



mini-MBA: The Business of Science and Engineering

[Graduate Management Consulting Association (GMCA)
Business and Leadership Workshop Series]

Event Funding Request

As presented by the Graduate Management Consulting Association
University of British Columbia

2016



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GMCA-UBC

GMCA is a student society representing graduate students and post-doctoral fellows who are pursuing a future career in management consulting at various Canadian universities. In this funding request proposal we **kindly ask for \$500 sponsorship from the iGSN. We believe that iGSN's financial support will allow us to recruit the most qualified speakers in the fields that will be covered during the mini-MBA workshop series described here.**

Since the founding of GMCA-UBC, the team has worked diligently in educating graduate students about the field of management consulting. Insofar, the team has **hosted 4 events with an accumulated attendance of 160 graduate students and post-doctoral fellows.** These events include two general information sessions, a seminar focused on getting a job offer, and a case-cracking workshop. The latter is a two-part workshop hosted by supporting industry consultants. Of importance, our latest 2 events were generously hosted and partially funded directly by an industry partner (McKinsey & Company), focused on training our group of highly qualified graduate students in solving business case studies. In addition, **our current outreach has enlisted 171 graduate students and post-doctoral fellows from 23 different departments** who are interested in transitioning to a non-academic career. *As our outreach continues to expand, our group aims to host a series of business administration workshops to familiarize outstanding graduate students with business fundamentals, followed by a case-competition to allow students to exercise their newly found business skills in the presence of industry leaders. We will refer to this project here onwards as: mini-MBA: The Business of Science and Engineering.*

mini-MBA Overview

1- Academic and Interdisciplinary Rational

Increasingly, students graduating from health and natural science, and engineering programs have varied career paths. Regardless of their future career trajectories, it is becoming evident that students require grounding in professional practices and thinking. The skills associated with understanding markets, organizational behaviour, operational planning, financing and strategic

planning are transferable across industry, government and academic ventures alike. The Business of Science and Engineering series is intended to bring professionals from industry to introduce students to topics and skills that will help them become better thought leaders and managers both in and out of the lab/research group.

The mini-MBA also includes a case-competition for concept application, and an invaluable networking event with top management consulting firms such as McKinsey & Co, Deloitte, and KMPG, among other professionals.

By the end of the seminar series students should be able to:

- Articulate a basic understanding of a range of industry concepts including: markets and market segmentation, budgeting, strategic planning, and project management;
- Show a familiarity with high-level notions of Microeconomics and Macroeconomics;
- Demonstrate a basic familiarity with accounting and finance principles; and
- Display strategic thinking around resource management and operations.

The mini-MBA will allow highly motivated graduate students and post-doctoral fellows to participate in lessons in business fundamentals, receive coaching in business case analysis, meet like-minded peers, and get career advice from business professionals.

2- mini-MBA Syllabus

In this 7 week mini-MBA workshop, topic details and fundamentals will be taught based of *The Ten Day MBA, 4th Ed.* by Steven Silbiger; a step-by-step guide to mastering the skills taught in America's top business schools

Session	Tentative Schedule	Topic	Recommended Reading
1	Week 1 (October 10-14)	Consulting Skills and Case Analysis	
2	Week 2 (October 17-21)	Marketing and Market Entry	Chapter 1
3	Week 2 (October 17-21)	Economics	Chapter 8
4	Week 3 (October 24-28)	Organizational Behavior	Chapter 4

5	Week 3 (October 24-28)	Accounting	Chapter 3
6	Week 4 (October 31- Nov4)	Finance	Chapter 5/6
7	Week 4 (October 31- Nov4)	Operations	Chapter 7
8	Week 5 (November 7- 11)	Strategy I	Chapter 9
9	Week 5 (November 7- 11)	Strategy II & Case Competition: Case Release	Chapter 9
10	Week 6 (November 14- 18)	Case Competition: Presentation Strategies and Slide Deck Building	--
11	Week 7 (November 25 th)	Case Competition: Presentations and Networking	--

*Note: The syllabus description of the mini-MBA program, which is being used as a skeleton structure for the event at UBC, is included at the end of this document. **All the mini-MBA lectures, case presentation, and networking will take place at the Graduate Student Centre (GSC).***

3- Project Details

GMCA-UBC targets to accept **40 people into the mini-MBA workshop series and case competition. Attendees will be selected based on an applications composed of a business-style curriculum vitae (CV), and answers to two essay style questions** aimed at exposing the applicant's interest, and experience in business, and management. The following questions have been used by other GMCA teams in the past: 1) Describe a situation where you worked as a team. 2) Give examples of your experiences that will help you to succeed in the mini-MBA program.

The executive team aims to begin accepting applications on September 1st, 2016. Deadline for applications will be September 19th, 2016. Accepted applicants will be informed by September 26th. Cancellations/waiting list replacements will be finalized by the end of the first week of October, 2016.

In addition, **GMCA-UBC plans to charge a registration fee of \$50 to everyone registered in the mini-MBA with the following two objectives. 1) First, secure commitment from the participants to attend the entire program. 2) Cover some of the costs involved in running the program.** Registration fees will be due by the end of week of September 26th, 2016.

The speakers of the mini-MBA will include a set of industry leaders, professionals, and professors from the Sauder or Beedie Schools of Business. In addition, judges for the case competition will include local management consultants. **Judges and speakers will be recruited through direct referral of our already existing industry and academic contacts, and personal contacts. Furthermore, we will also perform a general web search to reach out to a larger set of industry leaders outside of our existing contact list.** The funding we are able to secure through this proposal will largely affect the types and qualities of speakers that enrolled participants of our mini-MBA program can learn from and network with.

In order to ensure a coherent curriculum between our many speakers, we will be providing speakers with supporting PowerPoint slides and concepts that should be covered. **The mini-MBA curriculum is currently being developed by our Directors of Education and will be completed 2 months prior to delivery to ensure validity and acceptance of our topics by industry standards. Of note, we will also be receiving guidance and validation from the GMCA at the University of Toronto and their established mini-MBA curriculum.** We will encourage our speakers to provide valuable examples from science and engineering related cases to better demonstrate the importance of management consulting to science and engineering-related graduate students.

Case Competition Overview The mini-MBA will be capped off with a Beginner's Case Competition, which will be optional but encouraged for mini-MBA participants. Everyone registered in the competition will be assigned into teams of five contestants. All teams will be provided with a real-life business problem faced by an existing company, for which they will have to come up with a set of recommendations. Each team will present their recommendations to a panel of judges. Each team will be given 10 minutes to present and up to 3 minutes for the Q&A period. Presentations will be scored on feasibility of proposed solution, clarity, completeness and analysis, and a winner will be determined. Feedback will be provided to all teams.

List of Potential Speakers for 2016



Consulting Skills and Case Analysis: McKinsey, Boston Consulting Group, KPMG consultants.

Marketing: Sauder School of Business Marketing Division faculty members Drs. Yi Qian, Joey Hoegg, David Hardisty. Stemcell Technologies Marketing Directors.

Economics: Sauder School of Business Economics Division faculty members Drs. Ralph Winter, Jim Brander.

Accounting: Sauder School of Business Accounting Division faculty members Drs. Jeff Kroeker, Russell Lundholm.

Organizational Behavior: Sauder School of Business OB/Human Resources Division faculty members Drs. Danielle van Jaarsveld, Tracy Gurton.

Finance: Sauder School of Business Finance Division faculty members Drs. Lorenzo Garlappi, Adlai Fisher, Hernan Ortiz Molina

Operations: Stemcell Technologies, CDRD, Amgen Director of Operations.

Strategy I: Vancouver School of Economics sessional instructor Juliana Rogo. McKinsey, Boston Consulting Group, KPMG consultants.

Strategy II & Case Competition: McKinsey, Boston Consulting Group, KPMG consultants. Case Competition Judges: McKinsey, Boston Consulting Group, KPMG consultants. Local Biotech/ industry executives. UBC e@UBC Directors.

4- Budget

The projected cost of our mini-MBA are highlighted below. **As an affiliated organization to the Graduate Student Society, we expect to get event funding from them. Of consideration, we have already obtained \$500 sponsorship from the faculty of graduate and post-doctoral studies (FOG +PS).**

Expenses	Category	Quantity	\$ Cost/unit (CAD)	\$ Amount (CAD)	GSS Eligible
Lecturer/Speaker Honorarium	Speakers	1-10 person/lecture	250	250-2500	No
Appreciation gifts for case judges and/or lecturers	Speakers	1-15 people	50	250-750	No
Networking event appetizers	Food	64 people	20	1280	No
Promotional posters, handouts, <i>The 10 day Mini MBA</i> book copies	Printing and books	TBD		500	No
Room booking	Venue	11 Sessions	~100	1100	Yes
Workshop refreshments	Food	41 people/session	~10	410	Yes
Total expenses				4040- 6040	
Income	Category	Quantity	\$ Cost/unit (CAD)	\$ Amount (CAD)	Source
GSS Event Fund	Funding			1510	GSS
Registration fees	Income	40	50	2000	Participants
Sponsorship	Approved Funding			500	FOG +PS



Total projected funding deficit				30-2030	
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Summary

A smooth transition from PhD life into a management role in industry, including management consulting and research management, can be very challenging and isolating for UBC students. An indispensable aspect of preparing for leadership careers requires teamwork, long hours of mentorship, and discipline. Therefore, the GMCA-UBC proposes the development of a mini-MBA program for graduate students to learn the fundamentals of business, and to apply their skills in a case competition in the presence of invited industry judges.

Here, we put forth the initial skeleton framework that our executive team will continue to build on under the mentorship of our industry and UBC partners, and the executives in charge of the mini-MBA workshops at University of Toronto.

The final projected costs of this proposal is between \$4040 and \$6040. We expect to raise approximately \$3510 from the GSS event fund and through the program registration fee. **We ask for \$500 sponsorship from the iGSN. We believe that this fund will allow us to recruit the most qualified speakers in the fields that will be covered during the mini-MBA program.** In addition, GMCA-UBC is committed to progress reports to all our sponsors as well as to discuss with them the list of prospective speakers further along the planning timeline.

We strongly believe that participating students of our future mini-MBA will benefit immensely as no other program at UBC trains graduate students to learn business fundamentals, which are highly valued in many managerial positions in the biotechnology, high-tech, and health care industries worldwide.

Thank you for your consideration.

Kindest regards,

UBC-GMCA Organizing Committee