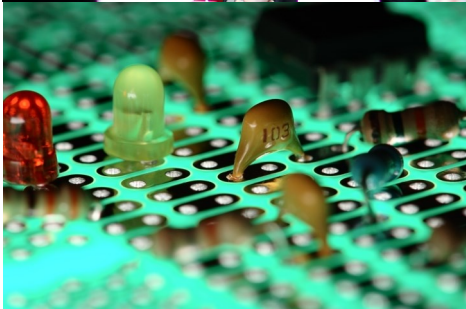
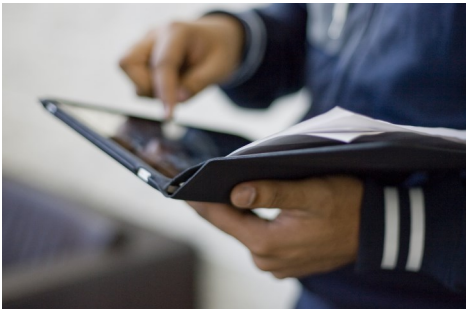




Institute for **Entrepreneurship**
and **Enterprise Development**

Student Consultancy Projects

CAPITALISE ON E-BUSINESS



Information Technologies have become a major driving force behind innovation and can help businesses of all sizes find new sources of competitive advantage. But with the e-business landscape changing so quickly, it can be difficult for businesses to keep up.

With strong foundations in e-business, e-marketing, innovation, business planning & finance, information management & strategy, internet, mobile and multimedia technologies, our Masters' students have a unique set of skills that benefits SMEs as well as large organisations.

Our **'E-business & Innovation'** consultancy project involves a team of Masters' level students working together to analyse your current situation to provide strategic recommendations and develop potential solutions based on their research findings. This might be issue-based or driven by your desire to be a progressively-minded employer.

TOPICS

- e-business
- e-marketing
- Innovation strategy & digital innovation
- Technology for e-Business
- Business planning & finance
- Project management
- Information management & strategy
- Internet marketing & strategy
- Network security & systems
- Cloud computing
- Web 2.0 & social media & cloud computing
- Mobile applications
- Web design and web usability

COSTS

There is no professional fee for the work carried out but we do ask that you make yourself available to engage with the students to help you get the most out of the project. We also expect clients to reimburse students for out of pocket expenses directly resulting from the project. Any major expenses should be agreed beforehand.

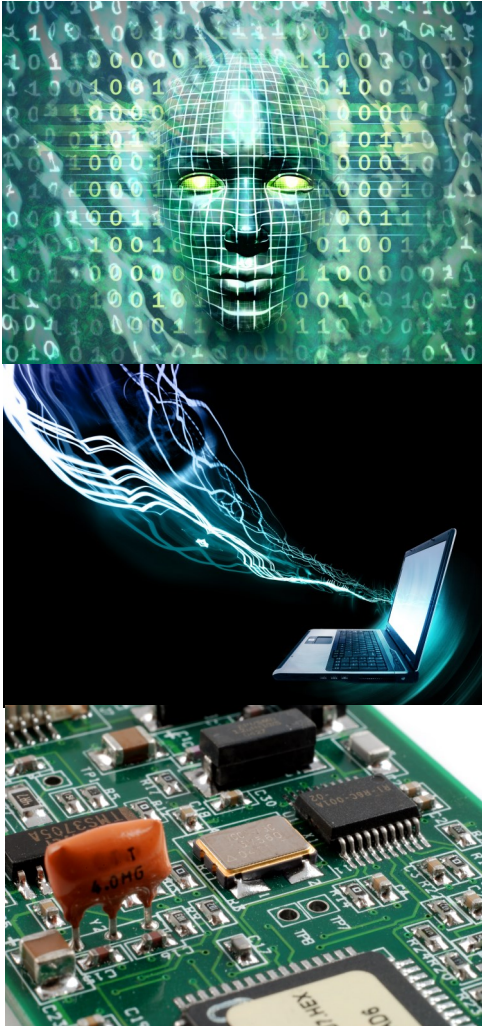
ELIGIBILITY

If your organisation is B2B, has less than 250 employees and less than £40 million turnover, then please get in touch. We're looking for interesting projects that will stretch our students.

2012 Business School of the Year
THE AWARDS WINNER

Triple Accredited | World Ranked





IMPORTANT DATES

- 1st March 2014** - Application Deadline
- 26th May 2014** - Meet your student team and agree deliverables
- 26th May — 1st August 2014** - Work carried out
- 11th August 2014** - Project presentations

PROGRAMME OVERVIEW

You will meet your student team in May following discussions they will work on a research proposal on what is to be carried out given the resources available (budget / time / information). During this time some preliminary research may be carried out. The students will then work on your project for 10 weeks supported by an academic supervisor.

At the beginning of August you will be invited back to Lancaster University for a presentation and will receive a report on their research findings and recommendations.

At the start of the process you will receive a **Project Handbook** which will prepare you for the project process through self-facilitated development.

In addition to this, you will receive ongoing support from our team of business support professionals based in the Institute for Entrepreneurship and Enterprise Development (IEED). The team will be on hand at all points in the project to answer any questions you may have and to guide you along the way.

CONTACT

For further details or to request an application form, please contact our Business Liaison Officer on:

Tel: 01524 510728

Email: ieedprojects@lancaster.ac.uk

The deadline for submission of the project proposal brief is 1st March 2014