Master in Business and Management

Business Creation and Development

Field Project Brief

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| **Background**  | Please provide here background information, e.g., about your organization: what industry? Product/service portfolio? Target markets? Competitive strengths? … |
| **Project Description** | What is the problem? Please describe the live project in a few sentences. What is the intent of the project? And its objectives? The task? |
| **Scope** | What is within the scope of the project and what is outside it? |
| **Constraints** | What constraints do you need to work within?What requirements must a successful solution meet? |
| **Stakeholders** | What internal and external entities have a stake in this project? How do they think? Whose power and interests should the students need to understand? Why are they important? |
| **Exploration questions** | What key questions will students need to answer through their project?What are you eager to learn about your operation? |
| **Expected Outcomes** | What outcomes would you like to see? What does a real win look like for you? |
| **Success Metrics** | How will you measure their success?  |

Please keep in mind that this Live Project Brief is a work in progress and you may always change it as your understanding of the problem evolves.