty members.

Mirroring the approach taken by leading consulting firms, the course will stress an analytical, data driven methodology to problem solving and students will work with managers at a client firm to address the business challenge/opportunity. At the project end, students will recommend and communicate a set of actionable recommendations that are supported by evidence from a broad range of data sources both primary and secondary.

Competencies developed include: project management, leadership/teamwork, data collection/analysis, and management communication skills; the ability to synthesize information and draw relevant conclusions, develop actionable recommendations and craft compelling presentations.

COURSE OBJECTIVES

BUSMGT 7717 is centered on an actual consulting project for a real client with deliverables, timetables, deadlines, teamwork requirements, long work hours, uncertainties, and unexpected events. Clients expect meaningful results and actionable recommendations from the student teams. The course will prepare students to complete their project to the satisfaction of the project sponsor/client.

Specifically, the student teams will receive a project management overview to teach them many of the hard skills needed to manage a project involving multiple stakeholders. This will require students to:

- Analyze and understand an organization in its business environment;
- Define problems clearly and apply appropriate structures and frameworks to solve them;
- Collect, analyze, and synthesize qualitative and quantitative data from both primary and secondary sources;
BUSMGT 7717 – SUMMER SEMESTER

COURSE DESCRIPTION AND REQUIREMENTS

• Develop and present actionable recommendations and implementation plans that demonstrate a deep understanding of the problem, the company’s culture, and the business conditions in which it operates or would like to operate.
• Work with faculty experts to gain functional expertise.

COURSE POLICIES

Attendance

Attendance is mandatory for all class sessions unless excused in writing by the instructor.

With the objective of establishing a dynamic and effective learning environment, this course requires a commitment on every student’s part to attend all (and be engaged in) all course sessions.

Attendance and Engagement are defined as:
1) Arriving on time for all course sessions, faculty coaching and team advisor meetings
2) Staying for the duration of the class period
3) Actively listening to and absorbing class content
4) Participating in and contributing to class discussion

No technology is permitted during class unless specifically directed. This includes laptops, iPads, smartphones, etc.
Class begins on time.
Students are expected to use name cards in class and be prepared for cold calling.

Philosophy

Client satisfaction is extremely important. Clients commit significant resources to interact with students and sponsor a BUSMGT 7717 project. They expect professional behavior and outcomes. Student actions, attitudes, and deliverables must be in line with that perception. Students are expected to be a positive emissary for OSU at all times.

Enrollment

By accepting a BUSMGT 7717 project assignment, a student is making a firm commitment to participate fully in all phases of the project. If a student must withdraw from a BUSMGT 7717 project due to unforeseen, extenuating circumstances, the student should immediately notify the instructor.

Logistics

This course will meet three times per week during Summer semester for 60 minutes each period. In addition, the expectation is that all teams will meet weekly with their project sponsor and their faculty coach or team advisor for approximately one hour each. Teams are charged with scheduling these meetings.

Materials

There are no assigned readings for this course. However, there will be background readings appropriate to project management skills, the project and project industry or recommended by the Team Advisor and the client. It is expected that students will do substantial background reading throughout the entire course to familiarize themselves with the client, industry and other information relevant to the project.
Workload
The out of class work will be the effort and hours students put into preparing for their projects. Students should anticipate that the workload and thus the hours required are generally higher than for conventional Fisher courses. Project work is usually an intensive and time-consuming experience with significant responsibilities to teammates and the client.

Grading
The grading focus is on the project process and the final deliverables. Feedback from multiple sources is considered, including client feedback and peer evaluations. Final grades reflect individual and team performance on the project.

- **30%** Individual contribution to the team, including interactions with the client and other teammates
- **60%** Team performance, including:
  - Quality of client deliverables (letter of engagement, work plan, preliminary and final presentations, recommendations)
  - Timely delivery/responsible handling of administrative items and weekly assignments
  - Ability of entire team to work effectively together and with the client
- **10%** Attendance

As part of the course requirements, all students are required to complete a peer evaluation at conclusion of their project.

BUSMGT 7717 is graded using the same letter system as other courses at Fisher.

Expect that components not meeting a satisfactory standard will be returned for resubmission.

Office Appointments
Professor Eldred will be available to students on an individual basis either before class or in her office at 222 Mason Hall. Students should contact her in person or at eldred.14@osu.edu to schedule an appointment.

STANDARDS OF INTEGRITY AND CONDUCT

Each student in this course is expected to be familiar with and abide by the principles and standards set forth in The Ohio State University’s code of student conduct and code of academic conduct. Students can view these documents or download PDF versions at:


It is also expected that each student will behave in a manner that is consistent with the Fisher Honor Statement, which reads as follows:

As a member of the Fisher College of Business Community, I am personally committed to the highest standards of behavior. Honesty and integrity are the foundations from which I will measure my actions. I will hold myself accountable to adhere to those standards. As a future leader in the community and business environment, I pledge to live by these principles and celebrate those who share these ideals.
While most students have high standards and behave honorably, like every academic institution, we sometimes encounter cases of academic misconduct. It is the obligation of students and faculty to report suspected cases of academic and student misconduct. Students can report suspected violations of academic integrity or student misconduct to faculty or to a program's leadership. All reported cases of academic misconduct are actively pursued and confidentiality is maintained. Students guilty of misconduct will be removed from the team and if abroad, required to return to the USA immediately.

Disability Statement: Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 614-292-3307 in room 150 Pomerene Hall to coordinate reasonable accommodations for students with documented disabilities.
Syllabus Calendar.

WEEK ONE
June 15: Class 1. Introduction and project kickoff.
June 16: Class 2. SCQ- Situation-Complication-Question
June 17: Class 3. Issue Diagnostic

WEEK TWO
June 22: Class 4. Storyboard
June 23: Class 5. Workplan
June 24: Class 6. Primary Research: Interviewing

WEEK THREE
June 29: Class 7. Primary Research: Surveys, Observation, Other Recording results for actionable outcomes
June 30: Class 8. Secondary Research
July 1: Class 9. Team meetings with research specialists.

WEEK FOUR
July 6: Class 9. NO CLASS
July 7: Class 10. Status meetings/Project Review
July 8: Class 11. Status meetings/Project Review

WEEK FIVE
July 13: Class 12. Insights
July 14: Class 13. Qualitative Insights
July 15: Class 14. Quantitative Insights

WEEK SIX
July 20: Class 15. Prep Time
July 21: Class 16. Advising time/practice
July 22: Class 17. Advising time/practice

WEEK SEVEN
July 27: Presentation
July 28: Presentation
July 29: Presentation