



TO 465 Management Consulting – An action-based learning capstone in which students experience a management consulting engagement from initial problem scoping to presentation of final recommendations. Students are organized into consulting teams engaged to assist the leaders of Velocity Avionics as they seek to accelerate the performance of their aerospace 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 case unfolds in real time, beginning in January 2026, with the students conducting in-person interviews with Velocity's senior executives, assessing internal company information, evaluating publicly available industry research, and analyzing competitors' strengths and weaknesses. They engage with executives throughout the assignment, culminating in the presentation of their recommendations to the Velocity Executive Leadership Team in April. They work together in self-directed teams to define and scope problems, gather and analyze information on the market, customers, and competitors, design and conduct a workshop, develop and evaluate recommendations, and craft and deliver communications. They are encouraged and expected to lever AI in all aspects of their work, as they will do when they enter the workforce upon graduation. 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 intending 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 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 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 40 startups and private-equity companies, and he has served on several company boards and as the CEO with a startup of his own. Jeff has been a teacher at Ross since 2013.

Student Testimonials –

- *"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."*
- *"This course did a great job representing what working as a consultant is like. Jeff creates a fun environment to work together in teams to produce a very substantial deliverable."*
- *"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."*
- *"Jeff Sinclair has the highest EQ of anyone I've ever met. He understands when students struggle to understand and tailors his approach to help them learn. A phenomenal professor and an amazing person."*
- *"Best course ever. Period."*