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## Two-Page Research Project Description (Yes, it really has to be TWO pages.)

SCMb candidates are required to write a clear and concise two-page description of their proposed research project. The description should include the following items:

- Statement of the research question
- Who has this question? (Industry, function, geography, market, etc.)
- The scope of the project – what is included, excluded
- What methodology will be used
- What data will be needed
- Where will this data come from
- What analysis will be done
- Is there an organization (company, agency, NGO) who will engage with you on this project?
- How will they (above) engage with you?

## What works (or NOT)

What works?

- Narrowly defined projects that can be done in 5 months
- Almost all projects include some form of Quantitative Analysis
- Quantitative Analysis Projects that include the following steps:
  - o Interviews of key sponsor staff to define problem and approach
  - o Design the methodology & derive the data needs
  - o Data collection
  - o Analysis and modeling using the data
  - o Testing of hypotheses and scenarios
  - o Writing up of the results
- Qualitative Analysis Projects CAN be done if they are rigorously structured and follow a formal experimental design.

What does not work?

- Students do not like to do “headquarters” projects such as those listed below.
- Many companies want SCM students to contact other companies and gather information on Best Practices, Performance metrics, and Industry Trends.
  - o Students do not like to do this and are not very successful at this
  - o CTL staff do not leverage their own networks to arrange such interviews
  - o Students are able to interview other companies ONLY IF the interview is setup in advance by the sponsoring company.

<b>What students are GOOD at (and like to do):</b>	<b>What students are NOT GOOD at (or will not vote for):</b>
<ul style="list-style-type: none"> <li>• Data analytics – transportation, orders, POS info, shipments, freight rates, etc.</li> <li>• Optimization of networks</li> <li>• Simulation modeling</li> <li>• Scenario planning</li> <li>• Case study evaluation</li> <li>• Landed cost comparison</li> <li>• Solution development &amp; testing</li> <li>• Supply base design</li> <li>• Inventory modeling</li> <li>• Risk modeling</li> <li>• Routing &amp; Scheduling</li> <li>• Process analysis &amp; improvements</li> </ul>	<ul style="list-style-type: none"> <li>• Industry surveys</li> <li>• Best practices</li> <li>• Industry trends</li> <li>• Benchmarking</li> <li>• Key Performance Metrics</li> <li>• Future Visioning</li> <li>• Organizational structure or behavior</li> </ul> <p>- Note, junior staff, like students, are not able to do cold interviews of senior people outside of the sponsoring company unless set up in advance by the sponsoring company. Students cannot get past the administrative assistant to get to the senior persons needed.</p>