



The MBA Field Study Experience provides MBA students the opportunity to build a bridge from the world of academia to the world of business. The program takes students out of the classroom and allows them to apply concepts from their courses and gain valuable consulting and field experience. Students take on comprehensive business projects, which can include developing business and strategic plans; preparing feasibility studies; and analyzing and designing financial, accounting and inventory control systems. The Field Study Experience brings together executives and students to develop and implement strategies confronting the client.

Students work in teams over the course of one semester (16-weeks), to provide consulting to organizations that have been in business for a minimum of two years. Each team consists of students, faculty advisors and one or more senior representatives from the client organization. The client can choose to incorporate an already existing strategic problem, issue or opportunity, or to work with the team to compose a comprehensive project.

The MBA students are matched with projects based on their background and interest directly relating to the industry and project type.

The Field Study Experience serves as a capstone course for MBA students, allowing them to integrate and apply not only their business education, but also their many years of work experience. The Field Study Experience plays an integral role in the MBA curriculum, allowing students to study all aspects of a company in detail.

At the end of the project, the team will present recommendations to the client both in a professional onsite presentation and in a written document. The report will contain both recommendations and an implementation plan.

Most CSUN MBA students are fully employed with an average of seven years of work experience prior to entering the program.

FIELD STUDY EXPERIENCE - CLIENT BENEFIT

- Participate in a unique opportunity for the company to gain new insights into the firm.
- Benefit from an independent perspective of the company along with plans and strategies for the future.
- Receive a comprehensive written report and oral presentation.
- Gain access to College of Business and Economics faculty members knowledge and expertise as Field Study Experience team advisors.
- Acquire insight and access to possible MBA recruits.
- Serve as a mentor to tomorrow's business leaders.
- Leverage the team's access to all available technical and research resources in the College of Business and Economics.

IS THE CSUN MBA FIELD STUDY EXPERIENCE RIGHT FOR YOUR FIRM?

Are You:

- Facing a challenging projects (such as turnaround division, market expansion, new product, competitive threats)?
- Interested in sharing business/industry expertise while gaining new perspective based on most current management theory?
- Able to provide access to financial and market data as appropriate for the project?
- Willing to meet with students on evenings or weekends several times during the semester?
- Open to accept new ideas and suggestions based on thorough research?
- Able to support the approved costs of the study?

If so, please apply online today: www.csun.edu/mba

"The project was a great way to integrate the knowledge I learned in the classroom with my years of work experience in the field of accounting."

– Tracy Cluss - MBA Class of 2004