



University of Strathclyde

Business School

MBA Projects at the University of Strathclyde Business School (SBS)

Background

Established in 1966, the University of Strathclyde MBA regularly features in international business school rankings and holds globally recognised accreditation from the UK, European, and North American accrediting bodies: AMBA, EQUIS, and AACSB.

Most importantly, the MBA reflects the University's motto: *"a place of useful learning."*

The final project is an integral part of the MBA degree at SBS and encourages students to explore the practical value of theory in management, as well as the potential to develop theory through experience. It aims to enhance the learning experience by applying academic insight to real-world business challenges.

Completing the project in a company setting is a popular and strongly encouraged route. This approach helps us maintain strong links with industry, while providing businesses with valuable insights through a focused, in-depth consultancy or research project.

What Is the Project?

The project is typically undertaken on a professional consultancy basis. Projects can span a wide range of business functions including growth or business development, marketing, operations, and finance. Students may develop new models or processes or offer strategic or operational solutions. The final report is targeted at senior management or director level.

Examples of previous projects include:

- *A Strategic Framework for Co-branded Marketing Promotion*
- *Implementing Effective Communication Frameworks to Drive Performance*
- *Differentiation Strategies in a Tightly Regulated, Competitive and Mature Market*
- *Optimising Engineering Consultancy with AI: Integrating a Digital Assistant for Enhanced Business Management in the Energy Sector*

What It Is Not

The MBA project is not:

- A client report (though this may be included as a chapter or appendix)
- A business plan (this may also be included as a chapter or appendix)
- A purely descriptive overview of an organisation or industry
- A "how-to" guide for working in an organisation

Confidentiality and Ethics

All company-based projects must comply with the University's Ethics Policy and the Data Protection Act. We understand that confidentiality can be a concern. Projects can be marked as confidential, meaning only the academic supervisor and second marker will have access to the report.

We can provide a standard Non-Disclosure Agreement (NDA), or you are welcome to use your company's own NDA.

The Process

Students work individually and are assigned an academic supervisor to provide guidance and serve as the university's point of contact. The supervisor will not normally engage directly with the client company.

The company is expected to appoint a designated mentor or sponsor who will oversee progress from the company's perspective and help facilitate access to relevant departments, personnel, and data. This typically requires a commitment of **1–2 hours per week**, either spread out or concentrated into longer sessions as needed.

Students will initially develop a project proposal outlining the priorities of both the company and the Business School. This proposal must be approved by both parties.

Timelines

Due to multiple cohorts — including Full-Time, Executive, and International MBAs — we offer several timelines throughout the year:

- **6-Month Project**
 - Selection: End of **February**
 - Start: **April**
 - Submission: **August**
- **3-Month Project**
 - Selection: End of **March**
 - Start: **June**
 - Submission: **August**
- **6-Month Project**
 - Selection: End of **June**
 - Start: **October**
 - Submission: **March**
- **3-Month Project**
 - Selection: End of **August**
 - Start: **October**
 - Submission: **January**

Cost

Apart from formal internships, the Business School does not charge businesses for projects, and students are not encouraged to expect payment. However, if the outcomes offer significant business value, companies may negotiate payment based on time spent or specific deliverables. This is entirely at the discretion of the organisation.

We do expect that students are reimbursed for any out-of-pocket expenses, such as travel, meals, phone usage, or other specific resources required for the project.

The Students

Our global reach attracts high-calibre applicants from around the world. The admissions committee selects candidates with strong academic backgrounds and significant managerial experience (minimum 3 years). Our current cohort averages 8 years of professional experience at management level, ensuring that students can make a meaningful contribution to your business.

Interested?

If you have a potential project opportunity or would simply like more information, please get in touch:

Careers and Engagement Team

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