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*UNH Media Relations*

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## Media Relations

# UNH Whittemore School Invites Businesses To Participate In Corporate Consulting Project Program

January 17, 2012

DURHAM, N.H. – The Whittemore School of Business and Economics at the University of New Hampshire invites businesses to submit corporate consulting projects to be completed by graduating MBA students.

Project proposals are due Friday, Feb. 24, 2012, and can be submitted online at <http://wsbe.unh.edu/corporate-consulting-project-information>. There is no fee to participate in the program, but a donation of \$500 to \$1,000 is requested to help offset expenses, such as student travel.

As the capstone course for the MBA program, consulting projects should be challenging, with workloads set at a professional level. Student teams will work 40 hours a week on the project for five weeks during May and June 2012. Since 2003, 262 students have completed 152 projects with more than 75 companies.

In the past, students have developed an IT disaster recovery plan for a national business; analyzed and monitored the implementation of a new sales tool to determine its effectiveness in terms of customer profitability and retention; assessed current fuel forecasting and distribution inefficiencies as well as proposed and managed remedial actions; and researched and analyzed the effectiveness of a company’s marketing and sales strategies, providing recommendations to increase sales and revenue.

Potential projects will be reviewed, and if a project fits the program criteria, the firm proposing the project will be sent students’ resumes for review. Students will review projects and bid to work on them. Whittemore School faculty advisors will assign students to projects based on client rankings, student interest, and faculty assessment of student competencies.



Contact Charlene Zerbinopoulos at 603-862-3020 or [cz2@unh.edu](mailto:cz2@unh.edu) for more information.


The UNH Whittemore School of Business and Economics offers a full complement of high-quality programs in business, economics, accounting, finance, information systems management, marketing, and hospitality management. Programs are offered at the undergraduate, graduate, and executive development levels. The school is accredited by the Association to Advance Collegiate Schools of Business, the premier accrediting agency for business schools worldwide.


The University of New Hampshire, founded in 1866, is a world-class public research university with the feel of a New England liberal arts college. A land, sea, and space-grant university, UNH is the state's flagship public institution, enrolling 12,200 undergraduate and 2,300 graduate students.


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