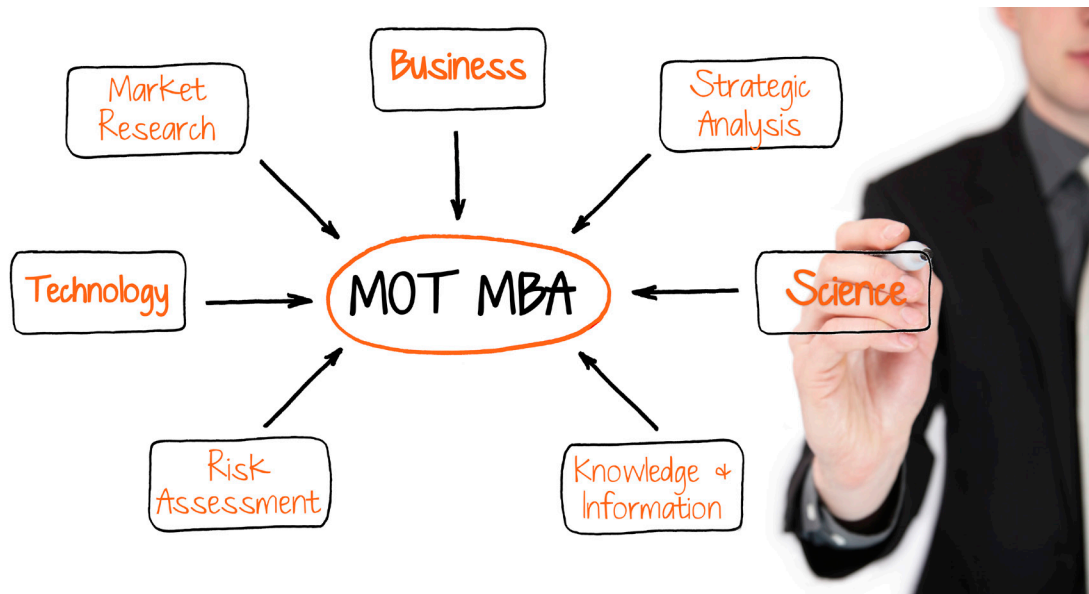


# MOT Applied Research Projects

Where science, technology, and business meet



Management of Technology MBA (MOT MBA) students from the SFU Beedie School of Business speak the languages of business and science and are prepared to offer fresh perspectives and tangible recommendations to your organization's current business issue.

## Our Students

Commonly held degrees:

Business  
Computer Science  
Engineering  
Arts and Sciences  
Life Sciences

Average age:  
33

Typical work experience:  
5 - 8 years

Typical Backgrounds:  
Business Development  
Engineering  
Entrepreneurship  
Project Management  
Research & Development

## Project Details

Proposals Reviewed:	January 1 to April 15
Start Date:	May
Duration:	4 months
Hours:	120 to 140 hours (total)
Compensation:	No charge for selected company projects
Your Commitment:	Involvement ranges from a few check-in meetings to high-level engagement
Confidentiality:	Guaranteed; company name & industry not disclosed in final report without your explicit permission

Each year, the SFU Beedie School of Business partners with employers to engage our Management of Technology MBA students in a variety of projects. Project themes are extremely wide-ranging and cut across many functional business areas and industries. A member of the Career Management Centre will work with you to define the project topic and scope and to assist with student matching. Throughout the project, a faculty member will guide and monitor the MBA student's work. Periodic meetings between you and the MBA student will ensure the delivery of a solution that meets your organization's needs. At the end of the project, you will have received a well-researched and well-reasoned briefing paper (presentation optional).

### Business Plan

Through comprehensive analysis of the genetic services industry, which included exploring industry growth and examining the social and fiscal benefits of broadened genetic testing services for a BC-based laboratory, a student created a business case which demonstrated that expanding domestically genetic testing for inherited disorders would help the company reduce expenditures, increase revenues, and decrease reliance on outsourcing. Implementing the business plan would provide not only an economically sustainable future for the company but also increased social benefit for British Columbians.

### Growth Strategy

A student developed strategic recommendations for the growth of a battery supplier in the implantable medical device (IMD) manufacturing market. The analysis included evaluating key external competitive forces of the battery industry, using industry benchmarking and value-chain analysis to examine the supplier's internal characteristics, examining existing strategy to develop a rationale for the supplier's future strategy, and using a balanced scorecard approach to evaluate market alternatives using the supplier's decision-making criteria. From the analysis, several business- and market-level recommendations were made, including pursuing a targeted market segment within the IMD industry.

### New Product Development

New product commercialization is critical to the long-term viability of a business, fuelling its revenue and earnings growth. Understanding the corporate and industry environments served as the foundation for a project where a student reviewed several best practices in manufacturing and development to build a theoretical framework with which to undertake a specific analysis of a local manufacturing company. Three product development strategies were examined based on their relevancy, implementation, and impact. From the analysis, commonalities were identified and several recommendations to improve the company's product development process were made.

### Market Entry Analysis

A student analyzed market opportunities in the US for a new medical device, developed by an international company, which would simulate a high-altitude, low-oxygen environment to encourage the body to develop more red blood cells. Potential medical benefits derived from anecdotal sources had encouraged the company to begin clinical trials to determine the device's efficacy in seven different treatment areas. A balanced scorecard was used to weight the different opportunities, and market analysis results showed that chemotherapy-induced anemia would be a promising first market, followed by second-tier, and third-tier opportunities.

### Strategic Analysis

Wanting to expand into the People's Republic of China's segment of the telecommunications backup power market, an alternative energy technology company needed to develop an entry strategy that addressed marketing and commercialization challenges specific to this segment. The final report provided a background on telecommunications backup power, an overview of doing business in China, an analysis of the local market, and an assessment of the company's challenges and key success factors. Recommendations for a partnership strategy, including a selection criteria matrix and options overview that could help the company succeed in this market, were also provided.

### About the SFU Beedie School of Business Management of Technology MBA

Our part-time 24 month MBA is designed for mid-level professionals who are working in science- or technology-based companies and advancing their skills into more strategic roles. Students learn business fundamentals from a technology perspective and focus on topics such as innovation management, project management, and new product development. Attending classes two evenings a week, these experienced professionals have many opportunities to take what they have learned from faculty and peers and immediately apply it to a current business situation. Students complete the program with a strong business foundation, the skills and confidence necessary to excel in cross-functional, managerial positions, and the ability to offer new perspectives on issues currently challenging today's technology-driven organizations. Integral to the program is the MOT Applied Research Project, which takes place during the final semester.



**BEEDIE SCHOOL  
OF BUSINESS**  
CAREER MANAGEMENT  
CENTRE

Contact the Career Management Centre about creating or submitting a proposal:

[businessjobs@sfu.ca](mailto:businessjobs@sfu.ca)