



**TO 465 Management Consulting** – An action-based learning experience that realistically simulates a management consulting engagement. Students are organized into consulting teams engaged to assist the leaders of Velocity Avionics in 2025 as they seek to transform the performance of their struggling business in the face of ongoing opportunities and challenges facing their customers throughout the world, including Airbus, Boeing, Embraer, and the major airlines and aircraft maintenance companies. The students discover the challenges facing the company through interviews with senior executives, internal company information, industry research, and competitive analysis. They engage actively with client executives in interviews, workshops, and presentations. They work together in self-directed teams to define and scope problems, gather and analyze information on the market, customers, and competitors, develop and evaluate recommendations, craft communications, and deliver presentations. The instructor serves as their engagement director, as well as their coach and advisor, helping them build their problem-solving capabilities, team member and leadership skills, and communications effectiveness. The classroom comes to life as a real project team environment where students learn by doing and experience how a consulting engagement is scoped, managed, and delivered by leading management consulting firms.

**Who Should Take this Course** – This capstone is a great choice for students seeking to enter the consulting profession, whether veterans of a consulting firm internship or exploring consulting for the first time. It is also a great fit for students interested in general management. International exchange students are welcome!

**About this Capstone** – Students will lever the full extent of the BBA curriculum, drawing upon their learning in strategy, marketing, technology and operations, management and organization, accounting, and finance to develop compelling, fact-based recommendations from a top-management perspective. They will be expected to complete their individual and team-based work with less directive instruction than they may have received in prior courses. This level of autonomy challenges students to think on their own and with their teammates and to experience the reality of what is expected of consultants as they serve clients in the early years of their management consulting careers.

**About the Instructor** – Jeff Sinclair is an experienced consulting professional having served clients for more than 30 years as a partner at McKinsey & Company. He is also an experienced entrepreneur having invested in over 30 startups and private-equity companies, served on several company boards, and served as the CEO in a startup of his own. Jeff has been a teacher at Ross since 2013.

#### **Student Testimonials from Winter 2023 and 2024**

- *“This course did a great job representing what a career in consulting is like. Jeff creates a fun environment to work together in teams to produce a very substantial deliverable.”*
- *“This was an incredible course. Really cool having executives work with the students and provide real-time feedback. I gained significant experience speaking with executives and working on a real-life project.”*
- *“Professor Sinclair was by far the highlight of the course. He genuinely cared about all of his students. He offered some of the best career advice I have ever received in college.”*
- *“Professor Sinclair has the highest EQ of anyone I’ve ever met. He was the course’s greatest strength. He understood when students didn’t understand concepts and perfectly shifted their understanding to learn the desired material. Phenomenal professor and an amazing person.”*
- *“Best course ever. Period.”*