

## BS7025 Consultancy Project

Students on our postgraduate MSc in International Business Management programmes are required to undertake a small work-based consultancy project at a host organisation, in which they investigate a live business issue. The project gives students valuable insights into business organization and practice. The firm receives a useful piece of work while also contributing as a corporate social responsibility initiative.

**A group of 4 students will produce a 4500 word confidential report** for the company in which will **examine practical business issues at the host organisation**. This report will **include research results, practical recommendations and a way forward**. The students will apply their learning to tackle and solve a business management problem faced by a real-life organisation.

The reports will be prepared under the supervision of the module leader and other academic staff.

Host organisations do not need to pay students, however students would appreciate assistance with expenses if occurred. Host organisations also need to provide a defined project and provide access to relevant resources (e.g. introduction to staff) and any relevant information (e.g. organisation charts & data). It is also useful for students to have a named person within the company who they can ask for advice, and with whom they can agree any plans. The organisation will benefit from free consultancy based on the most up-to-date knowledge in areas such as (but not limited to):

- Finance
- Marketing
- Accounting
- Strategy
- Management
- Intellectual Property
- Market Research

Examples of last year's deliverables:

- *Devise Business Plan to secure funding for the next 5 year for the company*
- *Recommend Marketing Strategy for the company's products through Market research*
- *Evaluate effectiveness of existing website as marketing tool and provide recommendation on how to redesign the website to attract more customers*

- *Study and develop a comprehensive business plan for Social / Digital marketing Business Plan for a New Market Entry to another country*
- *Identifying a strategy to enter new sector for the company's products.*

**Most projects are 6-8 weeks duration. They are undertaken either June-September or January-March.** During this time, the student will need to visit their host organisation for some aspects of the project (e.g. gathering secondary data, interviewing), but they will not be on a placement. The student and host organisation will agree the nature and level of commitment for the project.

Expected input from interested organisations:

- Identification of a clear problem that needs to be solved or an idea that needs to be tested
- Provision of necessary material/information to the students
- Meetings with the students (introductory meeting, a mid-project progress meeting and a final presentation)
- Completion of an evaluation form at the end of the project

Expected benefits for participant organisations:

- A free consultancy report with concrete recommendations and supporting data that has been prepared by the students.

Companies may apply for several projects but due to expected high number of applications, each individual project will be assessed against a set of criteria related to the suitability of the project.

We would appreciate it if you were able to offer your help as a host organisation. So, whether you have already identified projects that would benefit from research and consultancy and would like to take part, or you would just like to find out more, please contact:

### **Dr Yannis Pierrakis**

Module Leader for the Consultancy Project module

Kingston Business School Kingston University

Dept of Strategy, Marketing & Innovation

KHBS431, Kingston University

Kingston-upon-Thames, KT2 7LB

Phone: 020 8417 5563

Email: [i.pierrakis@kingston.ac.uk](mailto:i.pierrakis@kingston.ac.uk)