

Business Technology Management Field Project (BTMA 455)

Would you like a team of Haskayne School of Business students to solve your technology process or strategy challenge? Would you like to have research done on a particular technology approach for internal/external operational effectiveness?

The Haskayne School of Business is currently recruiting organizations to participate in a curricular, student research project. A team of 4-5 fourth and fifth-year students will provide pro-bono work on your specific challenge and offer solutions.

Timeline: Winter 2025: January – April (12-13 weeks)

Project Summary: In today's digital economy, business professionals must learn how to use information technology (IT) innovatively. Student teams are assigned to organizations in Calgary and the surrounding area to solve specific IT issues and experience first hand the real-world demands of an IT project.

Students will work on one project throughout a semester (approximately 120 hours) to:

- Analyze and research the IT challenge (may involve interviewing, library and internet research and data collection/analysis)
- Propose solutions and create a course of action
- Present their final project/recommendations (orally and in writing) to the client organization

Projects selected for this course must:

- Involve a specific IT strategy or technical issue for the organization
- Be decision-oriented
- Provide value, both to the organization's development and the students
- Be stable enough to avoid the risk of premature "project obsolescence"

Organizations are expected to:

- Provide a project lead for the student team who can provide consistent guidance/communication over the semester. Includes attending a project kick-off class as well as a final presentation class
- Share any relevant organization data and information with the students early in the project
- Assist the students in setting up interviews with staff involved in the challenge

Not all projects will be selected. Selection is based on the instructor's determination of suitability and student interest.

[Click here to submit your project application.](#)

For further information – please contact student.consulting@ucalgary.ca

