

**BB6112 (SIMAC) STUDENT CONSULTANCY
LIVE PROJECTS
LEVEL: UNDERGRADUATE**

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1 Strategic Information Management Consultancy (SIMAC) Projects

Consultancy projects for a client organisation are seen as a key component of Business, Management and Business IT degrees at Kingston Business School. The projects are undertaken as part of the final year core module 'Strategic Information Management and Consultancy' and facilitate the analysis of business problems, particularly at the strategic level of an organisation.

This Consultancy activity has been recognised nationally, and previously gained a prestigious award for 'Management Skills in Undergraduate Studies'.

The main part of the project will normally be a Strategic/Feasibility Study, which might also include a review of business operations, quantitative data analysis/modelling and/or World Wide Web (WWW) systems development. In some cases, a prototype system may be developed, but full implementation is not a requirement. It is unlikely that student groups will be able to deliver a fully documented and working system in the time available, given their other study commitments.

Each group comprises a University Staff Consultant and up to five students with the following typical responsibilities:

- Group Leader
- Business Analysis
- Decision Support e.g. decision modelling/competitor analysis/software development
- Prototype System Development e.g. Web site design and development

Students will be required to prepare documentation showing project progress, problems faced etc during the lifetime of the project.

1.1 Deliverables

Students will produce a written group report to professional standard and make an oral presentation to the client organisation on completion of the project. Client confidentiality will be preserved at all times.

1.2 Client Contribution

The effective teaching period comprises two eleven-week teaching blocks. Consultancy projects will commence at week 3 of Teaching Block 1 with project formulation and definition. Groups will receive a written company brief, which will usually be supplemented by an introductory talk from a company representative at project commencement.

The company should provide opportunities for fact-finding either by direct interview, emails or by access to company documentation. Final details will clearly depend on the exact nature of the client project, but it is envisaged that.

- There will be a client staff member as link to University (involving approximately 1-3 person-days of their time, over total project duration).
- The client will provide a project brief of what you would like achieved. This does not have to be detailed. This should be ready for the students before the start of teaching block 1.
- The clients need to attend one introductory session to meet your groups at Kingston and give a small overview presentation of their project.
- There will be a maximum of five students visits (to various parts of the client organisation).
- Each visit would be undertaken by no more than two or three students.
- Report handover and presentation to client, by mutual agreement, to be undertaken in the second half of Teaching Block 2.

1.3 Typical Consultancy Project Topics

- Strategic/Market analysis of company operations.
- Review of existing company-based Information Systems.
- Evaluation of business potential of the World Wide Web.
- Corporate database analysis and design studies.
- Evaluation of company decision-making e.g. financial reviews, HR reviews, introduction of IT, corporate acquisitions etc
- Management studies.

1.4 Application dates

July–September

1.5 Contact

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1.6 Assessment

- Group consultancy capstone project (40%)

- A client presentation (20%)
- An individual report (40%).

1.7 Example Project: Deutsche Bank

Students from Kingston University's Business School used their Information Technology (IT) skills to help Deutsche Bank, one of the world's leading financial services providers.

A former student who was working at Deutsche Bank approached the Business School to see if a group could assist in developing a new management reporting tool. A project was subsequently run within the core module 'Strategic Information Management and Consultancy' (SIMAC).

Five students (Phillip Pini, Daniel Thompson, Ian Bartholomew, Priya Vasishta and Fabrizia Zanin) formed a team named VeriTi Solutions and began work in October 2006, completing the task in March 2007.

The project provided Deutsche Bank's Foreign Exchange Forwards Department with a report generating tool to aid management decision-making. The work resulted in an efficiency improvement for the division in which the tool was fully implemented with a potential increase in Global Foreign Exchange (GFX) revenues of an estimated £20-£30 million.

As a result of their achievement, the students received the annual award from the British Computer Society for the best consultancy project at the Business School's Graduation Ceremony at the Barbican on 10th January 2008.

Anthony Golsby, Business Manager, Global Foreign Exchange commented: *"this was an excellent piece of work and a well managed project, delivering an extremely valuable reporting tool to the GFX business which will allow us to obtain further management information statistics to identify areas for greater revenue development"*.

Dr Walter Skok, Former Module Leader, said *"this was a very successful piece of work that not only provided the company with an innovative tool, but helped develop the project management skills that the students will need. This was an exceptional performance by a highly professional and competent team."*

Priya Vasishta, one of the group members commented: *"this consultancy project has given us invaluable experience which we can take forward into our future careers, particularly in how to bridge the divide between business and IT that exists in many workplaces today."*

1.8 Previous Projects

2013/2014

- Royal Sun Alliance: Review of the company's PMO communications system.
- 3663: Evaluation of the company's internal electronic process library system.
- 100-Hours: Create a secure online database.
- 100-Hours: Customer relationship management system.
- Neo-Innovations: Marketing strategy
- KUTalent: Social media strategy
- Kingston University: HR Intranet review
- Myflo: Market analysis
- Pamela's Press: Development of an E-Commerce website
- Kingston University: Mobile application review

2012/2013

- Chelsea FC: Chelsea Academy Management System Performance
- UNESCO ASPnet: Enhancing the effectiveness of links with schools in the UK
- UKWON / Workplace Innovation Ltd.: Review of the company's Web Presence Strategy
- 100 Hours: Review of the company's Web Site and Logo

2011/2012

- Free_Line_Rentals_Deals: Social Networking Application
- Integrity Coaching Ltd: Market Planning
- On Site Massage Company: Business Strategy and Operations Review
- Peppers Restaurant: Business and IT Strategy
- Thomson Reuters: Knowledge Management Strategy

2010/2011

- Classical.com: Marketing Strategy
- Greater London Authority: Government Transparency using Linked Data
- Mathews Shoe Repairs: Business Review and Ecommerce Strategy
- Oxshott and Cobham Music Society: Online Business Development
- Spencer & Fleetwood: Sales Channel Strategy