Management
(Extended)

Do you need research in one of these areas?

**Strategy** - e.g. diversification, business planning, internationalisation

**Project Management** - e.g. events, social media campaign, IT/engineering project management

**Marketing** - analyse target markets, marketing communications strategy

Projects involve a group of students conducting research on an agreed business issue for an external business client.
Project Overview

- Successful applicants are invited to an introductory workshop to help them prepare for the initial meeting with the students and maximise the success of the project.

- 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, the team plan how they will tackle the project and consult regularly with the client. We recommend clients request from the team a short proposal of the work to be carried out along with a budget.

- Once agreed, the students carry out the work.

- The team present the findings and analysis of their research in the form of a report and/or presentation for the client.

- The Action Planning Workshop is the final stage of the programme that looks at where to go from here.

About the students

The Financial Times Masters in Management 2013 rankings ranked our 12 month MSc Management programme in the top 10 in the UK. This reflects the practice-based approach, encouraging students to engage with industry and become professional managers whilst learning subject-specific knowledge and developing essential consultancy skills. By the time our students undertake this project they have taken general management topics (e.g. accounting/finance, operations, HR, business analytics, etc.) at the beginning of the year before specialising in either strategy, marketing or project management. During this project they will be considering different potential research topics for their dissertation that they complete after the project.

Cost

Clients are expected to pay for any costs incurred whilst undertaking the project. Common expenses include travel/telephone calls/printing but there may be other items depending on your particular project. A budget should be agreed with the students at the outset and costs agreed whilst they are scoping out the different ways to undertake the work. Costs incurred during the project will be recharged back to the client at the end of the project.

Project Timeline:

Application period
November - April

Project delivery
July - August