

MBA 522 Consulting/Research Project

The Consulting/Research Project is the principal focus of the UCW MBA. It is a substantive effort of synthesis and application of the material covered during your course work. You will be expected to produce a document that details the work done in this research or consulting project including description of the project, conclusions or recommendations, and a literature review. This is a directed study project where you will complete a great deal of work independently under the supervision of a Supervisor who will serve as:

- 1 your mentor during the project period;
- 2 your instructor providing direction as to the requirements that you have to fulfill during the completion of the project; and,
- 3 the person who will evaluate your work and assign a grade for the course.

This project will result in a significant document, contributing not only to your learning at UCW, but also to your sponsor organization, whether that is your own workplace or another organization if you are doing a consultation, and to the body of knowledge related to your topic of interest.

The finished product will be a substantial demonstration of your practical research that is fully documented and open for scrutiny by both the university and the sponsor organization. The document will be retained in the UCW electronic library and available for examination by other students, our faculty and members of the public.

You will:

- 1 Propose a consulting project supported by action research or a primary research project on a topic of your own choosing, subject to the approval of the Dean;
 2. Perform a comprehensive consultation or research project:
 - a. A full consultation which will include an organizational analysis, a comprehensive literature search on the issues identified in the analysis, conduct primary or secondary data collection related to the issues, make an intervention which could involve either problem solving facilitation as a process consultant, or a series of conclusions and recommendations for actions that you propose should be taken by the client; or,
 - b. A research study to answer a specific question or test a specific hypothesis, supported by a comprehensive literature search to discover the existing body of knowledge in the topic area, collection of primary data (or approval to analyse secondary data), analysis of the data, formulation of conclusions and recommendations that further the body of knowledge.
- 2 Present your results, and
- 3 Submit a final written report of between 75-120 double spaced 250 word pages plus appendices and bibliography.

Expectations for Your Work On This Project

The expectations for what has to be accomplished during the MBA 522 project include:

- Self directed work, using your supervisor as a mentor, whereby you conduct a comprehensive search of the literature in the area of your topic, submit the required deliverables in a timely fashion, utilize the feedback given by the supervisor to improve your work, arrive at a consulting agreement with a client that you have found on your own initiative if this is a consulting project, and
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