



**Cass Business School**  
CITY UNIVERSITY LONDON

# London

Consulting Projects  
MSc Management





## Could your business benefit from our students' knowledge and new ideas?

Are you looking for fresh insights and new ideas to help maximise your competitive advantage? Maybe you have an organisational problem or commercial tangle that needs ironing out, or a question that can be answered only through some in-depth study? Our Consulting Projects offer may be just what you need.

By participating in this programme, your organisation will receive consultancy advice with a set of recommendations from the outstanding business masters students on the Cass MSc Management programme. These students, working in teams of 5, will apply their academic learning to your real life business challenges, culminating in a presentation and high quality report with recommendations for you and your business.

Our students are looking to put into practice their studies and knowledge in the following areas:

- Business plan development
- Market opportunity analysis
- Cost Analysis
- Revenue growth strategy
- Market entry plan
- Data gathering and analysis
- Accounting analysis
- Capital structure strategy
- Competitive analysis
- Operational improvement
- Product development



## What's in it for you?

Here are just some of the many benefits:

### **Front-line thinking**

Business problems and challenges are informed by exciting insights drawn from the latest research across disciplinary fields.

### **Practical advice**

Fresh insights are mastered into practical solutions and recommendations.

### **An alternative perspective**

Our students are among the brightest. They are young, multidisciplinary and multicultural, and can genuinely offer your business a very different perspective.

### **A comprehensive presentation and report**

Each participating business will attend a presentation outlining the key recommendations and receive a detailed written report which you can refer back to and distribute to your colleagues.

**There is no financial cost associated with our consulting projects initiative.**



## How does it work?

We want to make sure both sides benefit from the experience, so we will work closely with you from the outset to generate consultancy ideas and ensure the project meets academic and business requirements.

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<b>Step 1</b>	You will need to provide us with a project specification. This should include a short description of your business and a project outline detailing potential deliverables. We will give you a project template to help you do this.
<b>Step 2</b>	If your project is accepted, we will allocate a team of up to 5 students to work on your business challenge. The selection of students into groups is done by the course directors at Cass Business School.
<b>Step 3</b>	We will connect you to your consulting team of students. We will ask you to provide access to company information that might inform the project, be available to meet with the student group at least once face-to-face, and commit to attending their presentation which takes place at the end of June (exact dates will be provided). We advise nominating a single point of contact to act as client liaison.
<b>Step 4</b>	As suggested above, at the end of the project you will be invited to Cass Business School to attend a formal presentation and have an informal debrief with your student team to discuss the project findings. This will be followed up by a detailed 3,000 word written business report. Each group will be academically assessed by Dr Amanda Goodall and Calvert Markham, the Cass faculty overseeing the module. However, we would appreciate a separate feedback report from you to pass on to the students, and we will provide you with a template to help with this.

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## Project Timeline

The students will work on their business projects in May and June. The following schedule outlines important deadlines.

**March** - The deadline for submitting a project proposal is mid-March but we would welcome submission before then. The Programme Directors will get back to you within two weeks of submission to let you know if your project has been accepted.

**April** - Students are allocated into groups and choose their consulting projects.

**May** - Student consulting teams will get in touch with clients to arrange an initial meeting and agree terms of reference. Consulting work begins.

**June** - Consulting groups and clients may meet a second time or communicate by other means during this period. The presentations will take place at the end of the month when the final report will also be provided.



## Confidentiality

We understand that many of our projects will touch on confidential company information, so we will always work with complete integrity and discretion. A confidentiality agreement can be signed in advance with the students if required.

## Who is running the programme?



**Dr Amanda Goodall** is Senior Lecturer in Management at Cass Business School. Her research area of expertise is in leadership and organizational performance.



**Calvert Markham** a visiting Professor at Cass Business School, has spent most of his career as a management consultant, initially specialising in HR consultancy but now concentrating on the performance development of consultants and practices.

## Past organisations who have benefited from the initiative:



And of course we have worked with many small companies, start-ups and not-for-profits also – some of whom were so young that they did not yet have a logo! We welcome the involvement of all kinds of organisations.

### For further information:

If you believe your business can benefit from being involved in the programme please contact Dr Amanda Goodall at [Amanda.Goodall.1@city.ac.uk](mailto:Amanda.Goodall.1@city.ac.uk).

