FALL 2020
EXPERIENTIAL LEARNING
LAUNCH MEETING

JOIN US ON ZOOM

MONDAY, AUGUST 24 @ 5:00 PM

LEARN ABOUT THIS SEMESTER'S OPPORTUNITIES IN CORPORATE CONSULTING AND SUPPLY CHAIN MGMT

CORPORATE CONSULTING IS OPEN TO ALL GRADUATE STUDENTS IN SCIENCE, TECHNOLOGY, ENGINEERING, AND MANAGEMENT

https://tinyurl.com/ExpLaunch

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Experiential Learning

Typical Project Timeline

	Phase I FRAME/ ORGANIZE	**Phase II** COLLECT	**Phase III** UNDERSTAND	**Phase IV** SYNTHESIZE
Objectives	•Understand the company •Understand the industry •Understand the issues •Develop key questions •Prepare initial hypotheses •Plan data collection	•Refine hypotheses •Collect primary and secondary research to prove/disprove hypotheses •Confirm direction with client for final half of project •Receive team feedback	•Gather additional data as needed •Present initial recommendations •Confirm final presentation needs	•Wrap up project open items •Layout next steps for client •Receive final client feedback
Timing	September ***Kick off meeting with client***	October ***Preliminary Findings meeting***	November ***Storyline meeting***	December ***Final presentation***
Deliverables	•Engagement Letter •Team Charter (internal) •Detailed work plan (Internal)	•Preliminary Findings •Midpoint presentation and feedback	•Storyline Document	•Final Presentation (Before exam week)

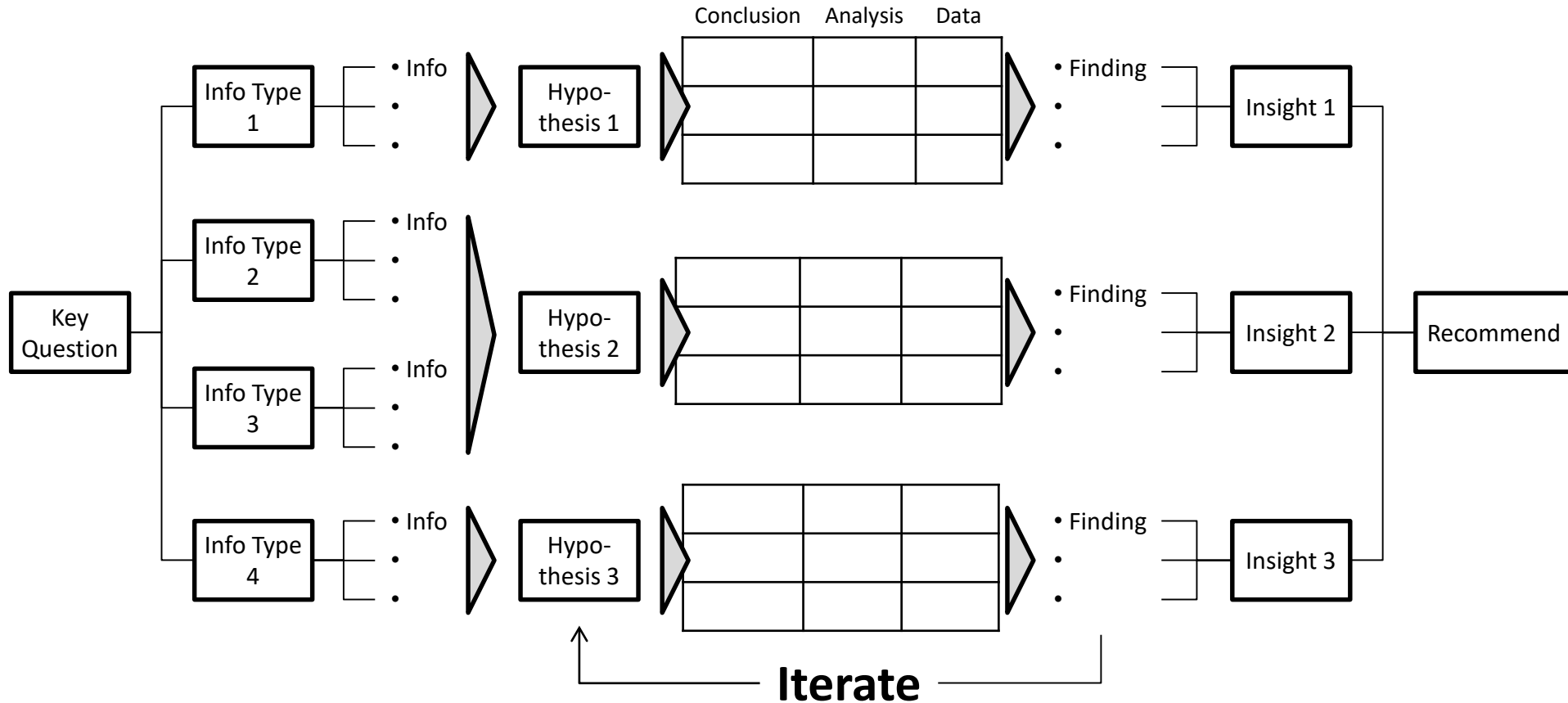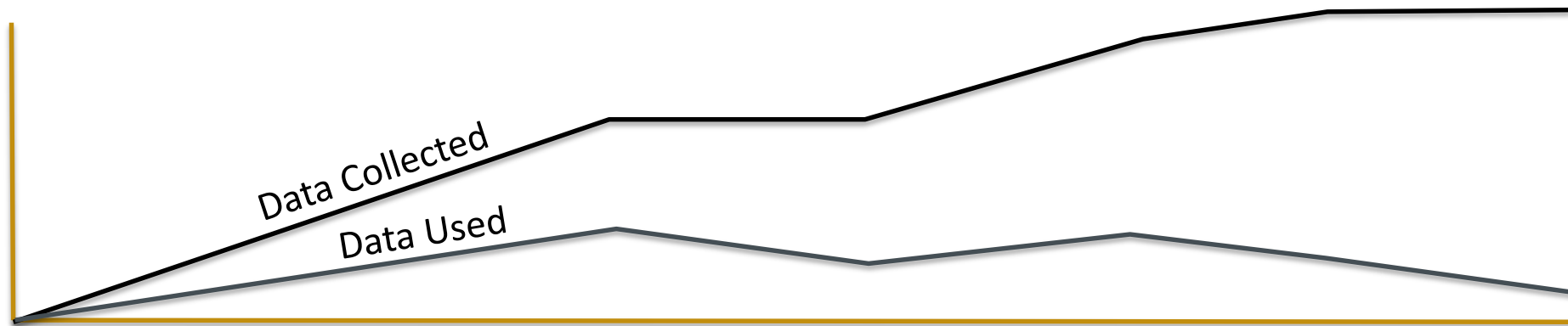Based on 'The McKinsey Engagement' by Paul Friga

FOCUS Framework

Data Collection Trap

MGMT 690 Corp Consulting Projects

Bridge Technology

The team has developed an in-situ sensing technology that enables real-time monitoring of concrete strength and stiffness development using electromechanical impedance method coupled with piezoelectric sensors (GUI) and test reports generation.

Potential Commercial Impact: There are about 6 million bridges in the United States; 39% bridges are older than their designed lifetime, 13.6% are obsolete and often do not meet their traffic demands, and 9% are structurally deficient. ***As such, the worldwide market for structural health monitoring was reported to be 1.5 billion dollars in 2018 and is predicted to be 3.4 billion dollars in 2023, growing at a compound annual growth rate (CAGR) of 17.9%.***

Edge Technology

"There is a lot of focus on the Edge now and it would be great to have them do a formal report out of the decision making and buying process of customers to implement Edge technologies. However, there isn't an edge market. It is more a series of one-off solutions which may have security and compatitbility issues

For example, who does a customer go to for their needs request, or do solution integrators go in and advise them on their needs. From there, do the end users choose their CSP and Software solutions, or again, are they advised on these two elements of a given solution. From there, what level of involvement does the end user have in the hardware and gateway decisions?"

No Free Lunch

With regular office environments, managers can stop in and say hello to keep contact. They are able to buy office treats, or order lunch. All these small things make a difference in the tone of the organization; be it friendly or less so.

Obviously, much has changed and there is no infrastructure for micro rewards in a work from home environment. The client would like to solve this solution

Homehealth Care

The COVID-19 crisis has driven a dramatic shift in expectations from both society and the medical community. Overnight, it has pushed healthcare services from the clinic to the home. This has created strong demand and opportunity for technological innovation.

As we have seen from doctors and nurses working tireless hours, there are not enough medical workers to meet the current and future health needs, especially for our often-isolated aging parents and grandparents (the primary victims of COVID-19). As a result, a substantial burden falls on family caregivers.

This project explores where people and our connection to one another (the greatest impact on health) is put first. You will be asked to marry world-class design and cutting-edge technology to build this future—to create a human-centered solution that makes people's lives easier in the care of others, both physically and mentally.

Reformat of MBA Program

MBA programs have largely been commoditized. Formats, syllabi, books, and the sequence is similar. As such, there is little to differentiate schools programs. This leads to discounting to the better students and a program which is break even. Krannert has "paused" our Full Time MBA Program and will not recruit incoming students for the Class of 2023 (ie Fall 2021 starts).

Krannert will gather insights from the two crucial stakeholders (Employers and Students) to help make the decision of how to best proceed.   These insights will be provided to Faculty to design a market-competitive offering that aligns with the internal capabilities of Krannert and incorporates the insights and addresses the unmet needs of both employers and prospective students.

Dry Blend Food Mix Concept Development

Companies make dry mixes from a number of ingredients for packaged goods or food service. The currently mix using visual inspection to determine when the mix is homogeneous. The goal is to use machine learning and artificial intelligence applied to multispectral cameras, build a system that recognizes when a dryblend mix is… actually mixed.

Most parts of the system exist, but it we need a team to begin a multi stage process of development and see how far a team can get. While it is highly unlikely a team could finish, the degree of challenges are actually unknown. It would be necessary to understand the issues, explore off-the-shelf technologies, identify hardware, and explore software development.

MGMT 690 Experiential Learning Operations Mgmt Projects

Project 1:
Manufacturing 4.0 for Sustainability

Industry: Industrial Manufacturing

Student team will research the use of "manufacturing 4.0" technologies to improve environmental outcomes, such as reduced carbon emissions, reduced physical waste, and reduced energy usage. Smart technology such as Internet of Things (IoT), machine-to-machine communication, and big data may all be considered. The scope will primarily focus on the manufacturing facility, but may also examine inbound or outbound logistics where the facility has close contact with their supply chain partners (for example, inbound parts coming from the other company sites).

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Project 2:
Carbon Footprint Transportation Study

Industry: Fabricated Metals Manufacturing

Student team will quantify the carbon footprint of the client's existing supply chain and make recommendations for areas of improvement. The study will focus primarily on transportation and logistics, but may include manufacturing and sourcing where appropriate.

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Project 3:
Market Research and Initial Strategy

Industry: AgTech Startup

Client is an early stage AgTech startup that is developing a digital B2B platform for the buying and selling of fresh produce and animal products. The company's vision is to eliminate the global problem of food waste, and bring more financial independence to farmers and the rest of the food supply chain. In the US, 40% of food is wasted, and over 82% of farmers make little to no profit.

The goal of this project is to provide a detailed strategic marketing plan to aid in taking their product to market. This will include conducting potential customer research, validating current assumptions about the value proposition and business model, defining the ideal customer profile and building out the market potential and go-to-market strategy.

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