



Student Consultancy Projects

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



STRATEGIC DEVELOPMENT THROUGH RESEARCH

Managing your business through the day-to-day 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 avert disaster or seize new opportunities. These challenges are faced by businesses of all sizes, and by even the most experienced leaders.

Our **Management 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.

Some 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:

- Improve business processes
- Explore new ventures / markets
- Analyse organisational structures / Employee engagement
- Market research
- Strategic development

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.

COSTS

With no fee, student projects represent a highly cost-effective way of obtaining consultancy support. 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.

ELIGIBILITY

Small, medium or large-sized companies, voluntary or public sector organisations, are 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.

DEADLINE

This is a two-phase programme. Applications for Phase 1 will be accepted until **31st January 2014**.

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PROGRAMME OVERVIEW

This is a **two-phase programme that runs over a six-month period**. The first phase takes place in spring and the students will conduct an initial analysis of your business situation and present an overview solution to your identified issue. The resulting report will bring the findings together and may focus on a particular area such as **Marketing, Project Management, Strategic Management, Operations or Human Resources**. The second phase takes place in the summer and involves drilling down deeper into the same issue, or another if you choose. There is no obligation to continue to the second phase, but it is recommended to get the most out of the programme.

At the start of the process you will receive a self-access **Toolkit** which will prepare you for engaging in the project process and provide a source of guidance along the way. In addition, **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.

PHASE 1 & KEY DATES

You will **meet your team of five students in March** to refine your requirements and define their initial brief. They will then produce a research proposal outlining the work that will be done. The students will then **work full-time on your project for two weeks**, which equates to **approximately 360 hours' work**.

- **31st January:** Application deadline
- **7th March:** Meet your student team to discuss deliverables
- **10th-21st March:** Work carried out
- **First week April:** Receive your report

PHASE 2 & KEY DATES

If you opt to continue to the second phase you will **meet with a smaller team (2-3 students) in June** to identify the specifications for the in-depth research activity. Again, 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**.

- **11th April:** Deadline for decision to progress to Phase 2
- **30th June:** Meet your student team to discuss deliverables
- **1st July-15th Aug:** Work carried out
- **Last week August:** Receive your report

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.

