



## SBA Student Project Work: Creating an Impact

### CIBRE Summer Internship Projects - 2009

**Historical Preservation- Social Networking:** The list of contact information of the historical societies and museums is out of date and limited communication on events offered by each museum or society.

**Older Persons' Commission, Programs and Events Department:** Needed improvement of communication done via the Internet. Increase opportunities to capitalize on social networking.

**SAE Formula Hybrid:** Raising funds for the program to build a race car, expanding the involvement of the student body, and helping them get organized.

**ANCOR Information Management Systems:** Needed an accountant to address several reporting needs and improvement in book keeping procedures

**OPC Woodshop Restructuring:** OPC currently has an under-utilized 8,500 sq. foot woodshop that has free open drop-in usage. Only a small percentage of members have used it. The goal is to increase utilization and generate revenue by creating woodworking courses and charging members small fees for services.

**OU Geographical Historical Survey Project:** Communicate to public regarding historical points of interest (POI) on Oakland University's campus. Create documentation and roadmap for future project team and users and create a website that synthesizes location, historical information, pictures.

**Volkswagen – KPI Dashboard:** Volkswagen Group of America (VWGoA) IT needed their “operations more transparent to the organization as they were undergoing transformation. This included aligning departments to rest of the organization.

**Volkswagen – Development of Maturity action Plan:** Volkswagen Group of America (VWGoA) IT needed to improve the maturity of their business processes in order to provide a more consistent experience to their colleagues in VW and Audi brands.

**Volkswagen – Market Research:** Volkswagen's IT transformation initiative included developing IT strategy that links VW and Audi brand growth targets to investments that would be needed to support those growth targets. The strategy team needed to develop a document giving investment guidance to global organization on where money should be spent to enable the strategies. This required significant market research on the automotive industry and information technology space to be looked at to identify current trends, adoption cycles, and strategy / economic considerations.

**Volkswagen – Dealership Innovation Management:** Purpose of this project was to enhance and improve the VW software used at the dealer's end. This required the identifying and documenting the current processes used at VW dealerships.

**Volkswagen – Contract Management:** The information about IT contracts in VW is scattered throughout VW/Audi in different files and locations. Without a central location for all contract information it is difficult to analyze data and make decisions about future projects. The purpose of this project was to collect all information about existing IT contracts and organize it in one location.

## Student Consulting Projects – 2010

**Arden Companies:** Arden Companies import all its products of oven mitts, serving aprons, kitchen aprons, and heat protection from Asia. The project is to help expand the social media marketing of duraSERV branded products to kitchen professionals from its current email marketing and blogsite to Facebook, Twitter, phone texting, database, and other. The goal is to use social CRM to reach kitchen professionals in English-speaking countries abroad.

**ES3:** ES3 is a rapidly growing service provider in training the sales force for auto dealers. With its training infrastructure, ES3 has developed many successful training programs for Kia, Toyota, Chrysler, and many other auto dealers. Seeing the significant change in the automobile industry over the past 12 months, ES3 is actively exploring the opportunities outside the US to apply its training programs/services to the booming automotive market in China in particular for this project. The purpose of this project is to explore a strategy for scaling ES3's well-established growing dealership training programs/services to China's automotive market.

**Ancor Information Management:** Ancor Information Management has implemented a qualitative and quantitative measure of success called overall equipment effectiveness (OEE) to help establish sound policies, goals, and objectives that outline, promote, and support the equipment wellness. The purpose of this project is to understand the working processes of PS3 equipment, analyze the process and related availability, performance efficiency, and quality information about PS3, and then make recommendations for process improvement, based on observations of the process and the analysis of the operational data.

**Ford Market Analysis – Global Project:** Five students from Oakland University and four students from Hohai University in Nanjing, China worked on a challenging business project provided by the Ford Motor Company in winter 2009 through SBA's Global Interaction Room. The project required students to explore some new features or functions for an existing Ford product and then build a business simulator to analyze each feature/function package in Ford's global operating environment.

## Student Consulting Projects – 2010 (cont'd)

**Automotive Service Analysis – Global Project:** Four graduate students of the School of Business Administration (SBA) at Oakland University served as team leaders for 20 students attending the Shanghai Institute of Foreign Trade (SIFT). The team leaders have given the students a project analyzing the automotive industry in China from the dealership standpoint of view through a survey approach. The survey focused on Chinese auto dealers' strategies in information system/ technology usage, financial market, engineering service, and logistics. SBA graduate students summarized the survey results and wrote a report on the findings.

**Non-Profit Activity Consolidation:** Under the supervision of SBA faculty, two graduate students looked at the processes in three different family services organizations (Oakland Family, Macomb Family and Detroit Services) and provided ideas on how to consolidate for greater responsiveness to the needs of the customer population, while reducing the net costs. For more information on this project, please refer to the story: *Internship project puts students at the forefront of movement* [http://www.oakland.edu/upload/docs/SBA/InSight\\_Fall\\_2008.pdf](http://www.oakland.edu/upload/docs/SBA/InSight_Fall_2008.pdf) -

**Market Research for Expansion:** Under supervision of SBA faculty, an ELI student conducted market research and participated in strategy development meetings to help a local real estate development company make an informed decision about whether or not to expand into the health care/medical field. The project, which involved intensive market research and analysis, provided the necessary information for the sponsor to develop and launch a solid expansion strategy and plan.

**Business Plan Development for Product Launch:** In a project for an energy-conservation company, an ELI student supervised by SBA faculty, completed a market research project to determine market readiness of a new product and assisted in the development of its business and financial plans which led the company to obtain start-up capital and launch the product..

**St. Joseph Mercy at Oakland-** Dean Pryzmusinski is working with St Joseph Mercy Hospital-Oakland to develop an ASP.NET, database-driven web application for tracking gifts and benefits provided to physicians. The project has provided the student to work in all stages of the systems development life cycle and to practically apply a wide range of skills he acquired from the MSITM program.

**Physician's Health Care Network, Port Huron** This project requires analyzing company's operational data to support strategic decisions. Build monthly/quarterly business reports, business metrics scorecards to the Senior Management to support decision making. Technologies: SQL Server 2005, Excel VBA, Crystal Reports & VB.NET