

# UWE MBA CONSULTANCY PROJECTS

## WHAT IS IT?

An executive MBA student consultancy dissertation, where a business identifies an issue or opportunity. The student conducts research your organisation and makes evidence-based recommendations.



## WHAT'S IN IT FOR MY BUSINESS?

The students will spend around 450 hours on their dissertation, and will deliver a piece of thorough, evidence-based work on a key issue or opportunity you identify.

You will get

- A project proposal
- A client presentation
- A client report

“ YOU COULD FIND VITAL TALENT FOR YOUR COMPANY. ”

## PROJECT EXAMPLES

The range of management challenges in HR, Operations, Accounting & Finance, Marketing and Organization Studies can present viable consultancy dissertation projects. Recent examples have included:

- A review of an industrial product range compared to competitors and recommendations for restructuring and new product development
- Research into the evidence-based claims made for VR and how these could be exploited in a new target market
- A study of the knowledge generated in a factory expansion project, and recommendations piloting a new approach to knowledge acquisition and sharing between sites in a multinational company.

# UWE MBA CONSULTANCY PROJECTS

## WHAT DO I NEED TO DO?

### Before the project starts

A brief written description of the client organization, a short outline of the project scope and a 3-5 minute, informal video introduction.

### During the project

One individual from the client will need to act as the student's contact point, and provide some time for briefing the student, reviewing the proposal and providing some meeting time for checking-in during the project.

Depending on the project, the student may need assistance to access the right data or people (for interviews, focus groups, or surveys). The contact will then need to be available for the final presentation (conducted face to face or virtually) which the student's academic supervisor will also attend.

**UWE ARE REVIEWING PROJECT BRIEFS NOW FOR  
CONFIRMATION IN EARLY JUNE!**



### FIND OUT MORE

Future Space residents - please contact [askinner@oxin.co.uk](mailto:askinner@oxin.co.uk) to be put in touch with the relevant UWE team.