

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 also holds globally recognised accreditation from the UK, European and North American accrediting bodies, AMBA, Equis and AACSB.

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

The final project is an integral part of the learning process in the MBA degree at SBS and encourages students to explore questions as to the usefulness of theory in management practice and the potential to broaden theory from experience. It aims to enhance the learning experience of the MBA programme.

An obvious route is to complete the project in a company setting, and this is encouraged. Through this process we build and maintain links with business, while a company gains added value through a thorough and dedicated piece of business consultancy or research.

What is the Project?

The project is typically undertaken on a professional consultancy basis. The range of business functions a project can address are diverse and include growth or business development, marketing, operations and finance. New models or processes can be developed or solutions presented to strategic or operational issues. The final report will be directed at senior management or director level.

Examples of previous projects include:

- 'A Strategic Framework for Co-branded Marketing Promotion' for Polaroid Eyewear
- 'Implementing Effective Communication Frameworks to Drive Performance'
- 'Differentiation Strategies in a Tightly Regulated, Competitive and Mature Market' for Aviva
- 'Creating a Sales and Marketing Strategy for a Small Technology Company'

What is it not?

- A client report (this can be a chapter or appendix in the final submission)
- A business plan (this can be a chapter or appendix in the final submission)
- Purely a description or overview of an organisation or industry
- A 'how to' guide for working in any organisation or company

Any company-based project must be conducted in accordance with the University's Ethics policy and the Data Protection Act. We recognise that confidentiality may be an issue. This is not a problem and you can request that the project report be treated as confidential, in which case only the examiners will see the report.

Process

We are happy for the students to tackle projects individually or as a group and the university will appoint an academic supervisor, both for guidance and as their link with the university. The supervisor would not normally interact with the client company.

The company would be expected to provide a designated mentor or sponsor to oversee progress from the company perspective and act as liaison, signposting and facilitating access to relevant departments, people and information within the business. After initial scoping this typically averages 1 – 2 hours per week at most, which can be spread over the timeline or concentrated into longer sessions.

The student will initially produce a project proposal, which will highlight the priorities for both the company and the business school and will be approved by both.

Timescale

We now have two Full time cohort intakes - September to August [Cohort 1] and January to January [Cohort 2]

Cohort 1 – students begin project in JUNE – Students submit project for marking AUGUST

- Projects presented to students for selection in March/April

Cohort 2 – Students begin project in OCTOBER - Students submit Project for marking JANUARY

- Projects presented to students for selection in August/September

Cost

Apart from formal internships, the Business School does not make a formal charge for projects and students are not encouraged to expect payment from small businesses or NGOs. However, we do recognise that the outcome of a project will often enhance a business and payment can be negotiated for the time spent, or on deliverables. This is at the discretion of the organisation and the student(s).

We do stipulate that students should be recompensed for any out-of-pocket expenses, such as travel, subsistence, or phone calls. Also, any specific resources required.

Students

The international nature of our operations means that we attract high calibre applicants from all over the world. Our admissions committee select only those candidates who have sufficient managerial experience (minimum 3 years), and relevant academic qualifications to make a positive contribution – both to the programme and, ultimately, a range of industries. Our current year has an average of 8 years professional experience at management level.

If you have a project opportunity or would just like to know more, please contact:

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