



Lancaster University
MANAGEMENT SCHOOL

Student Consultancy Projects

2013.

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



HUMAN RESOURCES—IT'S ALL ABOUT PEOPLE

Most businesses depend on developing their workforce. Yet, too frequently SME owners find themselves wrapped up in strategic management, day-to-day operations and serving customers, and end up taking the well-being, satisfaction or potential of the staff for granted. Others already recognise the importance of ensuring their teams are properly supported but seek new perspectives and approaches to improve their leadership and organisational capabilities.

Our Human Resources Student Consultancy Project will put a team of Masters level students to work analysing your HR situation, and provide recommendations based on academic and primary research within your organisation. This might be issue-based or driven by your desire to be a progressively-minded employer.

Examples of where previous projects have focussed are given below, but we can also explore other defined areas that you feel would be of value to your business:

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 MA in Human Resources & Consulting, 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.

- How can we improve employee satisfaction and engagement?
- How do we get clarity on our future direction and strategy?
- How can we improve our recruitment strategy?
- How might we develop our pay and reward structure?
- How could we learn and grow better as an organisation?

COSTS

With no fee, student projects represent a highly cost-effective way of obtaining consultancy support. We request only that clients reimburse the students for out of pocket expenses directly resulting from the project. Any major costs should be identified and agreed beforehand.

DEADLINE

Applications will be accepted until **29th November**

2012 Business
THE AWARDS School of
WINNER the Year

Triple Accredited | World Ranked





Lancaster University
MANAGEMENT SCHOOL

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

PROGRAMME OVERVIEW

You will **meet your student team (5-6 students) in January** to refine your requirements and define their brief. They will then produce a research proposal covering the work that will be done given the resources available (budget / time / information). During this time some preliminary research may be carried out. The students will then be dedicated to **working on your project full-time for two weeks**. This equates to **approximately 360 hours' work**.

At the beginning of **March 2014** you will be invited back to Lancaster University for a summary presentation and will **receive a report** containing their research findings and recommendations.

At the start of the programme you will receive a self-access **Toolkit** which will prepare you for engaging in the project process and provide a source or guidance along the way. In addition to this, **our team of business support professionals** in the Institute for Entrepreneurship and Enterprise Development (IEED) will be available throughout the project to answer any questions you may have.

IMPORTANT DATES

- **29th November 2013: Application deadline**
- **20th January 2014: Meet your student team to discuss deliverables**
- **February 2014: Work carried out**
- **3rd March 2014: Project presentations**

ELIGIBILITY

Whether you are a small, medium or large-sized company, a voluntary or a public sector organisation, you're welcome to apply for a student project. The world of business is full of variety, and we know that interesting and challenging projects can come from anywhere. We only ask that you have the time to engage with the students and the process in line with the schedule described above to help you get the most out of the project.

CONTINUITY

After the consulting period is complete, companies sometimes agree a follow-on project with individual students who take forward a particular issue for their Masters dissertations. More information will be provided about this if applicable.

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**.

