

Your Organization's Letterhead

EXAMPLE OF PROPOSAL FOR CASE STUDY TO MINERVA SAFETY MANAGEMENT EDUCATION

1.0 Working Title: ABC CORPORATION: A Leader in Health and Safety

2.0 Authors: T.J. Smith and J.M Kowalski

3.0 Estimated date of completion: 2006.11.22

4.0 Introduction

This proposal requests funding to subsidize a “best practices” case study to evaluate an industrial engineering firm’s approach to health and safety. The focus for this project, ABC Corporation, is based in Vancouver, and has twenty-five offices across Canada. It has been recognized as a leader in health and safety, winning numerous awards. Some examples of their projects include: repairing and improving freight yards for rail companies, engineering the design of forestry mills and bridges, and leading an environmental clean-up project on the Northern Dew Line. Each of these projects includes a diverse set of health and safety challenges, and therefore, this study will provide insight on how ABC Corporation developed its reputation as an example for other companies. This company was selected for this case study because of its dedication to health and safety and because it undertakes projects in which health and safety issues are particularly salient.

5.0 Focus of the Study

The purpose of this case is to explain this company’s perspective on safety, health, and environmental management, and how the company’s strategy has enhanced:

- the quality of its product,
- its reputation,
- the company’s profitability.

The approach adopted by this company towards safety, health, and environmental management has culminated in national recognition as a safety leader. This case will outline in detail how this company achieved this recognition, and the measures it adopted to maintain its advantage. It recently went through a merger with a larger international company, and has had to negotiate two different organizational cultures. Therefore, part of the case study will address in what ways this affected their health and safety practices and some of the conflicts that occurred.

6.0 Research Strategy:

The research strategy will include:

- qualitative interviews with executives, managers, and employees. Interviews will be across the country and with members from both the merged corporations.
- the use of specific examples to understand their perspective on health and safety,
- research and documentation of the overall corporate health and safety strategy,

- quantification of the SHE strategy effect on performance (e.g. profitability, enhanced quality, productivity).
- comparison of ABC corporation’s SHE management advantages compared to its competitors.

7.0 Use and Application of the Study in Teaching

This case study will be written for a broad audience ranging from undergraduates to Senior Executives. One of the authors (Smith) teaches a required undergraduate course entitled “Managing the Employment Relationship.” It is taught twice a year to about 30 students each session.

The other author (Kowalski) teaches an MBA course at the Wayahead School Of Business, Bigtown. This case study will be used to teach students about the importance of integrating SHE management into day-to-day operations. About 40 students are taught each year. We anticipate the case study will have a minimum five-year life span in the teaching curriculum.

8.0 Budget

A. Undergraduate Research Assistant (\$15*200hr)	3000
B. Travel: to Bigtown and Smallville offices to conduct interviews 1) Bigtown: transportation to and from interviews 2) Smallville: 2 persons 2 day trip (includes flights, meals, lodging, cab fare based on standard travel rates)	1200
C. Administrative: Phone calls, printing, photocopying, postage, office supplies	200
D. Transcription of interviews: \$30 per hour *20 hr of interviews (based on estimate from transcriber)	600
Proposed Total	5000

9.0 Estimated TimeLines

Agreement to proposal and award of Contract	30 June XXXX
Completion of interviews with staff in Bigtown	21 July
Travel to Smallville	23 July
Complete Smallville Interviews	25 July
Complete Transcription of interviews	29 July
Complete first draft of Case study and submit to Minerva Ctte	14 August
Receive committee comments and revise	21 August
Final case study report submitted	5 September
Case study used in MBA course	15- 31 October

10.0 Your signature and date are required.

Please complete and mail, fax or email to Minerva Safety Management Education Inc. c/o IAPA, 5110 Creebank Road, Suite 300, Mississauga, Ontario, Canada L4W 0A1 Fax: 1 905 614 1414 Email minerva@safetymanagementeducation.com