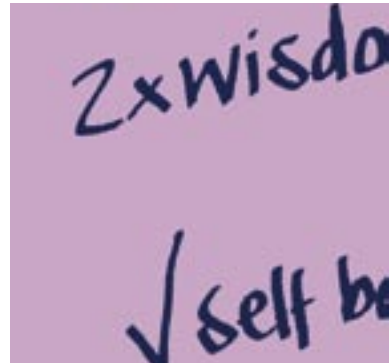
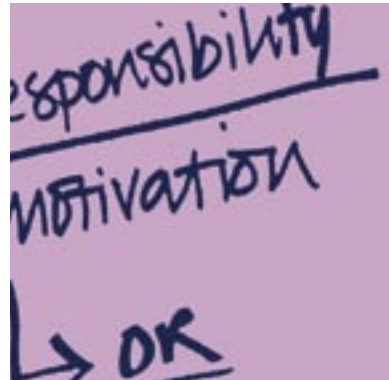




UNIVERSITY OF EDINBURGH
Business School

The MBA Consultancy Project



Introduction

Involvement in the Consultancy Project gives you the opportunity to take advantage of a group of mature, industry experienced students to carry out a piece of consultancy at very little or no expense.

What is it?

What is the Consultancy Project?

The Consultancy Project is an integral part of the University of Edinburgh Business School's Full-time MBA programme. It takes place during the second semester and is an opportunity for a group of up to three students to apply their academic knowledge and industry experience to a 'real life' business situation.



What types of project are possible?

Projects may cover any aspect of management and may, in principle, be located in any commercial, industrial, public sector or non profit organisation of any size. Projects could, for example, look at the following: evaluation of key performance measures, market analysis, examination of organisational structure, review of information systems, strategic planning or a feasibility study.

The Consultancy Project tends to be with local companies, but it is possible for more geographically diverse companies to be involved if logistically feasible.

Below are some examples of recent projects:

- A market study for a French chateau importing wines into Scotland.
- A financial feasibility study of entry into foreign markets for a web design company.
- A project assessment for relocation for a process manufacturing company based in Edinburgh.
- A study to improve the effectiveness of the collection of donations for a local charity.
- A strategic plan for a market expansion for a hi-tech start-up company.

What are the responsibilities of the host company?

As a client organisation you would be responsible for:

- Identifying an appropriate project based on a real management issue, appropriate for a team of up to three people working over a period of two months, with each student spending an average of up to three to four hours per week on the project. This time is fitted around the taught modules that the students are required to attend during the semester.
- Meeting all direct project expenses, such as travel and accommodation where appropriate. Please note that the School makes no charge for the project.
- Providing a liaison person or 'project owner' who is easily contactable by the students and who will facilitate access, where necessary, to all appropriate company material and information.

What are the responsibilities of the School?

We shall be responsible for:

- Organising a project team capable of delivering results.
- Ensuring that confidentiality and commercial sensitivity is respected.
- Providing a member of the School faculty to act as an academic supervisor.

The benefits of hosting a project

These are wide ranging and are partly dependent upon the project. However, the benefits common to all projects include:

- Consultancy without the costs associated with a mainstream consulting house. Each group can call upon the considerable resources of the School, including the expertise of the academic members of staff.
- Experienced students from a wide range of backgrounds. Our students are on average, 31 years old with seven years of work experience (the stipulated minimum is three years) from a wide range of industry backgrounds. Our students are also internationally diverse, representing up to 30 countries on average and every continent. You would therefore be taking advantage of the services of students with considerable management and international industry experience trained on the course to work as part of a team and able to provide you with fresh innovative solutions. The project takes place shortly after the programme's corporate strategy course which includes all current strategic thinking. In addition, each student will have taken foundation courses including accounting, economics, business finance, marketing and operations management. We try, wherever possible, to match up the industry backgrounds of the students with each project in order to ensure that their experience can be utilised as much as possible.
- Flexibility in terms of the nature of the project. As long as the project brief is appropriate, virtually any project can be considered.
- A substantial outcome, in the form of a written report and presentation, which is marked and counts towards each student's overall MBA mark.

Timescale

By the end of December the project outline needs to be submitted to the School. You will be notified whether you have been successful by mid January. In early March the project will be assigned a group who will initially meet with the host company in order to draw up the project's terms of reference. Once this has been agreed, work on the project is undertaken from mid April until mid June, when it will be presented to the host company and the School's assessors.



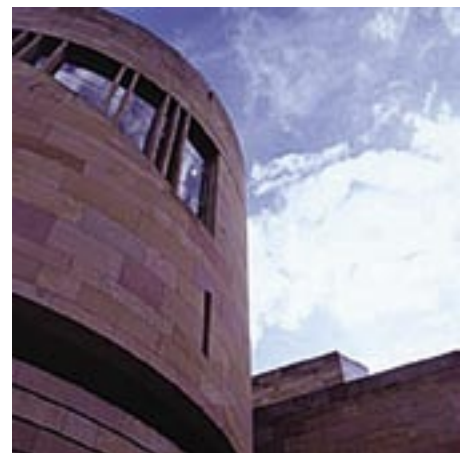
What next?

If you feel you have a suitable project and would like to have it considered for inclusion in the Consultancy Project programme, please request an application form and return it to the Business School by fax or post to the address below:

Corporate Relations Officer
The University of Edinburgh
Business School
7 Bristo Square
Edinburgh
EH8 9AL

Fax: 0131 650 8077
Direct line: 0131 650 9841
Email: corporate@business-school.ed.ac.uk

If you have any questions about the Consultancy Project please do not hesitate to contact the Corporate Relations Officer.



commitment = $\frac{\text{responsibility}}{\text{motivation}}$

↳ OK

2x wisdom / energy

√ self belief.



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For further information about the Consultancy Project and how it could benefit your company, please contact Aidan Hetherington, Corporate Relations Officer at:

The University of Edinburgh Business School
7 Bristo Square, Edinburgh EH8 9AL

Tel: +44 (0)131 650 9841

Email: corporate@business-school.ed.ac.uk

Web: www.business-school.ed.ac.uk