



Cass Business School
CITY UNIVERSITY LONDON

We know
what
it takes...


Cass Careers
MBA Business Project



Business success depends on developing the right strategy at the right time. With resources at a premium now more than ever, opportunities to expand and develop business can often go unexplored.

...to benefit your business

Cass MBA students are equipped to investigate the issues for you on or off-site. The Cass Business Project offers you tailor-made access to our highly-talented MBA students, bringing fresh insight and practical recommendations to your business. They will combine latest business thinking with vital hands-on practical experience for their project, and you may find yourself with an innovative solution to a critical challenge to your business.



“Hiring Zubin has allowed us to apply his critical thinking, skills, knowledge and fresh perspective to a project we would not have been in a position to undertake without his contribution.”

Marca Wosoba, Alumni FT MBA 2006/07
RBS Global Banking & Markets

“I obtained my business research project through the Cass Careers jobs board, and by using the careers service I was able to build my networking skills.”

Zubin Bomanshaw, FT MBA 2009/10
RBS Global Banking & Markets


“The Cass Careers events and workshops really helped me to understand how to conduct my job search.”

Jindapa Thavornsuk, FT MBA 2009/10
JP Morgan Asset Management

“I applied for my business research project through the Cass Careers jobs board and the team were extremely helpful in guiding me through the application and interview process.”

Amin Sakhia, FT MBA 2009/10
JP Morgan Asset Management

Benefits to your business



With stringent entrance criteria and a globally renowned teaching and research reputation behind them, our MBA programmes produce high-quality candidates for business.

...to make it work in practice

As part of their course, our students must complete a final project analysing a real life business issue and offer potential solutions.

Our students can provide a unique, objective look at an important aspect of your business, and you get the chance to evaluate the next generation of business leaders.

Our full-time MBA students usually work on their project between June and August, giving you three months of highly motivated, innovative research into your business for the fraction of a consultant's fee. These dates can be moved to suit you on request. Our part-time and modular MBA projects happen throughout the year.

Benefits to your business

- The latest in business thinking from our MBA students
- Fresh, objective insight from a highly motivated source
- Practical recommendations unique to your position
- Access to the vast academic, professional and research resources of Cass Business School
- Flexibility – our students can work with you on-site, at your organisation, or here on campus.

We assisted over 100 companies in 2009/10 in all areas of preparation for the project and can engage the resources of the School on your behalf.

Next steps

The project

Call our MBA Careers team on +44 (0)20 7040 5255 to discuss the project you have in mind.

The brief

We provide you with a simple form outlining the project. Once this gains academic approval we'll advertise the project to the MBA students. You are free to revise the brief as you and the student start to tackle the topic.

The student

Students apply for the project in the same way as they would for a job, with our Careers team handling the application process. You can also find a student on Cass Careers Online where student CVs are searchable, and ask them to pitch an idea relevant to your business area. Again, we'll manage this process on your behalf

The timing

Projects usually commence in June and are completed by the end of August, however, time-frames are flexible and can be agreed on a case-by-case basis.

The terms

Once accepted, the student will produce a document defining the scope, deliverables and remuneration, where appropriate, of the project. This document can also include any confidentiality agreements you may require.

Sponsors

Here's what some of our recent project sponsors say...

P&G

"The report written by the students of Cass Business School is a great piece of work and it is fantastic that we have such partnerships. The presentations were loaded with useful facts and information, some interesting cultural insights as well and presented very professionally."

E.ON

"The research project conducted by Cass has been invaluable in helping us start on our journey to create a social learning culture. The report has provided us with a non-biased, factual account of the experiences of other organisations as well as recommendations of how this could fit for E.ON. It provided an extremely worthwhile and insightful view into an area which has heaps of potential."

Project profiles

Here are examples of some of the business research projects that the careers team have recently sourced for students.

Allen & Overy
Bank of New York Mellon
BBC
Deloitte
Deutsche Bank
E.ON
Ernst & Young
Freshfields Bruckhaus Deringer LLP
Hermes Investment Management Ltd
Johnson & Johnson
JPMorgan Asset Management
RBS
Russell Investments
Serco
STA Travel
TK Maxx
Visa

“Cass Careers helped me to decide what direction I wanted to take after my MBA. They helped me to target specific projects that aligned with my future aspirations.”

Bhushan Yennawar, FT MBA 2009/10
Ernst & Young

Get in touch to find out more
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Cass Business School

In 2002, City University's Business School was renamed Sir John Cass Business School following a generous donation towards the development of its new building in Bunhill Row. The School's name is usually abbreviated to Cass Business School.

Sir John Cass's Foundation

Sir John Cass's Foundation has supported education in London since the 18th century and takes its name from its founder, Sir John Cass, who established a school in Aldgate in 1710. Born in the City of London in 1661, Sir John served as an MP for the City and was knighted in 1713.