Project proposal form

## Opportunity to access MBA consultancy teams

Consultancy projects have played an integral part of Nottingham Business School’s post graduate programmes for a number of years; students have successfully acted as free consultants within a wide range of different types and size of organisation. For the EMBA students the consultancy project concept is an important and innovative part of the programme, as it provides an opportunity to demonstrate how they can link the strategic knowledge and understanding acquired from their programme and prior experience and apply it to real-life managerial and organisational issues.

Consultancy projects are delivered in an intense 1-week block. During this week our students will undertake strategic consultancy with organisations that aim to inform a significant change or impact. Clients will attend a presentation (virtually) of results at the end of the week.

## Examples of previous projects:

Please see below for examples of successful projects previously tackled by students on this programme. These demonstrate that, at the same time as providing the students with a valuable opportunity to develop their research and project management skills, the projects and ensuing recommendations can make a significant contribution to the companies involved and to business development in the region.

Our EMBA students tend to be mature students who are studying part-time and already have senior positions. They bring with them a wealth of experience and business know-how. They are likely to be familiar with managing projects and be looking for a strong, strategic business project that will draw out their skills and expertise.

Below are some examples of past projects that students have successfully undertaken. For reasons of confidentiality, company details are not given. If you are in doubt about the applicability of your challenge with the skills of our students please contact us for informal advice.

**Reaching new markets**

Students worked on behalf of an international client that wanted to extend its services into a new overseas market. The consultancy team undertook qualitative research and a benchmark study examining best practices. They made recommendations about the content, delivery and potential partnerships for this new venture. In addition, they proposed a dissemination and marketing plan for the client.

**Identifying barriers to and opportunities for business growth**

A well-respected organisation supplying materials and services for the construction and civil engineering sectors wanted recommendations and strategies to ensure their continued business success. The student consultancy team collected data by conducting interviews, and by undertaking competitor analysis. Their research identified the key challenges faced by the organisation. Using this data, the team proposed a marketing strategy, in addition to a range of other recommendations to recognise and reward achievement within the organisation.

## What can you expect?

Prior to their consultancy projects our students will have already developed a range of subject knowledge and skills and applied these to some complex assessment requirements. By studying at this level, they will have developed considerable confidence in researching issues that impact on both the internal and external organisational environment and processes.

These skills include: Understanding contemporary management strategy in complex organisations, People Management, Finance (financial and risk management), Operations Management, Responsible and Sustainable Business, Marketing, Strategy, and Change Management.

If you make the decision to host a project, what can you expect?

* Maturity, open mindedness and the ability to ask searching questions and explore the company from new angles.
* Students have access to up to date research information via on-line databases on financial performance, market research analysis, newspapers and journals and their unlimited access to public Internet resources.
* The ability to analyse a situation from a variety of perspectives supported by an understanding of appropriate frameworks and concepts.
* The ability to develop commercially relevant recommendations.
* Confidentiality – we recognise that each business is operating in a commercially sensitive environment and that access to confidential information makes it imperative that this information is not divulged outside the group in any form. (Students will be willing to sign a confidentiality agreement if this would be appropriate.)
* A commitment to their client company and its welfare.
* A high standard of professional behaviour including punctuality, politeness and sensitivity.
* Operation of the project in line with the agreed consultancy proposal.

## What do we expect from clients?

Below are some indicators of what we believe help provide the right learning experience for the student groups and therefore produce successful outcomes for you:

* It is a key requirement for Nottingham Business School that all our teaching and practical based activities align with the themes of Ethics, Responsibility and Sustainability (ERS). We expect all clients to abide by these standards.
* Challenging, strategic projects that are genuinely of benefit to the organisation, with clearly defined aims.
* The ability and facilities to host students either as a group or separately

across your organisation, as agreed with the students.

* Finding time during the scheduled project dates to discuss and debate issues with students. Including attendance at the start of the week to provide full briefing and at the end of the week to attend the presentation to the client.
* Enough access to the organisation for students to gain an understanding of the organisation and its environment.
* Direct contact with someone within the organisation throughout the week of the projects and attendance at the presentations.
* Feedback of your views relating to the project progress and direction to the module leader and the student group.
* Timely response to reasonable student requests for additional information.

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| Client name: |
| Overview of project: |
| Key question(s) to be answered by the project |
| What sensitivities, contentions, and confidentialities need to be considered? |
| Who are the key stakeholders that should be consulted? |
| Potential Project type (please tick those that most apply 1-2 max) **Strategic Recommendations**  A High-level review of mission and strategy with recommendations for future workstreams    **Communications/Marketing Plan**  A review of communications and marketing channels, awareness/education initiatives.    **Business/Resource Plan**  Development of business plan for finances or other resources needed to achieve organisational goals.  **New Business Model**  Development of new business model that delivers viable social impact with ability to achieve grant independence.    **Consumer/Market Analysis**  Analysis of customer needs, competitive and alternative offers, user requirements, customer perceptions etc.  **Management and Governance Review**  Analysis of management and governance roles, managerial processes and skill-sets etc. |
| Primary contact address, phone and email: |
| Secondary contact address, phone and email: |
| Essential needs: The following are essential needs to ensure that the consultancy is viable. Please confirm that the client will provide the following:  A consistent point of contact during the duration of consultancy   To meet (virtually) and be briefed by the client fully at the start of the week   To be granted access to key stakeholders (as identified above) and information sources   To visit the client’s premises (virtual tour) at some point during the week   That the client or representative will be present (virtually) during the presentation on the Friday  |
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