



MGSM
MACQUARIE UNIVERSITY
GRADUATE SCHOOL OF MANAGEMENT

MGSM Management Consulting & Research

MGSM953 (THE LIVING CASE STUDY)



Macquarie University Graduate School of Management (MGSM) is seeking expressions of interest from organisations to participate in its Living Case Study.

REAL Business Issues

Examined in REAL Time

By MBA Students with REAL Professional and Management Experience

Delivering REAL Results to Organisations

BENEFIT TO EMPLOYERS

MGSM's Living Case Study is delivered under the umbrella of the MBA elective Management, Consulting and Research. Over the period of one 10-week term, a small class of high achieving MBA students will examine a strategic business problem on behalf the "client" organisation. On the first evening, the "client" delivers a very intensive briefing to the students. The class is then split into four competing syndicate groups. Throughout the engagement the students work directly with the organisation's senior managers on the problem. At the conclusion of the 10 week term, the students make formal presentations outlining their recommendations to the "client" executive team.

STUDENTS

MBA students come from a range of countries, including Australia, Argentina, USA, Brazil, Canada, Chile, China, Mexico, New Zealand, Finland, France, England, Scotland, Thailand, Vietnam, Germany, Peru, India, Italy, Indonesia, Sweden etc.

CLIENT COMPANIES

- Siemens Healthcare
- BT (British Telecom)
- Pfizer Oncology
- ASX
- Fujitsu
- Sydney Opera House
- Virgin Australia
- Johnson & Johnson Medical

COMMENTS FROM "CLIENTS"

"We chose to engage a business school rather than a consulting firm because we felt it would offer us the best potential of getting a broader business perspective based upon the diversity of the student group. Additionally, a consulting firm would most likely provide only one opinion or recommendation".

- Andreas Roost, General Manager Value Added Services, Siemens Ltd – Healthcare.

"The question we posed to the students was fundamental, and a key strategic issue facing the organisation: how do we increase GDP revenues in the next three yearsin Australia..... and other parts of

Asia and the globe? I would certainly recommend this style of engagement to other organisations".

- Robin Farnan, Managing Director, BT Financial Technology Services

"We had been looking for a different way to address some of the strategic issues facing Pfizer, and this collaboration represented a unique opportunity to work with a business school to address an issue that essentially affects us all: access to cancer medicines and funding new cancer therapies".

- Masum Hossain, General Manager, Pfizer Oncology – ANZ & Korea.

CLIENT OBLIGATIONS & RESPONSIBILITIES

The Client (Company Name) agrees to participate in MGSM's Living Case Study (LCS) to be conducted over a 10 week period in Term X of 201X. The 10 sessions will be conducted from 6pm until 10pm on one evening each week at either MGSM's North Ryde campus; MGSM's CBD campus (Level 7, 37 Pitt Street, Sydney); the Client's premises; or a combination. Please note that during the term students may wish to contact or visit the Client outside of scheduled class hours. The Client will appoint a single point of contact and provide at least one representative to be in attendance for a minimum of 2 hours each week of class. Additionally, the Client is requested to have senior staff present in the final week for student presentations and report submissions. All parties will be bound by mutually agree Non-Disclosure Agreement.

MGSM requires the Client to prepare a briefing document outlining the nature of the issue/problem that students must address – the more detail, the better. A suggested format is shown below:

- Company name & address
- Contact name, email address & telephone number
- Additional resources that will be provided by the Client
- LCS Project Title
- LCS Project Scope/Outline
- Specific Deliverables/Outputs
- Additional Comments

FIND OUT MORE

MGSM Career Services
T: +61 (2) 9850 9384/ 9850 6561
E: execareers@mgsm.edu.au
mgsm.edu.au

