

Stern Consulting Corps
Faculty Project Book - Fall 2013

Pages	Faculty	Project Title	Project Description	Remote or Onsite	Availability during regular business hours required?	FT/PT preference?
2-4	Arun Sundararajan	The Sharing Economy: Economic, Social and Cultural Impacts	The last three years has witnessed the emergence of a variety of new peer-to-peer Internet enabled marketplaces that are collectively being referred to as being part of the "sharing economy". A host of companies — Airbnb, Uber, Lyft, Sidecar, Snaggoods, TaskRabbit, Yerdle, RelayRides, Getaround, to name a few —are dramatically expanding the set of industries susceptible to transformation by information technology, taking its impact well beyond familiar (content) industries like music, movies, and books. This project will focus on a number of opportunities for field work and data analysis related to the 'sharing economy' and 'collaborative consumption' phenomenon.	90% remote	No	Open
5-8	Arun Sundararajan	Unique ID #1: Digital Identity for a Billion People: Experiments in UID-Enabled Rural Banking	In September 2010, India's government embarked on an ambitious project: to provide a biometric-based unique digital identity to each of its 1.2 billion citizens. This UID (Unique Identification) initiative, labeled "Aadhaar" by the government, is unprecedented in its scale, the public-private institutional arrangement that has been adopted towards enrolling residents, and the open design of the technology platform which allows the UID to be easily integrated into their products and services. A prior SCC team analyzed the feasibility of alternative business models that would make rural banking viable. This project builds on that foundation, conducting pilot rural banking implementations in a manner that informs us about the socioeconomic enablers of long-term financial inclusion.	90% remote	No	Open
9-12	Bruce Buchanan and Maria Patterson	Ethical Certification for the Medical Tourism Industry	Is there a way to provide an ethical rating of facilities offering medical services to "medical tourists," developed world residents who travel to less developed nations for medical services? Students will examine, among other questions, whether there is a demand for ethical ratings, or whether a demand can be created (is there a value to an ethical brand), what should be the parameters of the rating (volunteer work in local clinics, free services to local residents, etc.), and whether the existing medical quality certification entities are the appropriate business model for such certification or whether other business models should exist, and, if so, what form they should take.	90% remote	Yes	Open
13-15	Paul Romer	Urbanization Project Fellows	The NYU Stern Urbanization Project harnesses the growth of cities to speed up global progress. The world's urban population will more than double between 2010 and 2110. The Charter Cities initiative, led by Paul Romer, focuses on the potential for startup cities to fast track reform. By building new cities in special zones, countries can leverage the 21st century's unprecedented scale of urban growth, generating new options for reform-minded leaders and new choices for families in search of better places to live and work. This project presents an opportunity to work with the Urbanization Project team, contributing to its research and applied projects around the world.	75%-100% remote	No	Open
17-16	Vasant Dhar and Anindya Ghose	Crafting business strategy + creating brand awareness for the Center for Business Analytics	Triggered by the explosive growth of the shared technology infrastructure, organizations today have access to enormous data sets. However, they often do not utilize it in a meaningful way. The Center for Business Analytics (CBA) is an inter-disciplinary research initiative within NYU Stern. SCC Students will work with CBA's academic co-directors to actively craft a business strategy. This includes carving out a niche for the Center and Stern within the exciting and cutting edge field of business analytics.	95% remote	No	Open

NYU STERN CONSULTING CORPS (SCC)

FACULTY-SPONSORED PROJECT PROPOSAL

Thank you for your interest in the Stern Consulting Corps (SCC). To request a student team for a faculty-sponsored project during the **Fall 2013** semester, please complete the below project proposal. Completed project proposals should be emailed to OSEprograms@stern.nyu.edu.

Deadline: August 9, 2013 @ 5:00pm

Section A: Faculty Sponsor Information

Name	Arun Sundararajan
Department	IOMS-IS
Email	asundara@stern.nyu.edu
Phone	212 998 0833

Briefly describe your area(s) of focus and any research interests or other activities that are relevant to the project you are proposing.

The last three years has witnessed the emergence of a variety of new peer-to-peer Internet enabled marketplaces that are collectively being referred to as being part of the “sharing economy”. A host of companies — Airbnb, Uber, Lyft, Sidecar, Snapgoods, TaskRabbit, Yerdle, RelayRides, Getaround, to name a few — are dramatically expanding the set of industries susceptible to transformation by information technology, taking its impact well beyond familiar (content) industries like music, movies, and books.

Furthermore, these "sharing economy" marketplaces transcend the simple trade conducted on eBay, and are instead inventing an entirely new asset-light supply paradigm. They enable the disaggregation of physical assets in space and in time, creating digital platforms that make these disaggregated components amenable to pricing, matching, and exchange. This promises to “reengineer” our

Some of my early writing and thinking about the sharing economy is linked to below:

http://blogs.hbr.org/cs/2013/01/from_zipcar_to_the_sharing_eco.html

<http://www.wired.com/opinion/2012/10/from-airbnb-to-coursera-why-the-government-shouldnt-regulate-the-sharing-economy/>

<http://techcrunch.com/2012/12/09/balancing-innovation-and-regulation-in-the-sharing-economy/>

Section B: Project Information: Stern students participate in the SCC as a way to help address important business questions while applying what they have learned through their MBA coursework. We look for projects that require thoughtful and actionable recommendations to address complex business or societal issues.

Project Title	The Sharing Economy: Economic, Social and Cultural Impacts.
Detailed Project Description – <i>What question or issue you would like the students to examine.</i>	I have begun a broad-ranging investigation of the sharing economy in collaboration with peers.org, a new collective that aims to grow the sharing economy, and over 40 companies that are founding partners of the collective. The project has a number of specific questions: (a) What will the scope of economic transformation caused by

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	<p>sharing economy platforms be? What fraction of GDP will be sharing economy activity in a decade?</p> <p>(b) What are the sociological and cultural changes caused by asset-light, shared commercial consumption?</p> <p>(c) How will these platforms alter the nature of work, and how does one measure 'employment' in a sharing economy?</p> <p>(d) What is the interplay between digital community activity and offline (real-world) activities in shaping the collective voice of consumers?</p> <p>Depending on student interest, I have a number of opportunities for field work and data analysis. I will structure a more bounded project in more detail with the student team, tailoring it to their joint interests, so long as they are interested in gaining a better understanding of the 'sharing economy' and 'collaborative consumption' phenomenon.</p>
Project Type (e.g., policy work, field work, research study, etc...)	Research with a significant business component
Final Project Deliverable(s): Clear, specific deliverables are critical. Projects must be completed within the 10-week (10 hours/week) timeline.	A report based on field work, interviews, data analysis.
Desired qualifications and skills: Skills and/or knowledge of relevant disciplines required	An interest in academic research; an interest in digital technologies and disruption; ability to analyze large data sets would be a plus but is not necessary
Please indicate why you are seeking MBA students (as opposed to volunteers or interns)	The issues involved a relatively complex, requiring analytical thinking combined with an understanding of business.
What resources will be available to the team to ensure the project's success? (e.g., data, white papers, access to experts, etc.)	Access to a variety of executives, community participants and companies; access to detailed transaction data sets.
What outcomes do you feel would make the project a success?	The students expanding their world view, gaining new perspective on the possibilities that digital technologies have in facilitating economic, social and cultural change.

Section C: Project Supervisor Information: It is critical to identify a qualified and engaged project supervisor who will be available to meet with the students regularly throughout the semester. The project supervisor is responsible for providing the relevant information/data that the students need to be successful with their project, promptly responding to the students' questions and providing constructive guidance throughout the duration of the project. (Please note: the project supervisor may or may not be the same as the Faculty Sponsor, although it is expected that the Faculty Sponsor will be very involved in the project).

Name	Arun Sundararajan
Title	Professor and NEC Faculty Fellow
Phone #	212 998 0833

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FACULTY-SPONSORED PROJECT PROPOSAL

E-mail	asundara@stern.nyu.edu
Background: <i>Brief biography of the project supervisor</i>	http://w4.stern.nyu.edu/faculty/bio/arun-sundararajan
Required Attendance: <i>Please confirm that the project supervisor and the faculty-sponsor are available for the mandatory first student meeting on Friday, September 20, 2013 from 3-5pm and the SCC Finale on Friday, December 6, 2013 from 3-6pm</i>	sure

Section D: Work Arrangements: Please indicate the following:

If students must be available during regular business hours	no
What time and day the team will meet with the Faculty Sponsor on a weekly basis	To be decided
If you are open to taking full-time and/or part-time students (<i>part-time students are mostly available during nights and weekends, but can usually attend some limited meetings during regular business hours</i>)	sure
If workspace will be available at your office and, if not, what resources the MBA students will need to have available (i.e., phone, fax, computer, etc...please note that students are not expected to incur any out-of-pocket expenses)	n/a
The percentage of work that can be done remotely	90%

Please submit your SCC project proposal to OSEprograms@stern.nyu.edu no later than August 9, 2013 at 5pm. If you have any questions regarding the SCC program or the project proposal, please contact Kristen Tenaglia at 212-998-0383.

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FACULTY-SPONSORED PROJECT PROPOSAL

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Deadline: August 9, 2013 @ 5:00pm

Section A: Faculty Sponsor Information

Name	Arun Sundararajan
Department	IOMS-IS
Email	asundara@stern.nyu.edu
Phone	212 998 0833

Briefly describe your area(s) of focus and any research interests or other activities that are relevant to the project you are proposing.

In September 2010, India's government embarked on an ambitious project: to provide a biometric-based unique digital identity to each of its 1.2 billion citizens. This UID (Unique Identification) initiative, labeled "Aadhaar" by the government, is unprecedented in its scale, the public-private institutional arrangement that has been adopted towards enrolling residents, and the open design of the technology platform which allows the UID to be easily integrated into their products and services. The initiative is a tremendous example of how technology and business can lead to socioeconomic transformation.

As of August 2013, over 400 million residents have been enrolled, with enrolment rates peaking at over 1 million residents per day. A vibrant ecosystem of companies, government agencies, software developers, equipment manufacturers and entrepreneurs has evolved towards creating the infrastructure and applications that will generate the eventual economic value from this foundation. A number of pilot projects for banking are under way, and many UID-powered government services are already being delivered more efficiently.

I have been studying the rollout and socioeconomic impact of this project since December 2009. An early description of the research is available at:

<http://www.stern.nyu.edu/experience-stern/faculty-research/india-unique-id>

A short plenary talk describing the initiative is available at

<http://www.youtube.com/watch?v=RcLYHORnVo>

Coverage of the research (and related student projects) in the Wall Street Journal, the Financial Times, Fast Company, Forbes and other media outlets are probably available via my Stern web site.

Section B: Project Information: Stern students participate in the SCC as a way to help address important business questions while applying what they have learned through their MBA coursework. We look for projects that require thoughtful and actionable recommendations to address complex business or societal issues.

Project Title	Digital Identity for a Billion People: Experiments in UID-Enabled Rural Banking
Detailed Project Description – <i>What question or issue you would like the students to examine.</i>	Over 50% of Indians have no access to modern banking of any kind. Over the next few years, there will be hundreds of millions

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	<p>of these residents who will have, for the first time, the “infrastructure” necessary for this to change These residents will have identity through their UID enrollment, and supporting “channel infrastructure” necessary for their financial inclusion – UID-enabled micro-ATMs, a new banking technology platform with reach into most of India, a network of tens of thousands of business correspondents who can act as banking agents – will also be in place.</p> <p>A prior SCC team analyzed the feasibility of alternative business models that would make rural banking viable. This project builds on that foundation, conducting pilot rural banking implementations in a manner that informs us about the socioeconomic enablers of long-term financial inclusion. Specifically, the students will analyze field information gathered by Microsave, a consulting firm engaged in fieldwork that is “ground-truthing” for UID-enabled banking services. This information will then be used as the basis for planning and executing a series of experiments which will vary the identity of the village banker (moneylender, teacher, shopkeeper, community leader) and the nature of the financial education provided to the villagers (top-down, peer-to-peer) during and after the rollout of banking services. These randomized trials are being conducted with ITC, a large Indian multinational firm with deep expertise in rural consumer behavior gleaned from 10 years of experience with their eChoupal, and in collaboration with their agribusiness CEO Sivakumar Surampudi, widely considered the world’s authority on the sociology of inclusive technology adoption.</p>
<p>Project Type (e.g., policy work, field work, research study, etc...)</p>	<p>Business analysis and field work with an economic development and empowerment aspect.</p>
<p>Final Project Deliverable(s): <i>Clear, specific deliverables are critical. Projects must be completed within the 10-week (10 hours/week) timeline.</i></p>	<p>Analysis, execution plan, participation in rollout if the students are interested</p>
<p>Desired qualifications and skills: <i>Skills and/or knowledge of relevant disciplines required</i></p>	<p>An interest in academic research; an interest in emerging economies; prior experience with inclusive banking would be a plus.</p>
<p>Please indicate why you are seeking MBA students (as opposed to volunteers or interns)</p>	<p>The issues involved a relatively complex, requiring analytical thinking combined with an understanding of business.</p>
<p>What resources will be available to the team to ensure the project's success? (e.g., data, white papers, access to experts, etc.)</p>	<p>Access to a variety of key stakeholders; background reports and materials; economic data about India.</p>
<p>What outcomes do you feel would make the project a success?</p>	<p>The students expanding their world view, gaining new perspective on the possibilities that business and research create in facilitating economic progress making the world a better place; a clearly articulated analysis and plan.</p>

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Section C: Project Supervisor Information: It is critical to identify a qualified and engaged project supervisor who will be available to meet with the students regularly throughout the semester. The project supervisor is responsible for providing the relevant information/data that the students need to be successful with their project, promptly responding to the students' questions and providing constructive guidance throughout the duration of the project. (Please note: the project supervisor may or may not be the same as the Faculty Sponsor, although it is expected that the Faculty Sponsor will be very involved in the project).

Name	Arun Sundararajan
Title	Professor and NEC Faculty Fellow
Phone #	212 998 0833
E-mail	asundara@stern.nyu.edu
Background: <i>Brief biography of the project supervisor</i>	http://w4.stern.nyu.edu/faculty/bio/arun-sundararajan
Required Attendance: <i>Please confirm that the project supervisor and the faculty-sponsor are available for the mandatory first student meeting on Friday, September 20, 2013 from 3-5pm and the SCC Finale on Friday, December 6, 2013 from 3-6pm</i>	sure

Section D: Work Arrangements: Please indicate the following:

If students must be available during regular business hours	no
What time and day the team will meet with the Faculty Sponsor on a weekly basis	To be decided
If you are open to taking full-time and/or part-time students (<i>part-time students are mostly available during nights and weekends, but can usually attend some limited meetings during regular business hours</i>)	sure
If workspace will be available at your office and, if not, what resources the MBA students will need to have available (i.e., phone, fax, computer, etc...please note that students are not expected to incur any out-of-pocket expenses)	n/a
The percentage of work that can be done remotely	90%

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Deadline: August 9, 2013 @ 5:00pm

Section A: Faculty Sponsor Information

Name	Bruce Buchanan and Maria Patterson
Department	Business & Society Program Area
Email	mpatters@stern.nyu.edu
Phone	212-992-6845

Briefly describe your area(s) of focus and any research interests or other activities that are relevant to the project you are proposing.

Law and business, relationships between social issues and business and the law, ethics and professionalism, globalization of law

Section B: Project Information: Stern students participate in the SCC as a way to help address important business questions while applying what they have learned through their MBA coursework. We look for projects that require thoughtful and actionable recommendations to address complex business or societal issues.

Project Title	Ethical Certification for the Medical Tourism Industry
Detailed Project Description – <i>What question or issue you would like the students to examine.</i>	<p>Is there a way to provide an ethical rating of facilities offering medical services to “medical tourists,” developed world residents who travel to less developed nations for medical services? Such tourists travel to those facilities to save money, to have the procedure done sooner than otherwise or to have the procedure done in their home country, or some combination of these reasons. Generally, medical professionals and resources providing services to medical tourists are not available to the community where the facilities are located. Students would examine, among other questions, whether there is a demand for ethical ratings, or whether a demand can be created (is there a value to an ethical brand), what should be the parameters of the rating (volunteer work in local clinics, free services to local residents, etc.), and whether the existing medical quality certification entities are the appropriate business model for such certification or whether other business models should exist, and, if so, what form they should take.</p> <p>We would work closely with Nir Eyal, Associate Professor in the Division of Medical Ethics at Harvard Medical School, who would be a Co-P.I. on this project.</p>
Project Type (<i>e.g., policy work, field</i>)	We contemplate that this project would span a number of

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<p><i>work, research study, etc...)</i></p>	<p>semesters. The initial phases, however, would involve research as to the types of facilities offering medical tourism, refining the consumer market for medical tourism, and the interest of the existing facilities and medical quality certification entities in ethical certification. Such research would include design of surveys or questionnaires and possibly field work administering surveys and questionnaires. We plan to work with and use data developed by faculty at Simon Fraser University in British Columbia in conjunction with the Canadian government.</p>
<p>Final Project Deliverable(s): <i>Clear, specific deliverables are critical. Projects must be completed within the 10-week (10 hours/week) timeline.</i></p>	<p>As noted, we contemplate that the Fall '13 semester would be the first of a number of semesters for this project. During this first semester, we expect students to (1) create a list of facilities and medical quality certification entities for survey, (2) design survey/questionnaires for those facilities/entities as to the desirability of ethical certification/branding, (3) develop preliminary parameters for certification (4) determine how to measure consumer demand for ethical certification.</p>
<p>Desired qualifications and skills: <i>Skills and/or knowledge of relevant disciplines required</i></p>	<p>Marketing and branding, survey design and administration,</p>
<p>Please indicate why you are seeking MBA students <i>(as opposed to volunteers or interns)</i></p>	<p>We are seeking MBAS for this project could choose to continue working on the project in subsequent semesters. We think that, with our guidance, they can best develop the concept by thinking broadly about it while drawing on the skills they are learning. Volunteers or interns would be appropriate for defined tasks for a client, but this project, however, is designed to develop a concept, rather than serve a specific client.</p>
<p>What resources will be available to the team to ensure the project's success? <i>(e.g., data, white papers, access to experts, etc.)</i></p>	<p>As noted, Prof. Eyal will work closely with us: http://medethics.med.harvard.edu/people/eyal/ We also will draw on the data and expertise of Simon Fraser faculty, Valorie Crooks http://www.sfu.ca/geography/people/faculty/valorie-crooks, and Jeremy Snyder: http://www.sfu.ca/fhs/people/profiles/jeremysnyder.html.</p>
<p>What outcomes do you feel would make the project a success?</p>	<p>Developing a program of ethical certification of medical tourism facilities that would be used by consumers in the same way they use ecotourism, free trade and similar certifications. Ultimately, certification would drive business to those facilities that do not siphon resources from their local communities and countries.</p>

Section C: Project Supervisor Information: It is critical to identify a qualified and engaged project supervisor who will be available to meet with the students regularly throughout the semester. The project supervisor is responsible for providing the relevant information/data that

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the students need to be successful with their project, promptly responding to the students' questions and providing constructive guidance throughout the duration of the project. (Please note: the project supervisor may or may not be the same as the Faculty Sponsor, although it is expected that the Faculty Sponsor will be very involved in the project).

Name	Maria Patterson
Title	Clinical Assistant Professor
Phone #	212-992-6845
E-mail	mpatters@stern.nyu.edu
Background: <i>Brief biography of the project supervisor</i>	Adjunct teaching Law, Business & Society, Fall '11-Spr.12, now Clinical Assistant Professor in the Business & Society Program Area. Practicing lawyer, currently with own firm, specializing in litigation, bankruptcy and cross-border issues. 15 years at a major New York bank supervising outside legal counsel worldwide. Active member, NYC Bar Association, Judiciary and Foreign & Comparative Law Committees. J.D., Columbia University '82; B.A., Davidson College '79.
Required Attendance: <i>Please confirm that the project supervisor and the faculty-sponsor are available for the mandatory first student meeting on Friday, September 20, 2013 from 3-5pm and the SCC Finale on Friday, December 6, 2013 from 3-6pm</i>	Yes.

Section D: Work Arrangements: Please indicate the following:

If students must be available during regular business hours	Yes
What time and day the team will meet with the Faculty Sponsor on a weekly basis	There is flexibility, but tentatively Thursday at 2:00.
If you are open to taking full-time and/or part-time students (<i>part-time students are mostly available during nights and weekends, but can usually attend some limited meetings during regular business hours</i>)	Yes.
If workspace will be available at your office and, if not, what resources the MBA students will need to have available (i.e., phone, fax, computer, etc...please note that students are not expected to incur any out-of-pocket expenses)	No. Will need phone and computer.
The percentage of work that can be done remotely	90%

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Deadline: August 9, 2013 @ 5:00pm

Section A: Faculty Sponsor Information

Name	Paul Romer
Department	Economics
Email	promer@stern.nyu.edu
Phone	212-992-6815

Briefly describe your area(s) of focus and any research interests or other activities that are relevant to the project you are proposing.

The NYU Stern Urbanization Project harnesses the growth of cities to speed up global progress. The world's urban population will more than double between 2010 and 2110. After 2110, urban growth will largely level off. This presents a window of opportunity in which countries can shape urbanization in ways that improve the quality of life for billions of people.

There are two ways to channel this rapid urbanization: existing cities can expand, and new cities can emerge. These two processes, already underway, are at the heart of the Urbanization Project's two primary initiatives.

The Urban Expansion initiative, led by Shlomo Angel, works with cities to make room for their rapid growth. The initiative is based on evidence that mayors and civic officials can make minimal preparations to shape cities that are vibrant, inclusive, and affordable.

The Charter Cities initiative, led by Paul Romer, focuses on the potential for startup cities to fast track reform. By building new cities in special zones, countries can leverage the 21st century's unprecedented scale of urban growth, generating new options for reform-minded leaders and new choices for families in search of better places to live and work.

The Labs initiative incubates new ideas at the Urbanization Project. New cities and urban expansion are the ways accommodate billions of new urban residents, but we're always experimenting with new ideas. Labs explores applied research projects that have the potential trigger new initiatives or generate new insights for urban leaders and residents.

Paul Romer is the director of the NYU Stern Urbanization Project. He is also director of NYU's Marron Institute, a University-wide effort on cities of which the Urbanization Project is part.

For more information visit: urbanizationproject.org

Section B: Project Information: Stern students participate in the SCC as a way to help address important business questions while applying what they have learned through their MBA

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coursework. We look for projects that require thoughtful and actionable recommendations to address complex business or societal issues.

Project Title	Urbanization Project Fellows
Detailed Project Description – <i>What question or issue you would like the students to examine.</i>	<p>This project presents an opportunity to work with the Urbanization Project team, contributing to its research and applied projects around the world.</p> <p>In the service of building the Urbanization Project's influence and interactions in the world, the SCC project will most likely be focused on advisory work for a government in a city or a rapidly urbanizing country. The project may also involve work in support of one of the Marron Institute's applied policy projects. The project output will likely take the form of a brief, business plan or paper intended to inform or influence a set of key actors, policy makers and practitioners.</p> <p>Possible topics for projects include: energy, education, anti-corruption, policing, land use, housing policy, urban planning, governance, civil service, labor relations, and urban management. For example, past UP Fellows have worked on business plans for special development regions in Honduras and Liberia. Other projects may involve matching Fellows to experts that UP selects to research and write policy reports.</p> <p>The project, as defined here, is intended to be somewhat open ended. We expect and encourage student input to personalize and refine the work plan. Because the Urbanization Project responds to opportunities in real time and in places that tend to be characterized by political volatility, any policy-oriented work is subject to sudden change. As such, we seek self-starters who are comfortable working in a somewhat ambiguous environment.</p>
Project Type <i>(e.g., policy work, field work, research study, etc...)</i>	policy oriented research / business planning / economic modeling
Final Project Deliverable(s): <i>Clear, specific deliverables are critical. Projects must be completed within the 10-week (10 hours/week) timeline.</i>	Business plans and/pr actionable policy recommendations for the governments that the Urbanization Project advises. Research and analysis for Urbanization Project policy initiatives.
Desired qualifications and skills: <i>Skills and/or knowledge of relevant disciplines required</i>	Strong background in research & analysis, resourcefulness in uncovering and using data, some experience with quantitative modelling is a plus but not a deal breaker, experience in project management, interest in urban development, management and planning
Please indicate why you are seeking MBA students <i>(as opposed to volunteers or interns)</i>	Entrepreneurial thinking, a management perspective on urban governance, a head for making cities fiscally sound and economically dynamic

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What resources will be available to the team to ensure the project's success? (e.g., data, white papers, access to experts, etc.)	Direct access & communication with UP scholars
What outcomes do you feel would make the project a success?	High quality policy options for leaders grappling with urban challenges.

Section C: Project Supervisor Information: It is critical to identify a qualified and engaged project supervisor who will be available to meet with the students regularly throughout the semester. The project supervisor is responsible for providing the relevant information/data that the students need to be successful with their project, promptly responding to the students' questions and providing constructive guidance throughout the duration of the project. (Please note: the project supervisor may or may not be the same as the Faculty Sponsor, although it is expected that the Faculty Sponsor will be very involved in the project).

Name	Brandon Fuller
Title	Deputy Director
Phone #	212-992-6815
E-mail	bfuller@stern.nyu.edu
Background: <i>Brief biography of the project supervisor</i>	Brandon Fuller is Deputy Director & Research Scholar at NYU Stern Urbanization Project
Required Attendance: <i>Please confirm that the project supervisor and the faculty-sponsor are available for the mandatory first student meeting on Friday, February 3, 2011 from 3-5pm and the SCC Finale on Friday, April 27, 2012 from 3-6pm</i>	Project teams will be expected to work at least 10 hours a week. Teams will present to other team members on at least a biweekly basis to chart progress and share ideas and discoveries. Each team will meet with Urbanization Project team on at least a biweekly basis to explain findings and receive feedback.

Section D: Work Arrangements: Please indicate the following:

If students must be available during regular business hours	No
What time and day the team will meet with the Faculty Sponsor on a weekly basis	Flexible
If you are open to taking full-time and/or part-time students (<i>part-time students are mostly available during nights and weekends, but can usually attend some limited meetings during regular business hours</i>)	Yes
If workspace will be available at your office and, if not, what resources the MBA students will need to have available (i.e., phone, fax, computer, etc...please note that students are not expected to incur any out-of-pocket expenses)	On-campus only
The percentage of work that can be done remotely	75% - 100%

NYU STERN CONSULTING CORPS (SCC)

FACULTY-SPONSORED PROJECT PROPOSAL

Thank you for your interest in the Stern Consulting Corps (SCC). To request a student team for a faculty-sponsored project during the **Fall 2013** semester, please complete the below project proposal. Completed project proposals should be emailed to OSEprograms@stern.nyu.edu.

Deadline: August 9, 2013 @ 5:00pm

Section A: Faculty Sponsor Information

Name	Anindya Ghose + Vasant Dhar
Department	Center for Business Analytics / IOMS
Email	mosborne@nyu.stern.edu
Phone	212.992.6827

Briefly describe your area(s) of focus and any research interests or other activities that are relevant to the project you are proposing.
Business strategy, business analytics, feasibility, market research, entrepreneurship, marketing and branding

Section B: Project Information: Stern students participate in the SCC as a way to help address important business questions while applying what they have learned through their MBA coursework. We look for projects that require thoughtful and actionable recommendations to address complex business or societal issues.

Project Title	Crafting business strategy + creating brand awareness for the Center for Business Analytics
Detailed Project Description – <i>What question or issue you would like the students to examine.</i>	<p>The Center for Business Analytics (CBA) at Stern is in startup mode and is actively crafting our business strategy. This includes carving out a niche for the Center and Stern within the exciting and cutting edge field of business analytics.</p> <p>We'll work together to define the project, but it will likely focus on one or two topics within the business analytics field. Using research, interviews and other methods, the team will answer questions such as:</p> <ul style="list-style-type: none"> - What are the hot issues, topics and questions within a specific area? - Who are the influencers (especially industry influencers)? - Who is writing about it / tweeting about it on what platforms? - What organizations exist? - Events, conferences and meet ups?
Project Type <i>(e.g., policy work, field work, research study, etc...)</i>	Research, interviews, other

NYU STERN CONSULTING CORPS (SCC)

FACULTY-SPONSORED PROJECT PROPOSAL

Final Project Deliverable(s): <i>Clear, specific deliverables are critical. Projects must be completed within the 10-week (10 hours/week) timeline.</i>	Presentation to CBA team with findings, recommendations, and prospect list
Desired qualifications and skills: <i>Skills and/or knowledge of relevant disciplines required</i>	Business strategy, research, communication skills, familiarity with startups helpful
Please indicate why you are seeking MBA students (<i>as opposed to volunteers or interns</i>)	MSBA students have an excellent combination of analytic and strategic skills, along with intellectual curiosity
What resources will be available to the team to ensure the project's success? (<i>e.g., data, white papers, access to experts, etc.</i>)	Access to faculty experts, access to contacts, any technology or other tools that are needed
What outcomes do you feel would make the project a success?	Thorough research and thoughtful and creative recommendations

Section C: Project Supervisor Information: It is critical to identify a qualified and engaged project supervisor who will be available to meet with the students regularly throughout the semester. The project supervisor is responsible for providing the relevant information/data that the students need to be successful with their project, promptly responding to the students' questions and providing constructive guidance throughout the duration of the project. (Please note: the project supervisor may or may not be the same as the Faculty Sponsor, although it is expected that the Faculty Sponsor will be very involved in the project).

Name	Mandy Osborne
Title	Associate Director, Center for Business Analytics
Phone #	212.992.6827
E-mail	mosborne@sert.nyu.edu
Background: <i>Brief biography of the project supervisor</i>	
Required Attendance: <i>Please confirm that the project supervisor <u>and</u> the faculty-sponsor are available for the mandatory first student meeting on Friday, September 20, 2013 from 3-5pm <u>and</u> the SCC Finale on Friday, December 6, 2013 from 3-6pm</i>	Confirmed

Section D: Work Arrangements: Please indicate the following:

If students must be available during regular business hours	No
What time and day the team will meet with the Faculty Sponsor on a weekly basis	Flexible
If you are open to taking full-time and/or part-time students (<i>part-time students are mostly available during nights and weekends, but can usually attend some limited meetings during regular business hours</i>)	Either

NYU STERN CONSULTING CORPS (SCC)
FACULTY-SPONSORED PROJECT PROPOSAL

If workspace will be available at your office and, if not, what resources the MBA students will need to have available (i.e., phone, fax, computer, etc...please note that students are not expected to incur any out-of-pocket expenses)	Yes
The percentage of work that can be done remotely	100%

Please submit your SCC project proposal to OSEprograms@stern.nyu.edu no later than August 9, 2013 at 5pm. If you have any questions regarding the SCC program or the project proposal, please contact Kristen Tenaglia at 212-998-0383.