



Nottingham University
Business School

UK | CHINA | MALAYSIA

Supporting business growth

MSc and MBA student
company based
challenge projects



Support your organisation's growth and development
by setting a postgraduate company based challenge

If your company or organisation is facing a challenge that you don't have the time or resources to fully address, then the time might be right for a company based challenge with students from Nottingham University Business School.

As part of their study, our MSc and MBA students are tasked with work-integrated learning challenges to address real-world issues.

Your organisation can benefit from a free consultancy project, delivered by teams of six to eight highly motivated, creative and capable students with skills and knowledge that reflect the full range of subjects taught at our Business School. Our students, with the support of a relevant industry mentor, will then dedicate themselves to analysing your challenge and then recommend solutions to address your specific organisational or business issue.

Duration:	Challenges last three weeks to three months
Timing:	March to June
Cost:	Free of charge
Your commitment:	<p>We ask you to:</p> <ul style="list-style-type: none"> ■ provide a short project brief ■ give a short presentation at project launch ■ be available to respond to any questions from the team during the project ■ attend the presentation day to hear the recommendations from the team.



The company based challenge at Nottingham University Business School

The team at Nottingham University Business School will support your organisation to develop a suitable brief that challenges our students and provides you with valuable insights and proposals. Over many years our students have worked with hundreds of organisations of varying sizes including local SMEs, public and third sector organisations as well as community interest companies.

We welcome challenge briefs from any type of organisation and sector. Challenges are presented to students studying a wide range of subjects on our MSc and MBA programmes. Our students work on challenges such as:

- market and competitor analysis
- development of market growth strategies
- analysis of social media campaigns and strategy development
- market research to support new proposition development
- business planning for new/developed business proposals
- feasibility studies and recommendations.



“We’re trying to provide a business solution for a company, a real-life company that has challenges and will benefit from the value that we bring to the company. It’s enjoyable looking at the company, trying to think up major strategies that could actually help them grow.”

Fatimah Bamisedun
MSc International Business 2023

How it works

- 1 You provide a short brief and present this to our students at a launch event.
- 2 Teams of six to eight MSc or MBA students are allocated to each brief to work together for either three weeks or three months.
- 3 Each team is allocated a mentor from our pool of Professors of Practice or Entrepreneurs in Residence.
- 4 Students receive specialist training and support in programme management, consultancy methodology and approaches, and teamwork.
- 5 Teams engage with you to discuss ongoing developments with the project.
- 6 Teams present their work, findings and recommendations to you at a presentation day – usually held at Nottingham University Business School. (In some cases, a written report is also produced and shared with you).



Case study

Food gifting company Treat Kitchen has worked with Nottingham University Business School over a number of years by taking part in our company based challenge.

“We love working with students from Nottingham University Business School. They inject new ideas into the business and provide us with the in-depth research that we don’t have the time to do for ourselves.

“The kinds of issues we have asked the teams to look at in the past include looking at new export opportunities for us, and identifying what opportunities there might be for British confectionary in overseas markets. The most recent challenge we posed was to come up with suggestions for how we could double our e-commerce sales over the next year. The teams provided lots of different strategies for us to consider.

“The students have just graduated from a top course from a leading university. They bring expertise and knowledge that either we don’t have or the time for. The challenge provides us with implementable steps to make improvements to our business, that we can embed within our own strategy.

“The company based challenge has given me an opportunity to go beyond my course and actually apply the skills that I have learned.”

Aditya Taneja, MSc Management 2023

“It’s an easy way to bring extra expertise into your business. It doesn’t require too much investment in your time, or that of your team. The students from overseas can bring real insight into what the market is like there. And it’s a great way to seek out new talent!

“The scheme is really well run, and the quality of the work that the students produce is of a really high standard – it saves us time and expense and it’s a great way to get fresh insight on your business.”

Jess Barnett, Brand Director, Treat Kitchen

“Our MSc students study a range of business disciplines and can help your company in project areas such as market analysis, process modelling, efficiency improvements, strategic analysis, marketing and financial analysis. It is a competitive process with students going through a stringent selection process to take part.”

**Professor Andrew Bacon, OBE
Associate Dean for External Engagement**



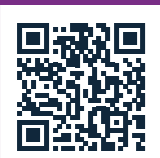
What you can expect

- Support from Nottingham University Business School staff to help you develop a brief that meets the needs of your organisation. This will be shared with the students in advance of the project and before your presentation at the launch event.
- An invitation to present and discuss your challenge with the students and address their initial questions.
- To work with a cross-disciplinary team of students looking to apply themselves fully to your challenge brief.
- A three week to three-month long project. This equates to between 120 to 500 hours of free consultancy time for your organisation.
- Professional mentorship and supervision of the consultancy team throughout.
- A final presentation made to you by one or many teams with useful analysis and perspectives on your challenge, along with recommendations and proposals.
- Students may request to visit your premises during the challenge.



During the past five years, over 150 organisations have benefitted from taking part in the company based challenge, including:

- Coffee & Connect App Ltd
- Cricket Archive Ltd
- ECS Engineering
- Follow The Orient
- HemoGAD Technologies Ltd
- Kubik Intelligence
- MedicHero
- Medscribe
- Paragon Law
- PMI
- SCITEK Consultants Ltd
- The Lite Journal by Medic Hero
- The Treat Kitchen
- Topsy Mandarin
- Umzuri Ltd
- University of Nottingham Catering Services
- Urban Darzi Pvt Ltd
- Welcomevet Pharma Pvt Ltd.
- W&W Trading and Consulting Ltd



Watch our video to hear from companies that have taken part in the company based challenge at Nottingham University Business School

nott.ac/company-consultancychallenge



“Our involvement with the company based challenge at Nottingham University Business School has been an insightful experience. This is the second year of our involvement and every time we come back, we receive many different solutions and proposals.”

Juliana Correa, Youth and Academic Lead, PMI



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Find out more

If you would like to engage and collaborate with Nottingham University Business School and have a strategic conversation, then please contact:

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PRME Principles for Responsible
Management Education
an initiative of the United Nations Global Compact

