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LeBow

LEBOW COLLEGE OF BUSINESS
www.lebow.drexel.edu

Business Consulting Project Application Form

Business Consulting (BUSN451), is an upperclassmen course in LeBow College of Business at Drexel University which concentrates on allowing students to refine their skills and utilize their learned knowledge by applying both to a hands-on project in a real-life setting. The concepts and tools of analysis used by the students will cut across various disciplines of study in the college. Interdisciplinary teams will be formed and given the opportunity to work with organizations in the Philadelphia community on business or public policy-related programs. The Business Consulting course produces a “Win-Win-Win” situation for all involved participants: each student, Drexel University’s LeBow College Business, and the Philadelphia community.



Organization Information

Organization Name _____

Organization's Executive Director _____

Administrative Mailing Address _____

Phone _____ Fax _____

Email _____ Website _____

Project Site Address (if different) – the address where students would be working.

Website URL _____

Key contact person for this *on-going partnership* _____

Title _____

Duties _____

Phone _____ Fax _____ Email _____

Key contact person for this *project* _____

Title _____

Duties _____

Phone _____ Fax _____ Email _____

Alternate contact person for this *project* _____

Title _____

Duties _____

Phone _____ Fax _____ Email _____

With whom should Drexel University resolve any questions about this *application*?

Name

Telephone number

Project Information

Date of Application _____

Project Name _____
Please title your project for our easy reference. If no title is provided we will refer to it using the organization name.

Which term would you prefer to do the project? *Application Deadline*

Fall Term _____
Winter Term _____
Spring Term _____
Summer Term _____

July 31
October 31
January 31
April 30

Time sensitivity, if any, for your project and why _____

Detailed description of your project, including scope and tasks _____

IMPORTANT:

Please attach any pertinent information, materials, and / or literature relating to the items on this application. You may also opt to include a one-page description of your business or public policy-related project as thoroughly as possible, reiterating the items on this application.

Drexel University assures you that our students will receive the proper conceptual, methodological, informational, and historical frameworks and continual guidance necessary to provide you with a professional end result. It is, therefore, important to all parties involved that we have a detailed description of your project.

Indicate your anticipated end results for this project, ei., final reports, deliverables, recommendations, etc.

General Project Category

- Business Plan
- Marketing Plan
- Financial Review and Analysis
- Funding Research
- Technology Plan
- Website Analysis
- Information Resource and Data Plan
- New Program/Event Plan
- Human Resource Management
- Other _____

The following checklists may be helpful to you when writing the description of your project. Please check all that apply. Seeing your answers will help us, as well, when reading your description. It is important to note, though, that these lists are not exhausted. You may indicate any and all other areas in which you may need student assistance in the spaces provided, as well as in further detail within the body of your project description.

This will help students gain an understanding of the actual project in which you need assistance.

Students will be required to:

- Review our current business plan
 - Write a new business plan
 - Determine the marketability of a product or service
 - Create brand/marketing initiatives
 - Analyze our financial statements
 - Assist in research for a grant proposal or general funding
 - Conduct program related research
 - Assist with community awareness
 - Develop, administer and analyze a survey
 - Other, please list, in detail _____
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This will help the students understand what they will literally be asked to do for your project.

Students will be:

- Asked to do research
 - In our office
 - At the library
 - With their own resources
 - At other locations _____
 - Analyzing data
 - Reviewing policies, procedures or workflows
 - Visiting site locations
 - Using the telephone or email for information gathering
 - Creating marketing campaigns
 - Attending organizational meeting or events
 - Using our computer system
 - Interviewing key personnel or clients
 - Required to have access to their own computers for this project
 - Preparing reports and / or maintaining files (only if pertinent to the project)
 - Other, please list, being as specific as possible _____
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We are looking for students, if available, with the following background (if known):

Accounting

Economics

Finance

Human Resource Management

International Business

Management Information Systems

Marketing

Operations Management

Legal Studies

General Business

Other, please list and explain _____

Please return completed applications to:

Jennifer Dobney c/o Drexel University
LeBow College of Business, Dean's Office
106 Matheson Hall, Philadelphia, PA 19104

or fax to:
(215) 895-1997

Or email to:
jjm33@drexel.edu

We look forward to working with you!