



Volunteering Opportunity	NUBS MSc Company Based Challenge
Volunteer Co-ordinator name and contact details	<i>Professor Andrew Bacon, lizadb@exmail.nottingham.ac.uk</i>

Volunteering opportunity

We are looking for local companies to set a real-life company-based challenge for up to 4 teams of 6-8 MSc students to work on over a 2-3 week period in June 2023. This is a great opportunity to gain some valuable insights and perspectives on key areas of market research and/or customer insights. Students from all MSc programmes will combine their expertise and areas of interest to provide proposals and recommendations following their intensive two-week research period. Challenges must allow for the teams to access insights and information that is publicly available and/or provided by each company.

You can find out more about the company based challenge here:

<https://www.nottingham.ac.uk/business/who-we-are/case-studies/company-based-challenge-vinh-huynh.aspx>

Who will suit this opportunity?

Volunteers who are locally based, ideally in the East Midlands area. Ideally, companies would be able to provide a project that spans a range of MSc subjects rather than something too narrowed or too technical to resolve.

Dates and expected number of volunteering hours

The launch date is the 12th June when companies would attend a session on Jubilee Campus with their allocated teams working on their brief to present the company, outline the challenge and take any questions. Teams would contact companies for further Q/A between then and the presentation day of the 30th of June followed by a networking event at the Nottingham Contemporary.

A breakdown of the expected time commitment for this activity:

- 1 hour for the launch and Q&A
- 4 or 5 x 1 hour calls with the teams on Teams
- 1 afternoon for the presentations followed by a networking event

Type of audience role will benefit

MSc Nottingham University Business School students.

Recruitment process

Any interested alumni will be connected to Professor Andrew Bacon for further discussion about the project.