

Navigating the 601: Strategy Field Study

4-Step Guide for Schulich MBAs



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Welcome to the 601: Strategy Field Study

The Strategy Field Study, aka “the 601” is the culmination of the Schulich MBA program. During this eight-month consulting project, you’ll work with a team of your peers from diverse academic backgrounds to complete a strategic assessment of a real-world organization and the external environment that a company faces.

Each team will have access to a Faculty Advisory Panel to provide cross-functional oversight and guidance.

The study will analyze all aspects of a company in the context of the industry, market, customer needs, competition and technological developments. This leads to conclusions about what makes the business successful, what issues may emerge in the future and what could be done to make the business more successful.

Project Deliverables:

- Active participation throughout your last two terms of the MBA and attendance at mandatory 601 events
- A presentation of your findings and recommendations to senior management of your assigned company.
- A PowerPoint presentation and 40-page company assessment that summarizes its prospects, identifies strategic alternatives and makes actionable recommendations for implementation.

601 Support Team:

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601 Online Resources



schulich.yorku.ca/strategy-field-study

601.schulich.yorku.ca

Step 1: Eligibility

Are you ready to start the 601? Find out!

Begin ➤ I am entering my last two terms of study.

Yup!

Not yet.

Oops- Looks like you are ineligible to start your 601. Review eligibility requirements [here](#).

I have completed all of my 5000-series core MBA courses

Yup!

Not yet.

Oops- Looks like you are ineligible to start your 601. Review eligibility requirements [here](#).

I am a...

Full-time MBA

Part-time MBA

I have completed SGMT 6000 or will complete it in the first term of my 601

I have completed SGMT 6000

Yup!

Not yet.

Yup!

Not yet.

Oops- Looks like you are ineligible to start your 601. Review eligibility requirements [here](#).

I have completed at least 4 electives

Yup!

Not yet.

Congrats: You are 601-ready!
Move on to Step 2: Enrolment

Step 2: Enrolment

- Step 2A:** In the first semester of the 601, you must officially enrol in **MGMT 6090 0.00** (the “Formation” non-credit portion) on the York Enrolment System to signal your intent to begin. Tuition fees are applied to your account even if this is the only course in which you are enrolled (it is not a “free” course).
- Step 2B:** You must enrol in **MGMT 6100 3.00** in the first or second term of the 601. We do not retroactively add MGMT 6100 3.00 (or any course) if you change your mind about when to place it in your schedule; ensure you enrol by the last day to enrol without permission
- Step 2C:** **Students going on exchange:** confirm your 601 plan well in advance with the Graduate Exchange office. Your enrolment will vary depending on the exchange term you have selected.

Step 3: Form your 601 group

Choosing a group for the 601 is one of the many important decisions you’ll make during your MBA at Schulich. You’ll need to have your group formed by the time you attend the 601 Kick-Off (details in Step 4).

How do I find a group?

- Sign up for **Office 365**, which is required to join the 601 database. [Learn how to create your free account in six easy steps.](#)
- Join the [601 database](#). This allows you to find other students with similar interests to form a group. Students must register with this database and have their group approved by the 601 Program Director to officially begin their 601 project.
- Connect with other students on the [601 database](#), the central forum for communicating about the strategy field study.
- Use your **class Facebook group** to meet others, pitch your 601 group and advertise for open spots.

Step 4: Mandatory 601 Events

Throughout the process of preparing for your Strategy Field Study, you'll want to keep a few key contacts and events top of mind!

601 Information Session

This event is hosted by your Strategy Field Study coordinators each term. All students who are **planning to begin the 601 the following term** are strongly encouraged to attend. For example, if you're starting your 601 in the Fall, attend the 601 information session held in summer (typically in late June). Watch for information about these sessions on the [GradBlog](#) and via your Schulich e-mail.

601 Kick-Off

This event is hosted by your 601 team and is **mandatory** for all students planning to begin their 601 in the current academic term.

What Happens at the 601 Kick-off?

- A simulated Phase 1 experience: 601 groups are to complete and present a case study. Details will be e-mailed to you from the 601 office.
- An overview of key Phase 1 deliverables
- An info session on "How to Approach a Strategy Assessment"
- Alumni Panel: Hear about others' 601 experiences and participate in a Q&A