

Student Projects at Stanford: Examples of Past Projects

These projects illustrate projects of an appropriate scope that are well-suited to our program.

Organization A: Public Service

Organization A is looking to expand its services to a larger community than they can currently serve. As they grow they have the opportunity to change their systems for managing and tracking their services. Our project will focus on what information they need to maintain to improve the effectiveness of their current operations and allow them to grow smoothly.

Company B: Cost/revenue Structure for an Application Service Provider

Company B is an application service provider that provides both business to business and business to consumer services. They need to be able to make informed decisions regarding pricing, product development and market segmentation. To do this, Company B needs to know how much its different user types are costing the company. More specifically, they need to know the effect of each service they offer on cost, and how their costs change with user type and volume. In addition, they need to be able to identify and prioritize all relevant components of user cost.

Company C: Manpower Planning Project

Positioned at the top of the supply chain for the semiconductor industry, Company C is subject to extreme variations in revenue. These are accompanied by wide variations in the size of their workforce. Originally, the goal of our project was to create a model that would predict Company C's hiring needs, and would allow Company C to create a flexible, scalable workforce. Over the course of the project, however, we learned that some of Company C's business units were already implementing such models, with varying degrees of sophistication and success. We re-focused our efforts, examining the source of communication barriers in the company and suggesting ways to improve information sharing and leverage Human Resource's ability to enable business groups to make informed staffing decisions.