



Grow your Business

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



SUMMER STUDENT CONSULTANCY RESEARCH PROJECT

As a manager, the day-to-day challenges can frequently leave you with no breathing space to focus on the bigger picture. It's all too common for essential strategic thinking to be put to one side until it's too late to make the directional changes necessary to seize new opportunities or avert disaster. These challenges are faced by businesses of all sizes, and by even the most experienced leaders.

Our '**Management 511' Student Consultancy Project** will put a team of Masters level students to work analysing your current business situation, and provide you with recommendations and potential solutions to an issue you have identified based on both academic and primary research. Please note that this project is an important part of their degree and therefore they may request information to use in their dissertations that they complete at the end of the project.

Projects that are ideally suited to this programme are those that have a strong emphasis on strategy, project management or marketing:

- Develop an internationalisation strategy for you based on research findings of a particular country/ region.
- Help you project manage a special event, overseeing the vital elements that make the difference between a good and great experience.
- Analyse current target markets to assess the future trends or explore new ventures / markets, providing recommendations to underpin your strategy.

WHO ARE OUR STUDENTS?

Lancaster University Management School is proud to attract some of the world's brightest and hardest working students. Over the course of their 12-month MSc in Management, they undertake a programme of rigorous academic research, but our evaluation demonstrates that the aspect they value most is the opportunity to engage with real live businesses. In delivering this project they will apply Lancaster's leading research standards to your organisational needs and have the opportunity to learn a huge amount from you as a business leader.

2012 Business School of the Year
THE AWARDS WINNER

Triple Accredited | World Ranked



ELIGIBILITY

If your organisation is B2B, has less than 250 employees and less than £40 million turnover, then please get in touch.



PROGRAMME OVERVIEW

The students will have already carried out shorter consultancy style projects for businesses earlier in the year and will have since chosen one of the following areas that they wish to pursue:

- **Marketing,**
- **Project Management**
- **Strategic Management**

If your project is selected, you will **meet with a small team of 2-3 students in June** to identify the specifications for the in-depth research activity. They will produce a proposal for you to agree, and then **work full-time through July and August**. This equates to **approximately 500 hours' work**.

- **9th May:** **Deadline to submit your project brief**
- **5th June:** **Introductory Workshop**
- **30th June:** **Meet your student team to discuss deliverables**
- **1st July-15th Aug:** **Work carried out**
- **22nd August:** **Receive your report**

At the start of the process you will receive a **Guidebook** which will prepare you to make the most of the project. Our **business support professionals** will be available throughout the project to answer any questions you may have.

COSTS

With no fee, student projects represent a highly cost-effective way of obtaining consultancy support. We ask that you make the time to liaise with the student group so that they can share your enthusiasm and take your project to the next level. Clients will be expected to reimburse students for expenses directly resulting from the project, e.g. travel expenses. Any major costs should be identified and agreed beforehand.

HOW TO APPLY

For further details or to request an application form, please contact our Business Liaison Officer on **01524 510728** or email ieedprojects@lancaster.ac.uk. The deadline for applications is given above. Please state 'Management 511' on the application.

Unlike other student projects here at the Management School, this postgraduate programme involves three different areas of expertise (marketing, project management and strategic management). Therefore when submitting an application please state your preferred pathway. Our Business Liaison Officer can help you with identifying the most suitable option as well as diagnosing your business needs.

