

BUSINESS 4430
Ivey Consulting Project (ICP)
Director: Joe Compeau
Coordinator: Ruth Shanahan
40 Sessions

TARGET AUDIENCE: HBA2 Students

PURPOSE/OBJECTIVES

The purpose of the course is to develop the knowledge, skills and aptitudes necessary to successfully complete a real-world project with multiple stakeholders and deliverables.

OVERVIEW

The Ivey Consulting Project enriches your learning through a field-based project on behalf of a corporate client. ICP provides students an opportunity to work with real managers facing real challenges and opportunities, and employ the skills gained in HBA1. The ICP is undertaken in self-selected teams of 5 - 6 people and includes a "real world" business issue. You will work closely with your assigned Faculty Advisor and Executive in Residence (EIR) to successfully complete the project.

The ICP team is responsible for identifying a willing client with a project of sufficient scope to justify a minimum of 100 hours of work per team member, and applying to the ICP office and gaining approval for the project before beginning the work.

Work will consist of an initial fact-finding analysis and problem framing with your client; identification of deliverables and development of a team work plan; review with faculty advisor and then presentation to client and agreement on final deliverables; data collection analysis and development of recommendations; written report and final presentation reviewed with faculty advisor and then presented to client.

Students should refer to the ICP Student Handbook for more detailed information. The handbook, along with many other helpful files, is available on the ICP Community in eZone. All questions should be directed to Ruth Shanahan, ICP Coordinator, at rshanahan@ivey.uwo.ca

MATERIALS/EQUIPMENT

There is an optional textbook:

"Designing Solutions for your Business Problems" by Betty Vandebosch (0-7879-6765-3, John Wiley & Sons)

WORKLOAD/EVALUATION

PARTICIPATION 10%

INTERIM-REPORT 15%

FINAL REPORT 40%

FINAL PRESENTATION 25%

CLIENT REPORT 10%