



**CASS**  
BUSINESS SCHOOL  
CITY UNIVERSITY OF LONDON  
— EST 1894 —

**The MBA Business  
Mastery Project**

# The MBA Business Mastery Project

Top 1-year MBA in London (Financial Times 2017)

**At Cass, we help individuals thrive in a dynamic, interconnected world. We blend cutting-edge theory and practice, inspiring our vibrant London home, while engaging our international network. Among the leading global business schools, the Cass approach is uniquely energising, personal yet global, intellectual yet practical, passionate yet disciplined. We seek to collaborate with organisations in a variety of ways, one of which is through the Cass Business Mastery Project.**

Our MBA students undertake a Business Mastery Project (BMP) as the final piece of work for their MBA programme and they can do this with an organisation. Taking place over the summer, the project is one of the highlights of the MBA programme, allowing students the opportunity to analyse real life business issues and offer a set of tailored solutions and recommendations to an organisation.

## TYPICAL PROJECTS

Types of projects vary depending on the organisation. The aim is to provide a unique and objective review of an important aspect of your business. The BMP may take place in any commercial, industrial, public sector or not-for-profit organisation, anywhere in the world. Recent projects have included: defining a new packaging sustainability model for a leading UK consumer goods company; researching and developing a new product for a global asset management firm; undertaking strategic analysis of the banking sector retrenchment for a growing FX specialist and researching real estate disruptors based on big data and analytics for a digital consulting firm.

## HOW DOES IT WORK?

Having identified an issue or area of challenge relevant to your business or industry that you would like investigated, we would ask you to submit a brief proposal to the MBA Careers Team which will be reviewed by a member of faculty to confirm that it meets the academic requirements of the course. Students would typically work with your organisation for a period of up to 10 weeks over the summer. Students can work full-time or part-time, at an organisation's offices or on the Cass campus.

## BENEFITS TO YOUR BUSINESS

- Latest in business thinking from current MBA students
- Fresh, objective insight from highly motivated individuals
- Practical recommendations unique to your organisation.

### Next steps:

- Contact the MBA Careers Team at [casscareersonline@city.ac.uk](mailto:casscareersonline@city.ac.uk) expressing your interest and we will ask you to complete a brief proposal template outlining the project
- Submit your proposal between February and June
- Once this has received faculty approval, we will inform you and advertise the project to the MBA students on our internal careers portal, Cass Careers Online
- The student will apply directly to you and you will select the successful applicant.

“Employing Cass MBA students to complete projects with World First has had tangible benefits. In particular, our International Development team has reaped the rewards of in-depth, quality research on pertinent topics that have fed into business critical investment decisions.”

Marca Wosoba  
Head of International  
Development at World First

“ Involvement in the Cass Business Mastery Project offers a wealth of opportunity for participating companies. Students will combine the latest business thinking with hands-on practical experience to provide you with innovative solutions to develop and enhance your business. ”

Dr Sionade Robinson  
Associate Dean MBA Programmes

Get in touch with the MBA Careers Team to find out more about projects, recruitment and collaboration opportunities

[www.cass.city.ac.uk/recruiters](http://www.cass.city.ac.uk/recruiters)

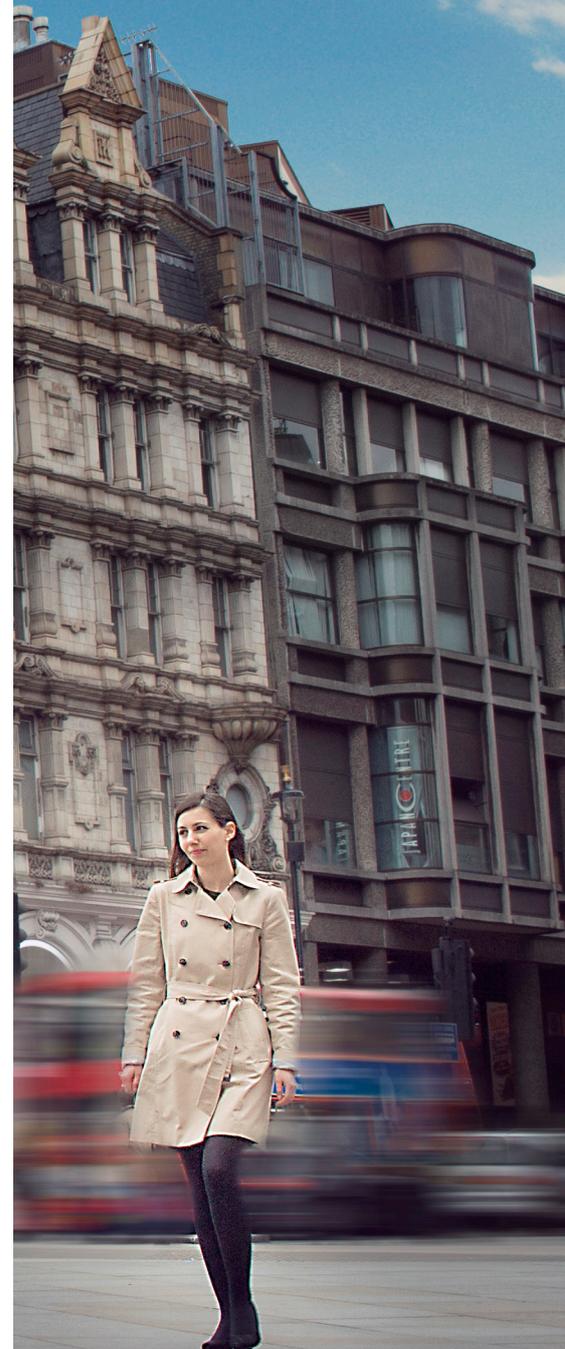
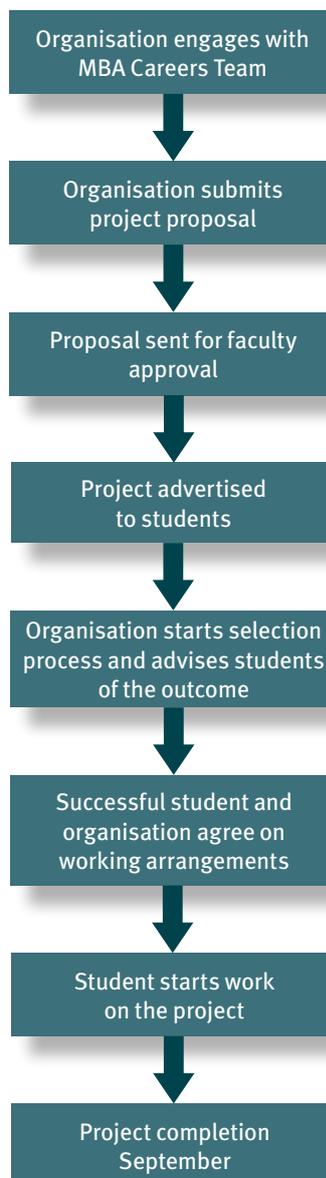
[casscareersonline@city.ac.uk](mailto:casscareersonline@city.ac.uk)

+44 207 040 5255

### CASE STUDIES

Some of the organisations that have taken advantage of the benefits offered by Cass Business Mastery Projects include:

- Verizon
- Bank of New York Mellon
- Deutsche Bank
- Investec
- Invesco
- JP Morgan Asset Management
- Britvic
- Disney
- World First
- Visa Europe
- Accenture
- GSK



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 [youtube.com/user/cassprogrammes](https://www.youtube.com/user/cassprogrammes)

 [Cass Business School](https://www.linkedin.com/company/cass-business-school)

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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.



City, University of London is an independent member of the University of London which was established by Royal Charter in 1836. It consists of 18 independent member institutions of outstanding global reputation and several prestigious central academic bodies and activities.

All the information contained within this brochure was correct at the time of going to print.

