



Strategy and Global Management (SGMA) 559/668:

Consulting for Impact Using Real-World Projects

Are you a medium to large size non-profit that would like a team of Haskayne School of Business students to work on a current strategy-related challenge?

The Haskayne School of Business is currently recruiting **non-profit organizations** to participate in consulting projects: a team of up to 5 students will provide pro-bono work on specific strategy-related challenges within your organization and offer solutions.

Each consulting team will be made up of 4 undergrad students and 1 MBA student. The teams will be mentored by a professional consultant, although this mentor will not interact directly with your organization.

This project would be ideal for non-profits needing help to secure grants and other sponsorship through demonstration of successful business strategies that showcase value. Projects could involve:

- Developing long term business strategies to ensure organizational sustainability
- Evaluation planning of current events and programming
- Organizational structure analysis
- Identifying KPI's to showcase organizational value
- Creating fund development strategies
- Researching business models including social enterprise

Timeline: Fall 2022 Semester (Sept 6 to Dec 7)

Instructor: Phil Davidson

Students will work on one project throughout a semester (approximately 40 hrs/student or 200 hrs/team) to:

- Identify the stakeholders involved in the project
- Analyze and research the strategy challenge (may involve interviewing, library and internet research, and data collection/analysis)
- Propose solutions that leverage organization resources
- Plan an interdisciplinary course of action to solve the managerial challenge
- Present their final project recommendations (orally and in writing) to the client organization

Projects selected for this course must:

- Involve a strategic issue for the organization
- Be decision-oriented
- Provide value, both to the organization's development and the students
- Be stable enough to avoid the risk of premature "project obsolescence"
- Be focused on strategies rather than activities (eg. students are consultants rather than fundraisers putting together an event)

Organizations are expected to:

- Have more than 15 full/part-time staff excluding contractors (this line is a strong preference)
- Provide a project lead who can provide consistent guidance/communication over the semester to the student team
- Commit to touch base weekly or bi-weekly with their student team
- Share any relevant organization data and information with the students early in the project (confidentiality forms can be provided)
- Assist the students in setting up interviews with staff involved in the challenge
- Not be working in governmental, political or religious domains

Not all projects will be selected. Selection is based on the instructor's determination of suitability and student interest.

Project Applications for Fall 2022 Semester Due July 31

[Click here to submit your project application](#)

For further information – please contact Sylvia Trosch, Community-Engaged Learning Specialist
Sylvia.trosch@Haskayne.ucalgary.ca