Action Learning (MGMT 398)

Overview

- Semester-long senior capstone elective for business majors
- Established as an undergraduate course in 2005
- Students assigned to cross-functional teams
- Teams use the same consulting approach, though projects vary
- Experienced consultants coach the teams
- Student knowledge and skills gained/refined include:
  - Business relationship management
  - Project planning, management, and delivery
  - Structured problem solving
  - Business communications
  - Effective teaming

Example Projects

- Business model/plan
- Compensation strategy
- Competitive analysis
- Cost containment
- Marketing/branding/advertising
- Organizational assessment
- Process improvement
- Performance reporting
- Recruiting strategy
- ROI quantification
- Strategic/business planning
- Web presence assessment

Sponsoring Organizations

- Private and public companies (from start-ups to Fortune 500s)
- Local governments, schools, hospitals
- Community development/NGOs

Community Impact 2005 - 2014

- 95 organizations served
- 158 projects completed

Contact Jennifer Johnson, Associate Dean
216.368.2092, Jennifer.Johnson@case.edu