

## MBA projects – consultancy and research

**Could your business benefit from an objective analysis of an opportunity or problem? Do you have ideas about how to develop your business but haven't the time or resource to evaluate the options? If this is the case, you could benefit from our valued, high quality consultancy and research carried out by our MBA students, overseen by leading academic practitioners in their field.**

The MBA management project represents a major, applied problem solving element of the MBA programme. The student tackles your chosen issue or opportunity which leads to a final report for assessment.

### Some recent project titles include:

- Identification of new international markets for an SME packaging company
- Introduction of an environmental management system for a marketing agency
- Review of process efficiencies and back office activities in a healthcare business
- Digital marketing strategy for an SME on-line fashion retailer
- Recommendations for entry to 'The Sunday Times Best 100 Companies' by a leading regional car retailer

### What are the benefits to you?

#### Excellent value:

High quality consultancy at low cost

#### Fresh ideas:

An objective, strategic view of complex business models, informed by the student's previous business experience and MBA education

#### Quality service:

Support from an academic specialist, plus the School of Management's dedicated Business Engagement Team

#### Talent identification:

Projects can be an excellent source of future employees

### How the process works

#### January

You submit your required outline project proposal

#### February

Your project is advertised to MBA students

#### February to March

You interview your chosen students from a prepared shortlist and select your candidate

#### March to May

The student liaises with you and the academic supervisor to develop the project brief and objectives

#### June to August

The student carries out the research and produces the deliverables requested by you

#### September

The student produces the final report

// Our project cut across an array of our business functions and needed flexibility, insight and hard work. Bradford University School of Management was able to provide an outstanding student who delivered a 21st century project that exceeded our expectations. We are delighted with the outcome of the project. If we had to describe the School of Management in a phrase, it would be a life changing institution where MBA students deliver outstanding projects to employers. //

**Delroy Beverley**, MD, Incommunities, Property Solutions.

See next page for  
further information

## What does it cost?

The School of Management makes no charge to facilitate the project process. With the exception of charities, we think most organizations would be happy to pay the student for a piece of high-quality consultancy. We leave any payment negotiation to the student and you – this could be a one-off fee or an incentive payment. We do expect out-of-pocket expenses to be covered. We can provide guidance on this aspect of the project if necessary.

## How can we protect your confidential information?

In this competitive environment, we recognise the need for confidentiality. If you are uncomfortable with the content of any of the project being discussed outside of your company, or the final report being made available to view, you can protect your interests by asking the student to sign a Non-Disclosure Agreement. We can also arrange for project reports to be withheld from the University library for a pre-determined period on request.

## How long does the project take?

The project is undertaken over a 5 month period, with the final report normally being produced in early September.



## Other consultancy and research

If you have research or consultancy needs which do not fit the timescales or criteria for MBA student projects, our leading academic practitioners could offer an alternative solution.



// The Management Project allows the amalgamation of previous work experience and knowledge gained during the MBA to be tested in a real world business situation. The necessity to work independently improves planning and time management skills that foster self-discipline; a requirement for future business leaders. The project work is a great opportunity to build credible experience within a new business area too. //

**Yuvaraj Eswaran** Identifying new international markets for an SME

// Each of the candidates responded well to the interview and our chosen candidate was the best we have had to date in terms of his commitment and overall management of the project. We are very satisfied with the work produced and we are in the process of making as much of it with our clients as possible. //

**Allen Bladon** Client Services  
Director, Huthwaites

To find out more:

Tel: **+44 (0) 1274 234 329**

Email: [usingourtalent@bradford.ac.uk](mailto:usingourtalent@bradford.ac.uk)

Web: [www.bradford.ac.uk/management/mbaprojects](http://www.bradford.ac.uk/management/mbaprojects)