



STILMAN SCHOOL
OF BUSINESS
Market Research Center

SETON HALL UNIVERSITY

MARKET RESEARCH CENTER

Business Consulting Project Overview



IS A PROJECT RIGHT FOR YOU?

The **Stillman School of Business at Seton Hall University** offers consulting projects that **partner your business with a team of M.B.A. students to work on your business issue.**

Our goal is to create a **“win-win” for students and business partners:** hands-on learning for students and actionable recommendations to improve your business’ performance. “Win-win” means you uncover **key insights and actionable recommendations for your business**, while helping to educate the next generation of business leaders.

HOW'S IT WORK?

- Your business is paired with a team of M.B.A. students.
- Together you align on a key business issue/challenge.
- The M.B.A. team works with you to develop an actionable plan.

You'll participate in **work sessions with your dedicated team.** You'll be actively involved – reviewing background, discussing research findings and brainstorming next steps. Projects conclude with **comprehensive presentations** to discuss insights and actionable recommendations.

WHAT ELSE?

TIMING: Each semester we work with approximately 2-4 businesses. Apply via our website. Projects typically run from September-December, January-April and May-July.

FEES: Most projects cost approximately \$3,000. Final prices depend upon scope. Commercial value of similar projects estimated at \$30,000.

MORE INFO: To learn more about a consulting project for your business, www.shu.edu/mba-consulting or call (973) 761-9704.

SOME PAST
BUSINESS
PARTNERS:

