Since 2009...

800+ Students

160+ Projects

7 Colleges

15 Academic Units

**Distribution of Projects**

- International Expansion
- Technology Innovation/ Sustainability
- Business Analytics/ Financial Modeling
- Human Resource Systems
- Marketing Strategy
- Supply Chain/ Logistics/ Process Improvement
- Business Planning/ Tech Commercialization
- eCommerce/ IT Systems

**What makes a great Corporate ELI project?**

1. Real question resulting in decisions and action.
2. Has an executive sponsor committed to the project, who will assemble senior stakeholders for the final presentation.
3. Clients looking for a fresh perspective on an unsolved problem/opportunity, not just another opinion on an already decided course of action.
4. Measurable outcomes/results – such as profit ability impact, revenue growth, cost reduction, customer satisfaction improvement, market share growth, etc.
5. ELI projects are generally focused on current operations and leveraging existing resources rather than entrepreneurial activities.
6. Lends itself to quantitative and qualitative analysis with data collected through both secondary and primary research.
7. Appropriate for graduate student level of analysis – 2nd year MBAs and graduate students in Science, Engineering, and Technology.
8. Project fits our Fall and Spring semester timelines of late-August to early-December and mid-January to late-April.
9. Reasonable scope for a 3-4 month project by a 5 member student team each putting in about 10 hours per week (600-700 hours).
10. Key client representative(s) as project liaison(s) committed to spending 2-3 hours a week during the execution of the project.

**Some of our Corporate Partners**

- Dow AgroSciences
- GE Aviation
- OneAmerica
- Daimler Trucks
- Bosch
- Boeing
- Ingersoll Rand
- Southwest Airlines
- Sears
- Whirlpool
- Sennheiser Electronics

**Purdue Krannert School of Management**

**Experiential Learning Initiative**

Corporate Consulting Projects
Beyond the Classroom

Experiential projects to shape decisions and action

The Experiential Learning Initiative (ELI) provides opportunities for teams of MBA Students in the second half of their programs along with graduate students in Science, Technology, and Engineering to undertake semester long consulting projects. Since ELI’s launch in the Fall of 2009, more than 800 students from 7 colleges and 15 academic units have successfully undertaken over 160 projects for a wide variety of client organizations.

What’s A Corporate Consulting ELI Project?

Corporate Consulting ELI projects are for teams of 4-5 students with a variety of skills and backgrounds. Typically, the presented problem requires a cross-functional or an interdisciplinary perspective that provides an opportunity for a team of students to apply and integrate their diverse knowledge and skills. Strategizing and problem solving with students with other managerial and academic disciplines is a richly rewarding experience for the students and of great value to their client organization.

ELI projects are sponsored at a senior level of the client organization to ensure the team has access to the company’s people, information, and resources as well as the opportunity to present their findings to a group of senior stakeholders and decision makers. A project liaison is appointed by the client to interact with the team on a weekly basis.

The objective of all ELI projects is to enable decision and action on the client organizations part. We follow a rigorous methodology that ensures a purposeful, comprehensive, and hypothesis-driven approach to data collection and analysis. This enables the generation of insights and recommendations that are both impactful and actionable.

How Are Projects And Student Teams Selected?

Corporate ELI clients are typically recruiters and Purdue research partners. The ELI director works with interested companies to scope the project scope and determine capabilities required to meet the client company’s objectives and provide an exceptional experiential learning experience. Descriptions of the projects are posted and students can apply for the projects they are interested in. The teams are formed based on student interest and project requirements. Once selected, the teams are enrolled in the 4 credit Management Projects course.

Student information sessions on ELI and available projects, to which project sponsors are invited to participate, are held during the third week of November for Spring semester projects and the third week of April and the fourth week of August for Fall semester projects.

How Are The Student Teams Supported?

ELI teams have access to faculty in the school of management and other faculty and subject matter experts across Purdue. An information specialist from our library system is assigned to each team to assist in secondary research and data collection. Throughout the semester, teams attend bi-weekly classes on topics including consulting methods, problem solving, project management, presenting and storytelling, and team development.

Web search: Purdue ELI

For more information:

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