Management (Short)

Ideal for small, predominantly desk-based projects that are well-defined and for those who have not worked with students before and want to try it out for a short duration.

Do you need research in one of these areas?

- Competitor analysis
- Develop / pilot survey tools
- Market size estimation
- Market entry
- Customer evaluation
- Activity costing
- Marketing communication strategies

Projects involve a group of students conducting research on an agreed business issue for an external business client.
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. Any costs incurred during the project will be recharged back to the client at the end of the project.

**Project Overview**

- The project begins with an initial meeting* between the student and the client where they discuss the project brief and agree what is required.
- The students carry out the work, consulting regularly with the client.
- The team present their findings in the form of a short report to the client. Following this, the students may request to work with you further as part of a longer summer project on which they will base their dissertation.

**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 short project they have taken general management topics (e.g. accounting / finance, operations, HR, business analytics, etc.) and will be choosing a specialism in either strategy, marketing or project management.

**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. Any costs incurred during the project will be recharged back to the client at the end of the project.

**Project Timeline:**

* Application period
  - September - December

* Initial consultation/planning*

* Project delivery
  - March

* Initial meeting will be scheduled the week before the project commences.