



Student Consultancy Projects

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



PUTTING INNOVATION INTO PRACTICE

Our research shows that innovation and entrepreneurship go hand in hand, playing a vital role in enabling businesses of all sizes to find new sources of competitive advantage. Whether you are **developing a new product, service or process, or are seeking new ways to sell your existing products**, our Innovation in Practice Consultancy Project offers invaluable insights to help your potential for growth.

A team of Masters level students who are specialising in the needs, behaviours and approaches of SME owner/managers will analyse your current business context and activities and provide you with recommendations based on both academic and primary research. This might be issue-based or driven by your desire to gain new perspectives and explore new opportunities.

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 Entrepreneurship, Innovation & Practice, 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.



ELIGIBILITY

Whether you are a small, medium or large-sized company, a voluntary or 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.



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.

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PROGRAMME OVERVIEW

You will **meet your student team (3-4 students) in January** to refine your business 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 over a ten-week period**. This equates to **approximately 400 hours' work**.

In **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

- **22nd November 2013: Application deadline**
- **17th January 2014: Meet your student team to discuss deliverables**
- **21st January-10th March 2014: Work carried out**
- **17th March 2014: Project presentations**

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.

