



## The Lancaster MBA Corporate Challenge

A Corporate Challenge project with the experienced managers on the Lancaster MBA programme offers you the opportunity to engage with a group of talented and experienced managers to get a fresh perspective on a business issue. You will get a very cost effective piece of consultancy and in return the students gain exposure to some of the leading organisations in the UK.

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"A very worthwhile investment of our time – the students demonstrated an ability to understand complex issues quickly and present interesting recommendations."

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**Gary Burchett,**  
Legal & General

## Benefits to the Organisation Include:

- An outside view from professional business managers for minimal expense cost
- The ability to address issues or opportunities that you do not have the resources to explore on a daily basis
- The creation of ideas and strategies that could help the future of your business
- Access to the knowledge and expertise held by Lancaster University Management School

## How it works

1. A project brief is agreed between the organisation and the MBA team by the end of April
2. Selected projects are matched to a small group of students – our students come from all over the world and have experience in many different industries
3. Those students will work as consultants on your business issue for seven weeks from late June to Mid August
4. The agreed outputs, normally a business report and presentation, will be delivered shortly after the conclusion of the project

## What we need from you

- Define a problem area or opportunity on which you would welcome an external view. We are happy to discuss ideas and help you compile a project brief
- If your project is selected, arrange a briefing at the start of the project with relevant people and gain a deeper, shared understanding of the issue. Define and agree with the students the outputs your organisation will require
- In order to get the best results, it is important for the students to have a 'champion' within the organisation to facilitate access to people and information and communicate regularly with the team



- Ensure that there is a budget for the financial costs of the intervention (expenses only). Expenses (travel, phone etc) are charged to you by the Management School after the completion of the project

## Lancaster University Management School

Winner of the Times Higher Education Business School of the Year Award in 2012, LUMS is one of only a few European Management Schools to hold triple accreditations from AACSB, EQUIS and the Association of MBAs.

The Lancaster MBA is consistently ranked by the FT and Economist Intelligence Unit among the top 10 MBAs in the UK.

## Work with us

We hope to develop an ongoing relationship between your business and the Lancaster MBA. Other opportunities include access to high potential

candidates for recruitment; summer internships; providing a speaker for our Guest Speaker series and invitations to other events; as well as access to scholarships for your employees to study on the Lancaster MBA.

"We are a fast growing company in an exciting field and often lack the time to step back and assess new market opportunities. The Lancaster MBA team were able to provide great insight and help us decide on strategic direction."

Shaun Bainbridge,  
CICS

For an informal discussion contact Jane Foster,  
Corporate Relations Manager Relationship Manager

T: +44 (0)1524 510764

E: jane.foster@lancaster.ac.uk



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