

Schulich School of Business

Experiential Education Opportunities

Presentation by:
Professional Development & Experiential Education Office
Schulich School of Business, York University



► **Agenda**

Introduction

Experiential Education Offering

INDIVIDUAL PLACEMENTS

Credit-Based, Paid, Fixed Duration

BBA

MBA

MBA in Technology Leadership (Tech MBA)

Master of Marketing

Master of Real Estate & Infrastructure

TEAM-BASED CONSULTING PROJECTS

Credit-Based, Free of Charge,

Fixed Starting Time

Master of Supply Chain Management

Master of Marketing

Master of Management

Master of Healthcare Management

Master of Business Analytics

Master of Management in AI

Credit-Based, Free of Charge,

Fixed Starting Time

MBA/Strategy Field Study (601)

MBA/Strategy Field Study (601) - Global

Immersive Option

Credit-Based, Paid, Flexible Starting

Time, Flexible Duration

MBA/York Consulting Group (YCG)

Student Testimonials

Partner Testimonials

Next Steps

Agenda

- Introduction
- Experiential Education Offering
- **Individual Placements**
- **Team-Based Consulting Projects**
- Testimonials
- Next Steps



Agenda

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Partner Testimonials

Next Steps

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The Schulich Professional Development & Experiential Education Office (PD&EE Office)

was created on October 1, 2021, with the aim to provide support to Schulich departments and programs in the development of programming focused on career-engaged learning, community engagement and outreach, and experiential education programs.

1

Building experiential learning capacity across the Schulich School of Business.

2

Coordinating the design and delivery of Professional Development courses to be offered to all Schulich School of Business programs.

3

Building and enhancing experiential education and outreach support for students and faculty, including work placements of varying kinds, as well as international opportunities.

4

Engaging and building positive relations with community partners and employers, university partners, and alumni.



Dr. Minerva Cernea

PhD, International EMBA, MSc, CDI.D

Associate Director

Head of the PD&EE Office

mcernea@schulich.yorku.ca



Chongyang Jia

International MBA

EE Administrator Coordinator

cyjia@schulich.yorku.ca

Agenda

Introduction

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MBA/Strategy Field Study (601) - Global

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Next Steps

Experiential Education Offering



INDIVIDUAL PLACEMENTS (Credit-Based)

- Employer will evaluate the student
- Student will reflect on the experience
- Student will receive pass or fail graded by faculty



TEAM-BASED CONSULTING PROJECTS (Credit-Based)

- Supervised by faculty
- Graded by faculty

Agenda

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Fixed Starting Time

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Master of Marketing
Master of Management
Master of Healthcare Management
Master of Business Analytics
Master of Management in AI

Credit-Based, Free of Charge,
Fixed Starting Time

MBA/Strategy Field Study (601)
MBA/Strategy Field Study (601) – Global
Immersive Option

Credit-Based, Paid, Flexible Starting
Time, Flexible Duration

MBA/York Consulting Group (YCG)

Student Testimonials

Partner Testimonials

Next Steps

EXPERIENTIAL EDUCATION OFFERING

Individual Placements

Credit-Based	Cost	Start Time/Duration
✓	Paid	Fixed

PROGRAM	MINIMUM DURATION	MAXIMUM DURATION	TERMS	FORMAT*	MANDATORY OR ELECTIVE	PREREQUISITE/ REMARKS	TAX CREDIT LETTER
BBA (MGMT 4850 and IBUS 4100)	240 hours	4 months	S, F, W	FT in S; PT in F and W	Elective	Complete year 1 of the program	–
MBA** (MGMT 6851 and MGMT 6850)	12 weeks	4 months	S, F, W	FT	Elective	Complete year 1 of the program	Yes (4 months and paid)
Tech MBA** (MGMT 5300)	12 weeks	4 months	F	FT	Mandatory	Placed in the last term of the program together with another course	Yes (4 months and paid)
Master of Marketing** (MKTG 6905)	240 hours	4 months	S	FT or PT	Elective	In the same term students take 2 other courses – international students allowed only to work PT	Yes (4 months and paid)
Master of Real Estate & Infrastructure	3 days per week for 3 months	4 days per week for 3 months	S	FT	Non credit	–	–

* FT = Full Time (35, 40h/week) ; PT = Part Time (20h/week).
** For the MBA, the Tech MBA, and the Master of Marketing, we can issue Coop Tax Credit Letters.



Agenda

Introduction

Experiential Education Offering

INDIVIDUAL PLACEMENTS

Credit-Based, Paid, Fixed Duration

BBA
MBA
MBA in Technology Leadership (Tech MBA)
Master of Marketing
Master of Real Estate & Infrastructure

TEAM-BASED CONSULTING PROJECTS

Credit-Based, Free of Charge,
Fixed Starting Time

Master of Supply Chain Management
Master of Marketing
Master of Management
Master of Healthcare Management
Master of Business Analytics
Master of Management in AI

Credit-Based, Free of Charge,
Fixed Starting Time

MBA/Strategy Field Study (601)
MBA/Strategy Field Study (601) – Global
Immersive Option

Credit-Based, Paid, Flexible Starting
Time, Flexible Duration

MBA/York Consulting Group (YCG)

Student Testimonials

Partner Testimonials

Next Steps

EXPERIENTIAL EDUCATION OFFERING

Team-Based Consulting Projects

Credit-Based	Cost	Start Time/Duration
✓	Free	Fixed

STARTING MONTH/TERM	PROGRAM	DURATION	TEAM SIZE	REQUIREMENTS
January/Winter	Master of Supply Chain Management (OMIS 6400)	4 months	4-5 students	Data already collected
May/Summer	Master of Marketing (MKTG 6000 and MKTG 6001)	4 months	4-5 students	-
	Master of Management (MSTM 6000)	4 months	4-5 students	-
	Master of Health Industry Administration (MHIA 6100)	4 months	5-6 students	-
September/Fall	Master of Business Analytics (MBAN 6090)	8 months	4-6 students	Data available, AI/Analytical task clearly defined
	Master of Management in AI (MMAI 6050)	8 months	4-6 students	Data available, AI/Analytical task clearly defined



Agenda

Introduction

Experiential Education Offering

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Credit-Based, Paid, Fixed Duration

BBA

MBA

MBA in Technology Leadership (Tech MBA)

Master of Marketing

Master of Real Estate & Infrastructure

TEAM-BASED CONSULTING PROJECTS

Credit-Based, Free of Charge, Fixed Starting Time

Master of Supply Chain Management

Master of Marketing

Master of Management

Master of Healthcare Management

Master of Business Analytics

Master of Management in AI

Credit-Based, Free of Charge, Fixed Starting Time

MBA/Strategy Field Study (601)

MBA/Strategy Field Study (601) - Global Immersive Option

Credit-Based, Paid, Flexible Starting Time, Flexible Duration

MBA/York Consulting Group (YCG)

Student Testimonials

Partner Testimonials

Next Steps

EXPERIENTIAL EDUCATION OFFERING

Team-Based Consulting Projects

Credit-Based	Cost	Start Time/Duration
✓	Free	January, May or September/Fixed

PROGRAM	NAME	DURATION	TEAM SIZE	REQUIREMENTS
MBA	Strategy Field Study (601)	8 months	6 students	Strategy focused – requires access to company data – NDA signed
	Strategy Field Study (601) – Global Immersive Option	8 months	6 students	- Focused on International Expansion - Strategy focused – require access to company data – NDA signed

For more information on the Strategy Field Study (601) visit:
schulich.yorku.ca/strategy-field-study-601/strategy-field-study-companies



Agenda

Introduction

Experiential Education Offering

INDIVIDUAL PLACEMENTS

Credit-Based, Paid, Fixed Duration

BBA
MBA
MBA in Technology Leadership (Tech MBA)
Master of Marketing
Master of Real Estate & Infrastructure

TEAM-BASED CONSULTING PROJECTS

Credit-Based, Free of Charge,
Fixed Starting Time

Master of Supply Chain Management
Master of Marketing
Master of Management
Master of Healthcare Management
Master of Business Analytics
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Credit-Based, Free of Charge,
Fixed Starting Time

MBA/Strategy Field Study (601)
MBA/Strategy Field Study (601) – Global
Immersive Option

Credit-Based, Paid, Flexible Starting
Time, Flexible Duration

MBA/York Consulting Group (YCG)

Student Testimonials

Partner Testimonials

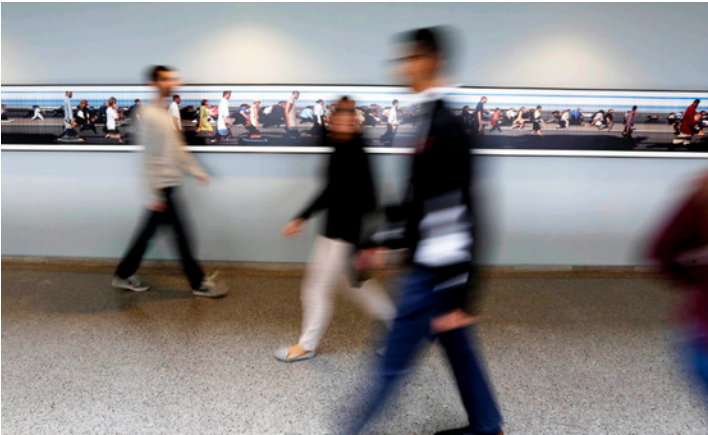
Next Steps

EXPERIENTIAL EDUCATION OFFERING

Team-Based Consulting Projects

Credit-Based	Cost	Start Time/Duration
✓	Paid	Flexible

PROGRAM	NAME	TEAM SIZE	REQUIREMENTS
MBA	York Consulting Group (YCG)	4-5 students	- Engages top students with experience and focus on consulting - Charges a fee (\$60/h)



Agenda

Introduction

Experiential Education Offering

INDIVIDUAL PLACEMENTS

Credit-Based, Paid, Fixed Duration

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MBA

MBA in Technology Leadership (Tech MBA)

Master of Marketing

Master of Real Estate & Infrastructure

TEAM-BASED CONSULTING PROJECTS

Credit-Based, Free of Charge,

Fixed Starting Time

Master of Supply Chain Management

Master of Marketing

Master of Management

Master of Healthcare Management

Master of Business Analytics

Master of Management in AI

Credit-Based, Free of Charge,

Fixed Starting Time

MBA/Strategy Field Study (601)

MBA/Strategy Field Study (601) – Global

Immersive Option

Credit-Based, Paid, Flexible Starting

Time, Flexible Duration

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Student Testimonials

Partner Testimonials

Next Steps

Student Testimonials



Shaheryar Khan (MBA '23)
Associate Sales Strategy Manager,
Mondelēz International

Strategy Field Study (601)

“The Strategy Field Study (601) was the highlight of my MBA journey. By working with a cross-functional team, I was able to challenge assumptions, turbocharge decision making and identify opportunities for consistent and sustainable growth for the client. The 601 also enabled me to adopt a consumer-centric approach to complex business problems.”



Sarah Elisha Ampil (MMKG '23)
Intern,
Panasonic Canada

Master of Marketing Placement (MKTG 6905)

“My internship with Panasonic Canada was an invaluable experience. Working with a renowned company allowed me to apply theoretical knowledge to real-world marketing challenges. Through my team, I grew and expanded my capabilities, enabling me to enhance my skills and develop a deeper understanding of the industry in the Canadian market. I am grateful for this MKTG 6905 placement and the wonderful Schulich faculty who have helped me secure this opportunity. This has definitely opened up so many doors for me as I finish my Master’s program.”



Shivoy Malhotra (MBA '23)
Consultant,
Deloitte Cloud Strategy

Strategy Field Study (601)

“Participating in the 601-strategy field study at Schulich was a game-changer. Over 8 months, I gained a deep understanding of strategic frameworks, honed my problem-solving abilities, and collaborated with brilliant minds. This immersive experience empowered me to confidently navigate the complexities of the business world and achieve remarkable outcomes.”



Jashanjeet Singh (MBA '24)
Business Analyst Coop, RBC Tech
Strategy and Enablement Team

MBA Placement (MGMT 6851)

“My co-op with RBC’s Tech Strategy and Enablement Team was a transformative journey. Immersed in a collaborative tech environment, I gained insights into strategic intricacies and transitioned from implementation to a deeper understanding. With over seven years in technology and data, RBC became a growth platform fostering mentorship. Real-world challenges honed my problem-solving, elevating my technical prowess and confidence. Schulich’s MGMT 6851 course added value, offering reflections and a networking pattern for meaningful connections, further enriching my experience.”

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MBA in Technology Leadership (Tech MBA)

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Master of Real Estate & Infrastructure

TEAM-BASED CONSULTING PROJECTS

Credit-Based, Free of Charge,

Fixed Starting Time

Master of Supply Chain Management

Master of Marketing

Master of Management

Master of Healthcare Management

Master of Business Analytics

Master of Management in AI

Credit-Based, Free of Charge,

Fixed Starting Time

MBA/Strategy Field Study (601)

MBA/Strategy Field Study (601) – Global

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► Partner Testimonials

Next Steps

Partner Testimonials



Kambiz Vatan-Abadi

President, UDP at CI Direct Investing &
Chief Innovation Officer, CI Financial

*MBAN and MMAI capstone projects
(MBAN 6090 and MMAI 6050)*

“We are delighted to express our immense satisfaction with the exceptional collaboration we have had with Schulich students from the MBAN and MMAI programs. Through their close engagement with our Technology and Leadership teams, we established highly productive pods that consistently deliver remarkable outcomes. The results have surpassed our initial expectations, exceeding what we envisioned when we entered a partnership with Schulich and signed our joint “Experiential Education” Memorandum of Understanding (MOU). This successful collaboration has truly been a game-changer for our organization. Thanks, Schulich, and job-well-done Schulich students!”



Jeff Hewitt

Director, Connected Digital Experience,
Product & Corporate Strategy,
Hyundai Auto Canada Corp.

MBA placement (MGMT 6851)

“Having Juan Bohorquez, as part of our internship program at Hyundai Auto Canada, from the Schulich School of Business was an exceptional experience. Juan displayed a remarkable blend of dedication, adaptability, and a strong grasp of business concepts. He seamlessly integrated into our team, exhibited excellent problem-solving skills, and contributed significantly to key projects. Juan not only made an impact on our organization but also showcased a commitment to personal growth. His professionalism was truly commendable, and we are confident he will have a bright future. Thank you, Juan. And thank you Schulich for this great initiative.”



Dimitris Lenis (IMBA '12)

Product Marketing Director,
Consumer Products
Panasonic North America

Master of Marketing Placement (MKTG 6905)

“I had the pleasure to work this past Summer with Sarah Ampil. Sarah was hired as a marketing specialist intern and from the day one she hit the ground running. Not only she showed curiosity in familiarizing herself with Panasonic’s processes, but she quickly became the go to person among all business managers for her strong analytical skills in market data interpretation. She is not the first student we hired from Schulich and certainly not the last, as they all share a strong work ethic and willingness to learn and grow with our organization.”



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Master of Real Estate & Infrastructure

TEAM-BASED CONSULTING PROJECTS

Credit-Based, Free of Charge,

Fixed Starting Time

Master of Supply Chain Management

Master of Marketing

Master of Management

Master of Healthcare Management

Master of Business Analytics

Master of Management in AI

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Fixed Starting Time

MBA/Strategy Field Study (601)

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Next Steps

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1. Corporate partner will:

- Identify the problem, and;
- Decide if they prefer an **Individual Placement** or a **Team-Based Consulting Project**

2. Collaboration with the Schulich School of Business PD&EE Office

- If an **Individual Placement** is preferred, PD&EE Office will coordinate the process
- If a **Team-Based Consulting Project** is preferred, PD&EE Office will make the introduction to the relevant course director

If interested in signing a multi-year *Memorandum of Understanding* with multiple collaborations (e.g. **Individual Placements**, **Team-Based Consulting Projects**, presentations/events, case competitions) please let us know and we will be very happy to discuss the details.



For further information on the Schulich Professional Development & Experiential Education Office (PD&EE) please contact:

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Head of the PD&EE Office
mcernea@schulich.yorku.ca

Chongyang Jia
Experiential Education
Administrator Coordinator
cyjia@schulich.yorku.ca

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