



<b>Volunteering Opportunity</b>	NUBS MSc Company Based Challenge
<b>Volunteer Co-ordinator name and contact details</b>	<i>Professor Andrew Bacon, <a href="mailto:lizadb@exmail.nottingham.ac.uk">lizadb@exmail.nottingham.ac.uk</a></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 12<sup>th</sup> 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 30<sup>th</sup> 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.