MGT411 SENIOR DESIGN
BUSINESS CONSULTING TRACK
Stevens Institute of Technology, School of Business
Syllabus Supplement, Fall 2023

Track Overview

The goal of the business consulting track is to, over the course of two semesters, help you develop skills for successfully completing a business consulting project. You will primarily learn by doing. Under the direction of a faculty advisor, you will work on an actual consulting project for a real organization.

This is a unique experiential learning course. How we use each class period (Mondays 10-12:30) will vary much more than other courses. As reflected in the course schedule below, in some classes you will participate for the full class period while in other classes you will meet for a scheduled time with your advisor within the class period and use the remaining time working with your team without your advisor.

Course deliverables will also vary and are designed to give students real-world experience and contribute to helping them satisfy the needs of their clients. As shown in the track grading, there will be individual work, but the majority of the grade is team-based. The work will include written deliverables as well as presentations. Several related projects have been identified and will be offered to students as options. Students can also suggest business consulting project ideas for consideration. It is the student's responsibility to determine a project.

The ultimate outcome of the course will be completed in the Spring as part of MGT412 and will include a presentation of your work during *Stevens Innovation Expo Day,* April 26, 2024.

Track Learning Goals

The senior design course (MGT411) – across all three tracks – is designed to better prepare students for their transition into the professional work environment by completing a project, which allows students to put into practice concepts they have learned during their studies at Stevens. In the main MGT411 syllabus, several related learning objectives are identified. For the business consulting track, we will also focus on developing research-related skills, such as:

- Understanding best practices for consulting
- Building client relationships
- Conducting pertinent analysis and research to understand the client organization and the issues that need to be addressed with the project
- Gathering data for rich market research and due diligence
- Determining the best ways to communicate findings including effective use of data visualization tools

Relationship of Course to Rest of Curriculum

This track combines many of the course knowledge areas and skills previously developed in other courses, and packages them in a consulting project. In that respect, it can be considered a “capstone” experience.

Moreover, the course aims to increase students’ specific skills in areas such as defining and understanding organizational problem, performing market research, preparing client communications, and presenting work.

Recommended Readings and References:
They are not required but these readings should be helpful in learning about the field of consulting. Your advisor will provide you other readings pertinent to your project and consulting more generally.

- HBR’s Ten Must-Reads: The Essentials
- The McKinsey Way by Ethan Rasiel
- Flawless Consulting by Peter Block
- Linchpin by Seth Godin
- The Back of the Napkin by Dan Roam

Track Grading

Assignment	% Grade
Individual component	**40 points**
Participation & attendance	20 pts
End-of-semester individual paper w/ evaluation of your peers	10 pts
Peer evaluation by teammates	**10 pts**
Team Component	**60 points**
Deliverables:	
Team contract – see Canvas	5 pts
Engagement Letter – see Canvas	5 pts
Market research – Surveys, Interviews + other as assigned by advisor	15 pts
End of Semester Client Communication	5 pts
Presentations:	
Midterm Presentation	15 pts
End of Semester Presentation	15 pts

Total	**100 points (100%)**

<u>Course Schedule</u>
This schedule is subject to change. All changes will be well communicated by advisor.
Bolded Items contribute to Grade. See Grading Component Table.

Week	Date	Topic	Details
1	9/11	All track discussion + Track-specific discussion	ALL TRACKS. Come to class with project ideas. Course discussed. Breakout discussion for tracks.
2	9/18	All track discussion + Track-specific discussion and/or advisor meetings	By this date, you should know what track you are pursuing and be on a team. Let advisors know if you need help finding a team. On this date, you will be provided a list of possible projects and will meet with your team to discuss project preferences and start developing your pitch for why your team should get the project you desire. Top 5 project preferences with pitch must be submitted by midnight on Thursday, 9/21.
3	9/25	Track-specific discussion + advisor/team meetings	The majority of teams will be told their projects on this date. For teams without projects, class will be spent troubleshooting projects. For teams with projects, you will have short meetings with your advisors. Information about team contracts will be provided.
4	10/2	Advisor/team meetings	Project work will commence in earnest on this date.
5	10/9 (Tues.)	**Team Contract** Information on developing Engagement Letter	Team contracts that specify project and outlines ground rules for working together are due this date (see team contract guidelines on Canvas). Advisors will also share information on how to prepare an engagement letter which is due 10/24. Contact should be made with client by around this time.
6	10/16	Advisor/team meetings Discussion of gathering pertinent **data collection and**	Each team will have an individual meeting with their advisor for about 20 minutes.

		analysis for market research/ due diligence purposes (e.g., interviews, surveys)	
7	10/23	Advisor/team meetings + **Engagement letter due**.	Each team will have an individual meeting with their advisor for about 20 minutes. Engagement letters should be submitted by this date to advisor (not client).
8	10/30	**Midterm presentations**	Teams will meet with other teams that have the same advisor in meeting and present their project for feedback.
9	11/6	Advisor/team meetings	Each team will have an individual meeting with their advisor for about 20 minutes.
10	11/13	Advisor/team meetings	Each team will have an individual meeting with their advisor for about 20 minutes.
11	11/20	Advisor/team meetings	Each team will have an individual meeting with their advisor for about 20 minutes.
12	11/27	Advisor/team meetings	Each team will have an individual meeting with their advisor for about 20 minutes.
13	12/4	Advisor/team meetings	Each team will have an individual meeting with their advisor for about 20 minutes.
14	12/11	**End of Semester Presentation**	Teams will meet with other teams that have the same advisor in one meeting and present their project for feedback. Alternatively, the final presentation may be given to client. Teams will work with advisor to make this determination.
Exam Week		**Individual reflection paper + peer evaluation due** **Updated client through email (+possible presentation). Send slidedeck and other pertinent information.**	Individually submit via Canvas Assignment Tab or as directed by Advisor. Team should email with update on project before they conclude course.

Important Remark: There is no final exam for the Business Consulting Track.