

# INDIVIDUAL BUSINESS PROJECTS (MBA and MSc)



Would your business, profession or industry benefit from an in-depth piece of business research or analysis? A postgraduate business student could help you to find the answers.

## WHAT ARE INDIVIDUAL BUSINESS PROJECTS?

An opportunity to engage with a postgraduate business student on an in-depth research project. Every postgraduate student will undertake a substantial project over the summer months, which forms the capstone of their degree. Many students are keen to ensure that their project will have a real impact on a business, profession or industry, and this can present a valuable resource for businesses looking for insight. Projects will often be carried out remotely using mainly Business School facilities, although some clients do find it beneficial to bring the student into the organisation on a temporary basis. The output can be a business report (addressing one or more business issues at a company or industry level) or a business plan (developing a new business or a new element of an existing business).

## WHAT KIND OF PROJECTS ARE POSSIBLE?

### The MBA Capstone Project

Our MBA Programme contains a group of industry experienced students, and is focused on equipping future business leaders with a strategic toolkit. Becoming involved with an MBA Capstone Project will give you access to the strategic knowledge and experience of one of these students. Since the MBA covers a broad range of business and management functions, MBA Capstone Projects can be focused on strategic elements of a range of topics (such as corporate strategy, marketing, finance, internationalisation, product development, HR, operations management, CSR, etc.).

## MSc Dissertation Projects

Our eleven MSc Programmes are made up of students who have specialised in a particular area of business. Engaging with a student on an MSc Dissertation Project will give you access to an individual with a highly specialised set of skills and knowledge. It is possible to connect with students on any of the following MSc programmes:

- Accounting and Finance
- Banking and Risk
- Carbon Finance
- Carbon Management
- Finance and Investment
- Financial Management
- Human Resource Management
- International Business and Emerging Markets
- Management
- Marketing
- Marketing and Business Analysis

## WHAT ARE THE TIMESCALES INVOLVED?

All Individual Business Projects take place over the summer months. It's never too early to put forward an idea, but the matching process takes place between January and March. The project will take place between April and the end of August, with the bulk of work being carried out from June onwards.

For more information on these MSc programmes, please refer to our website: [www.business-school.ed.ac.uk/msc](http://www.business-school.ed.ac.uk/msc).