One of the core components of the Telfer Executive MBA Program is the integration of six business consulting projects within the curriculum. Each project requires you to work as a business consultant with client organizations to address real business challenges and opportunities in short timelines.

At the Telfer Executive MBA Program, there is a strong emphasis placed on teamwork and learning to work within a group environment. Five of six business consulting projects involve working within a team environment, where you will learn how to collaborate effectively to successfully complete the objective of each respective business consulting projects. The teamwork component of the program focuses on the reality of the global economy where you are often unable to choose the members of your team. This opportunity will allow you to learn how to leverage strengths of others, to understand team dynamics and to appreciate a process for sharing leadership and responsibility with an aim to achieve the deliverables of the Telfer Executive MBA Program.

**Strategic Marketing Business Consulting Project**

The function of marketing is to establish the relationship between the corporation and the market place. The Strategic Marketing Business Consulting Project allows your team to validate the different analytical and planning techniques learned within the class as well as to develop the critical thinking capability required to use these methods for strategic and operational decision-making. Your team will work with a not-for-profit organization within Ottawa with the goal of contributing back to the community while understanding the challenges faced by charitable organizations.

"The Strategic Marketing Business Consulting Project was very challenging and rewarding for me. Our client, The Ottawa Hospital Foundation, implemented several of our recommendations from our report on increasing contribution for the 2013 "Rattle bones’ race. The outcome of our project increased net revenues by more than 50% for the event."

John Texeira, EMBA 2014
Director,
Agilus Consulting Group

**Innovation & Entrepreneurship Business Consulting Project**

You will travel to California’s Silicon Valley to complete a team-based consulting assignment on behalf of a North American company. In addition, you will also visit the world’s leading technology companies, attend private executive briefings with senior Silicon Valley leaders and see first-hand previews of the future for technology and innovation. You will be exposed to a unique, hands-on learning experience that will equip you for leadership in today’s competitive global marketplace.

**Individual Business Consulting Project**

The Individual Business Consulting Project is the single most important independent assignment you will undertake while in the Program. This project will be your number one priority while classes are out for the summer. You will have the opportunity to select the client organization and work with your client to identify the scope of the project. A supervisor will be assigned to help focus you on the scope and deliverable of the project. The supervisor will also serve as your coach and mentor throughout the process. During the summer months you will engage with your client while completing your research and analysis on the topic. The final deliverable requires you to formally communicate your recommendations to the Executive MBA director, your client and your supervisor through a twenty-minute presentation as well as a written report.
Technology Entrepreneurship Business Consulting Project

This course is delivered with a strong emphasis on experiential learning with engagement from key stakeholders in the new business creation field. During the second year, on behalf of local entrepreneurs, your team will work and present a business plan and investor package to a panel of investors who will decide on the fundability of the project.

Over the past decade, candidates have presented investor packages with an average of one in every three presentations resulting in a follow up meeting with the panel. This is well above the average industry success rate of one in a hundred.

Sachelle recently returned from Guangzhou, P.R of China after completing the final team business consulting report for a client as a part of the International Business Consulting Project and Trip. The project involved a thorough analysis and evaluation of an appropriate approach for the Chinese market. The trip focused on in-country meetings to validate information and to possibly identify business partners. The outcome for eight months of hard work by Sachelle’s team is a deal worth US$400M for the client company.

Sachelle Magloire-Prospere, EMBA 2014
Senior Analyst, Office of the Chief Human Resources Officer, Treasury Board Secretariat

International Business Consulting Project

The International Consulting Project and Trip takes place at the end of the Program. It will enable you to apply a global perspective to all of which you have learned within the Program.

Your team will determine both a business and market objective for respective clients, conduct business intelligence analysis and to develop preliminary recommendations prior to the trip.

While visiting the international market, your team will gather further intelligence through stakeholder interviews and other data gathering methods to validate market potential, explore the ecosystem of the business, solidify contacts, and experience first-hand the local rules and protocols of business. Upon your return, you will present the results and a report to your client. Please note that most clients accompany the class on the international trip.

Business Strategy Consulting Project

Your team will conduct a strategic analysis of a company in the context of the "Strategy Formulation and Implementation" course of the Program.

This project allows teams to identify a client organization that is considering doing business in the international market selected for the International Consulting Project. The key element of the business strategy project is to assess the fit between the company, its strategy and the destination selected.

Recent International Business Consulting Destinations

<table>
<thead>
<tr>
<th>Year</th>
<th>Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>Guangzhou, P.R. China</td>
</tr>
<tr>
<td>2013</td>
<td>Ho Chi Minh City, Vietnam</td>
</tr>
<tr>
<td>2012</td>
<td>Rio de Janeiro, Brazil</td>
</tr>
<tr>
<td>2011</td>
<td>Johannesburg, South Africa</td>
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<tr>
<td>2010</td>
<td>Chongqing, P.R. China</td>
</tr>
<tr>
<td>2009</td>
<td>Santiago, Chile</td>
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<tr>
<td>2008</td>
<td>Seoul, P.R. South Korea</td>
</tr>
<tr>
<td>2007</td>
<td>Bangalore, India</td>
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<tr>
<td>2006</td>
<td>Shanghai, P.R. China</td>
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