

SCHULICH MBA STRATEGY FIELD STUDY

Schulich
School of Business
LEADING CHANGE

Get Canada's Top MBA Students Working for You!



HOW THE STRATEGY FIELD STUDY WORKS

A team of six or seven talented MBAs over the course of eight months prepare a comprehensive strategic consulting project delivered to you in a professional presentation and report.

Runs eight months

starting in either
September, January or May



40-page final report

summarizes competitive prospects and makes actionable recommendations



Over 2,000

partner companies –
multinationals, SMEs,
startups, non-profits
and government



No fee is charged for this service



Schulich's MBA is ranked #1 in Canada

by Forbes, Corporate Knights and CNN Expansion

Schulich is a world leader

in teaching business and sustainability

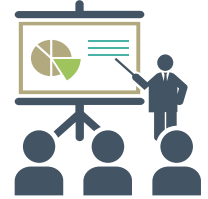


What is the Strategy Field Study?

The Strategy Field Study is the capstone project of the Schulich MBA Program and incorporates leading edge business education with real-world strategy expertise.

The project involves a team of top tier business students conducting an assessment of the company's performance and strategy in the context of the industry, markets, customer needs, competition, financials, sustainability, and technology trends. The deliverable consists of a presentation to senior management and a 40-page report that summarizes the company's position and its prospects for the future, identifies strategic alternatives and makes concrete recommendations for implementation.

Each student team is supported by a three-person Faculty Advisory Panel. This panel has four formal meetings with the team to review and give feedback on interim reports. While the students are responsible for their own conclusions, Schulich's award-winning faculty provide guidance to enhance the value and clarity of the analysis and recommendations.



WHAT ARE THE BENEFITS OF PARTICIPATING?



An independent, highly detailed analysis of your organization and its environment at no cost

Feedback from past client sites indicates that they most benefitted from the objective analysis and assessment of their operations.



Practical recommendations

The final report has specific recommendations and an implementation plan to execute the recommendations.



Creative exchange

CEOs/senior management often find that questions, insights and perspectives obtained from the process stimulate healthy internal debate on strategy.



Meaningful partnership in business education

Many organizations participate to support business education and the skill development of students.



"Most Schulich students will agree that the Strategy Field Study (601) is by far the most challenging and rewarding aspect of their entire MBA experience. The 601 truly brought together everything we learned in the program up to that point and pushed each and every member of our team."

BORIS FUCIC (MBA '15)
Director, Serenity Labs Inc.

Participant Information

WHAT IS THE TIME COMMITMENT?

The CEO or equivalent can expect personally to spend 10 to 15 hours in total, spread over the eight months of the project. They will support the student team by acting as the champion of the project within the firm.

- The CEO and other senior managers and functional heads will be involved in initial interviews and meetings, with intermittent follow-ups.
- All meetings will be arranged at a time and location suitable to the client.



WHO IS ELIGIBLE?

Company sites include large and mid-sized private and public companies, entrepreneurial firms and non-profits.

In general, companies need to have the revenues to warrant such a comprehensive study – normally a minimum of \$5 million (\$1.5 million for non-profits) annually. Exemptions may be made for smaller companies, including start-ups, that face interesting strategic challenges.



WHAT ABOUT ACCESS TO INFORMATION AND CONFIDENTIALITY?

For this project to be comprehensive and valuable, your company needs to be prepared to share data requested by the team that may include internal financials, information of the ownership and organizational structure, access to customers and competitors, and details about products and pricing.

It is crucial that the CEO and senior management are fully supportive of the study and facilitate the exchange of information, allowing the students to smoothly conduct the research and produce tangible and useful recommendations.

The need for confidentiality is absolute. All members of the Strategy Field Study, including the students and faculty, are legally bound by written confidentiality agreements. All information provided to the student group is kept in strictest confidence. (The legal agreement is available upon request.)



“During the Schulich MBA I learned to push myself, take big risks, and seek out challenges.”

ALLIE SIMPSON (MBA '18)

Sales Development Associate, General Mills

Phases of the Strategy Field Study

The first two phases of the study, over about four months involve the thorough research of your company and its external environment. After the bulk of the research is completed, in Phases 3 and 4, the team works on developing strategic alternatives and recommendations. In Phase 5, at the eight-month mark, the team presents its findings and recommendations to senior management.



TIMELINE	PHASE	KEY DELIVERABLES
6 th week	Phase 1 PRELIMINARY ASSESSMENT	<ul style="list-style-type: none"> Describe internal and external environment Conduct preliminary assessment Prepare research plan and project plan
14 th week	Phase 2 RESEARCH & ANALYSIS	<ul style="list-style-type: none"> Provide a comprehensive analysis of internal and external environment Assess issues and alternatives (preliminary)
25 th week	Phase 3 STRATEGIC DIRECTION	<ul style="list-style-type: none"> Finalize key issues and rationale Evaluate alternatives Develop recommendations
32 nd week	Phase 4 FINAL REPORT & PRESENTATION	<ul style="list-style-type: none"> Provide highlights of strategic assessment Explain and provide rationale for key issues, recommendations and implementation plan
34 th week	Phase 5 PRESENT TO CLIENT SITE	<ul style="list-style-type: none"> Amend final report and presentation Present to client



WANT TO KNOW MORE?

Should you be interested in participating in Schulich's Strategy Field Study or have any questions, please contact Tanya Duguid at 416-736-5082 or email mgmt6100@schulich.yorku.ca to inquire.

