Management (Undergraduate)

Do you need research in one of these areas?

- Business strategies
- Organisational structures and policy
- Internal processes
- Market research
- Employee engagement
- Corporate social responsibility

Projects involve a group of students conducting research on an agreed business issue for an external business client.
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. Costs will vary from project to project but expect around £200 for travel / printing. 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. Any costs incurred during the project will be recharged back to the client at the end of the project.

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 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 and a 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 majority of these undergraduate students will be in their second year studying for a Bachelor of Business Administration (BBA) in Management. The BBA is focused on practical managerial skills such as problem solving, team working, communication and leadership. By the time they do a student project for a live business they will have studied a wide range of management subjects and may have done other options such as languages or law. These students are attracted to this degree for the practical employment skills gained in their one-year industrial placement.

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Project Timeline:

Application period
June - September

Initial consultation/planning
November

Project delivery
January - March

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