Innovation & Entrepreneurship

Do you need research in one of these areas?

How can we innovate around our...

• **Business model** to realise strategic advantage over our competitors
• **Systems and processes** to achieve greater efficiency in our operations
• **Products and services** to deliver new value to our customers
• **Communication and distribution channels** to take advantage of developments in digital technology

Projects involve a group of students conducting research on an agreed business issue for an external business client.
About the students
Based within the Institute for Entrepreneurship and Enterprise Development, our masters students studying for an MSc in Entrepreneurship, Innovation & Practice have access to some of the leading academics who understand SMEs and family business, both in a theoretical context and through 20 years of collaboration with businesses in the North-West.

Our students join this postgraduate programme to gain highly sought-after entrepreneurial skills that allow them to either set up their own business or help grow existing businesses by developing processes and strategies to foster innovation. Among other things they learn how to encourage innovation within organisations, how SMEs can harness competitive advantage through innovation, and how to assess the feasibility of business plans for new ventures.

Cost
Clients are expected to pay for any costs incurred whilst undertaking the project (e.g. travel / telephone calls). A budget should be agreed with the students at the outset and costs agreed before they undertake the work.

Project Overview
• The project begins with an initial meeting between the student and the client where they discuss the project brief as written in the application.
• Following this and subsequent consultation, the team plan how they will tackle the project and include a budget in their proposal to the client.
• Once agreed, the students carry out the work.
• The team present the findings and analysis of their research in the form of a report to the client. The students may then choose to base their research dissertation upon the project.

Project Timeline:

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<th>Application period</th>
<th>Initial consultation/planning</th>
<th>Project delivery</th>
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<tr>
<td>June - November</td>
<td>January</td>
<td>February - March</td>
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