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MTM Field Project Examples

The Master of Technology Management Program has supervised over 50 MTM Field Projects in recent years. The projects have covered diverse aspects of business goals and problems of direct importance to the sponsoring companies. Student teams have provided insights on product management, business process analysis, marketing considerations, technical developments, quality control, human resource management, and financial assessments. Project outcomes have been based on customer and employee interviews, root-cause analysis, and market research that inform the development, management, and deployment of resources, products, or services. Companies have focused on projects to improve business processes, measure development capacity, and increase the impact of products and services. Projects can be conducted in manufacturing or service firms, whether nonprofit, private, or public.

The scopes of the MTM Field Projects are developed in collaboration with the student teams, the faculty mentor, and the focal company. The following examples illustrate some of the types of projects MTM teams have completed. We are also open to developing projects that diverge from these examples. Let us know what you have in mind, and we'll work with you to scope a project that is an impactful learning experience for everyone involved.

Organizational Development Projects

Improving Business Unit Collaboration

Develop a thorough understanding of the work done in each business unit, as well as the similarities and differences in product offerings and profit models across business units. Conduct an assessment of customer needs across various business units to determine if customers served by one division would benefit from solutions offered in another division. Identify areas for improvements in knowledge sharing, resource mobility, sharing of customers, and reducing work duplication across divisions. Determine plan for optimizing coordination across business units.

Assessment of Hiring, Knowledge Transfer, and Employee Retention Strategies

Project scope includes research findings and comparable case studies regarding best knowledge management and transfer practices, employee training programs, alternative recruiting methods and HR deployment models, employee retention tactics, planning for increased diversity, and increased effectiveness in remote recruiting. Project scope also includes potential implementation plan for new knowledge transfer program, recruitment and onboarding processes, and/or employee retention practices.

Business Development Projects

Increase Executive Awareness and Interest

Investigate interactions between high-ranking executives at major corporations: What is the profile of executives in the technology industry? What can the company do to meet these people? What is an effective elevator pitch to get them interested in having further discussions with the company? Results include a report on the landscape of relevant executives to target, a macro strategy for developing relationships with targets, and a micro strategy for each target.

Client Opportunities for Increasing Efficiency

Develop a list of subsidies, credits, and incentive programs that exist within the various geographies in which the company's clients operate and assess what is needed to take

advantage of them. Develop a typology of the company's various clients and a set of insights around how those different types might benefit from each of the incentives and subsidies. Where applicable, make suggestions for product innovations in the company's main software portfolio or recent company acquisitions that build on the insights about how clients can better take advantage of such incentives.

Market and Competitor Analysis Projects

Evaluating Opportunities for Expansion into Foreign Market

Analyze the company's opportunities for international expansion, applying similar use cases and products that are offered currently in the U.S. The team will explore strategic product adjacency opportunities, given shifts in the industry and in buyer personas.

Competitor Analysis of Focal Market

The team will perform research inside of a company's product innovation and strategy groups, as well as externally with competitors and potential customers. Through the combination of these findings and reputable academic resources, the team will create a well-developed presentation regarding the opportunity of a new market vertical, including details on the market size, potential go-to-market and pricing strategies, customer profiles, and marketing initiatives.

Industry Analysis for Potential New Market Entry

Provide analysis through research, investigation, and validation of go-to-market strategies to enhance the sales potential of new products, above and beyond current product launch plans and forecasts. The goal will be to make recommendations to help leverage the brand, product-market fit, marketing, and distribution strategies to 2x the sales opportunity for new products.

Operational Improvement Projects

Order Fulfilment Intelligence

Analyze the existing processes within the fast-paced, highly automated distribution center and determine how to enhance these processes through the use of data intelligence.

Project Planning Process

Evaluate current project planning process and improve how company selects and prioritizes projects. Create visibility across the organization about what projects are planned and any critical activities that are either linked together or need to progress in parallel. Help the company improve its understanding of how many projects, and what mix, the company can and should take on as part of the planning process.

Customer Retention Projects

Data-Driven Approach to Enhancing Customer Experience

The project's first phase requires development of multiple, data-driven hypotheses that identify how to accurately define—and ultimately predict—a "successful" customer. Developed hypotheses will be validated against the existing customer base through interviews, surveys, and analytics. Once one or two hypotheses have been validated, the project team will classify the customer base into three categories: At Risk, Average, and Successful. They will then work closely with the Product team to develop a program (in-product, training based, or other) to move a defined percentage of customers from At Risk or Average into the Successful category.

Evaluation of Customer Integration Efforts

Analyze the effectiveness of historical customer integration efforts and make recommendations for improvements. Project includes: (1) Performing a comprehensive analysis of integration efforts to date (scope, timelines, resources, cost). (2) Identifying characteristics of successful vs. unsuccessful integrations. (3) Evaluating planned vs. actual project outcomes. (4) Recommending areas of improvement for leaner project implementation and process adoption.