

wbs

WARWICK BUSINESS SCHOOL

WBS projects – helping you do more

Warwick Business School
The University of Warwick
Coventry
CV4 7AL

WBS projects 2011

Benefits of sponsoring a project

- ⌘ Focused work delivered at minimal or no cost
- ⌘ High quality analysis of, and solutions to, your business problems
- ⌘ Additional resource to solve your business issues
- ⌘ The opportunity to road test candidates for longer term positions
- ⌘ A fresh perspective on your business issues
- ⌘ The introduction of cutting-edge management thinking to your business
- ⌘ Link with one of the world's top business schools

Over the past three years we have taken on 11 excellent WBS students to carry out challenging and relevant projects. These have involved a mixture of statistical and analytical work, feasibility studies, application development and business engagement and have always been focused on solving important, real-life problems that have a serious impact on company performance.

We have been impressed with the performance, professionalism and analytical ability of the students we have taken on and every one of them has continued employment with us and have progressed within the department.

These projects have been a great way for the students to integrate into a business environment and at the same time deliver value to the company.

Lasse Pedersen,
Head of Analytical Solutions
Virgin Media Business
Intelligence



Why choose a WBS student for your project

Being in the top one percent of business schools, the combination of world-class academics and leading edge research means that we attract the very best students and academics.

Our courses

We offer business education at all levels and students from a wide range of courses are available to undertake projects.

- ⌘ The Warwick MBA
- ⌘ MA Industrial Relations & Managing Human Resources
- ⌘ MA International & European Employment Relations
- ⌘ MA Management & Organizational Analysis
- ⌘ MSc Business Analytics & Consulting
- ⌘ MSc Finance
- ⌘ MSc Finance & Economics
- ⌘ MSc Financial Mathematics
- ⌘ MSc Information Systems & Management
- ⌘ MSc Management Science & Operational Research
- ⌘ MSc Marketing & Strategy

Our academic expertise

We can offer you our expertise across many areas of business including:

- ⌘ Brand management
- ⌘ Change management
- ⌘ Corporate social responsibility
- ⌘ Digital marketing
- ⌘ Econometric forecasting
- ⌘ Financial modelling
- ⌘ Globalisation
- ⌘ Human resources
- ⌘ International marketing
- ⌘ Knowledge management
- ⌘ Management decision making
- ⌘ Management information systems
- ⌘ Marketing strategy
- ⌘ Operations management
- ⌘ Organisational behaviour
- ⌘ Organisational performance management
- ⌘ Scenario planning
- ⌘ Service management
- ⌘ Simulation
- ⌘ Statistical modelling
- ⌘ Strategic analysis
- ⌘ Strategy
- ⌘ Supply chain management
- ⌘ Technology management.

Warwick Business School students come from all over the world offering a wealth of experience to your business. Sponsoring one of our student projects, individual or team, practical or research, will deliver professional, targeted work on a business issue of your choice for a fraction of the cost of a consultancy firm.

All our projects are supervised by one of our academic staff members, giving you access to the latest business theories and practice; let us make a difference to your business.

Dr L Alberto Franco
Associate Professor
of Operational Research
& Management Sciences



The consultancy project was one of the most enriching experiences I had. My group was given the task to research and provide strategic insights to Pentland about how their brands, Lacoste and Speedo, could effectively penetrate the Russian market.

The project helped me enhance my practical and academic skills, and gave me a taste of the real issues faced not only by Pentland, but by multinational businesses when they enter emerging markets.

Vassia Panaouta
Marketing Assistant – Ireland,
HMV UK and Ireland
MSc Marketing & Strategy 2007

How does it work?

Our project process is very much a partnership between us, you, and the student or student team. This ensures both you and they get exactly what you want from the endeavour.

Project brief

First, we'll discuss your project ideas and what you want to achieve. Then we'll work with you to define your project brief. We'll help you specify your project scope and the deliverables which could include:

- ❖ a management report
- ❖ a presentation of the consultancy project outcomes
- ❖ a simulation model
- ❖ a research document
- ❖ a practical project plan that you can implement
- ❖ strategy implementation.

You may need an individual student to do a piece of practical work on site with you, or perhaps want to commission a piece of research, or you might choose one of our team projects combining students' skills to cover a broader piece of work.

Student selection

Next we'll suggest which type of candidates would be suitable to undertake the work. Sometimes there is crossover between courses, other times it is a discrete project which falls clearly within one course. We'll then advertise your project and help you to select the right candidate. Some organisations select from the applications submitted and some interview on campus. We can also assist with shortlisting, scheduling interviews, contacting applicants, and booking interview rooms for you.

Your commitment

Your level of involvement will be defined at the planning stage. Some organisations want their candidate to be based in their offices while others prefer them only to visit as necessary. Contact time varies depending on the nature of the project so it is essential that you clearly define the scope of the project and set realistic expectations with your candidates regarding contact time.

We would recommend that you nominate a named contact within your organisation to take an overview of the project, and sometimes a mentor can also be useful. You may also need to initiate the collection or purchase of data and, where appropriate, arrange office accommodation, depending on the nature of your project.

Timescales

Most project work takes place over the summer months and lasts for 10-14 weeks. The exception to this is our Practice of Management projects, for the Warwick MBA, where groups work with you on a part time basis over a number of months.

Confidentiality

Your student will base their dissertation on the project they have undertaken. Any information from the project that might be included in this is treated as strictly confidential.

Costs

Costs vary from course to course. Some are delivered on an expenses only basis, others charge a fee. For a detailed breakdown please contact our External Projects Manager.

Our sponsored students provided us with a significant piece of work that was of both high academic standard and practical use. It helped us develop our brands' strategies in Russia and find the right partners. The students' presentation to the Executive Team was very professional and the unanimous response was that we should do more of this in future.

Ollie Smith
Head of Insight
Pentland Brands

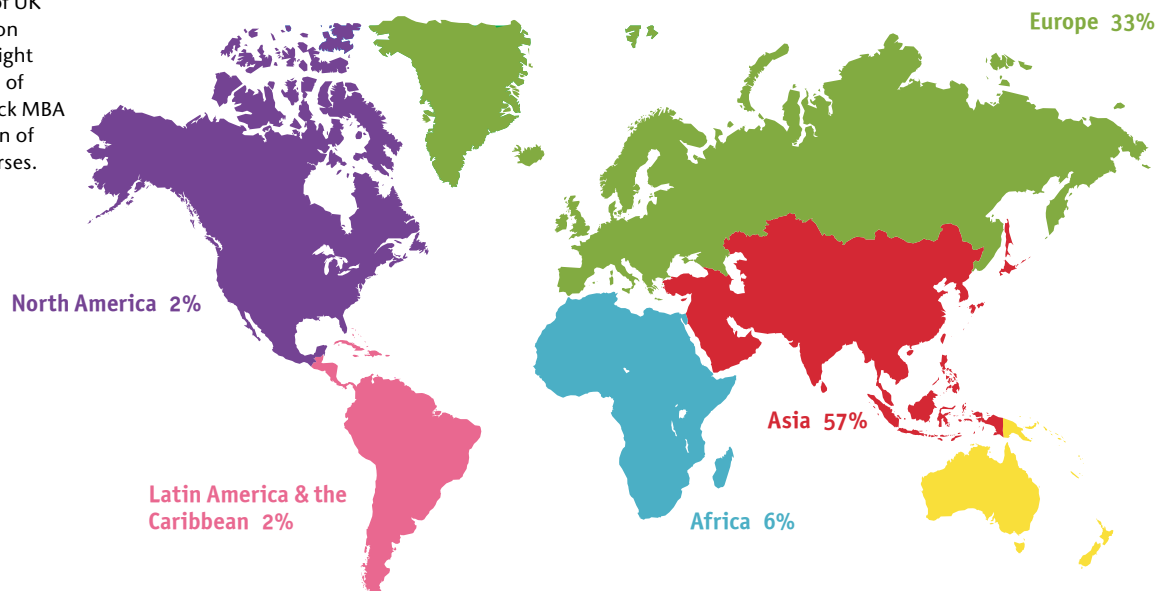
The summer internship & consultancy project with PepsiCo provided the perfect platform to apply the theory learned during the course. It gave my prospective employer the opportunity to assess my capabilities and skills, and gave me the chance to work on two high profile 'live' business projects.

Balraj Bapodra MBA (Warwick)
Impulse Sales Manager,
PepsiCo

The classes of 2010/11

People come from all over the world to study with us. Not only do we have our pick of UK students, but our reputation is global. The map to the right combines the nationalities of participants on the Warwick MBA with the students on all ten of our Specialist Masters courses.

67 nationalities



In numbers

	The Warwick MBA by full time study	Specialist Masters courses (10)
Size of cohort	61	579
Average age	31	23
Age range	24–39	19–55
Male:female split	69:31	49:51
Nationality: countries represented	31	63
UK: international	20:80	11:89
Average year's work experience	7	Not applicable

Sponsoring organisations

A wide range of organisations including charities, small enterprises, and international blue chip companies have previously sponsored our projects.

- ⌘ 3i
- ⌘ Accenture
- ⌘ ACDiversity
- ⌘ Active Operations Management
- ⌘ Alliance & Leicester
- ⌘ Alliance Publishing Trust
- ⌘ Anglo Coal South Africa
- ⌘ Arup
- ⌘ Asset Management Consulting Ltd
- ⌘ Bank of England
- ⌘ Bank of India
- ⌘ Bank of Scotland Corporate
- ⌘ Barclays Capital
- ⌘ Birmingham Children's Hospital
- ⌘ BP
- ⌘ British Airways
- ⌘ British Heart Foundation
- ⌘ BT
- ⌘ Capgemini UK
- ⌘ Centrica plc
- ⌘ Circadian Solar
- ⌘ Cisco Systems, Inc.
- ⌘ Core Partners Consulting
- ⌘ Credit Suisse Group
- ⌘ Deloitte
- ⌘ Department for Work and Pensions
- ⌘ Deutsche Post DHL
- ⌘ Duff & Phelps
- ⌘ E.ON
- ⌘ Education 4 Conservation
- ⌘ Ericsson
- ⌘ Ernst & Young
- ⌘ Euro Car Parts
- ⌘ Froude Hofmann
- ⌘ GCH Capital Markets Limited
- ⌘ GE Healthcare
- ⌘ Gruppo Fabbri
- ⌘ Hastings Direct
- ⌘ Home Office
- ⌘ HSBC
- ⌘ IBM Global Business Services
- ⌘ Intel
- ⌘ International Children's Trust
- ⌘ J.P. Morgan
- ⌘ Jaguar Land Rover
- ⌘ Johnson & Johnson
- ⌘ Kimberly-Clark
- ⌘ Kiotech International Plc
- ⌘ Lisbon International Airport
- ⌘ Lloyds Banking Group
- ⌘ Logicom Public Ltd
- ⌘ Metropolitan Police Service
- ⌘ Mindstorm
- ⌘ National Audit Office
- ⌘ National Grid
- ⌘ Nespresso
- ⌘ Next
- ⌘ Oceaneering International, Inc.
- ⌘ Ofqual
- ⌘ Orica
- ⌘ Oriflame
- ⌘ Pentland Brands plc
- ⌘ PepsiCo
- ⌘ Pfizer Ltd
- ⌘ PZ Cussons Plc
- ⌘ Radisson Edwardian
- ⌘ Renewable Devices Energy Solutions Ltd
- ⌘ Rolls-Royce
- ⌘ RWE npower
- ⌘ Santander
- ⌘ Syngenta
- ⌘ telent
- ⌘ The AA
- ⌘ The Guide Dogs for the Blind Association
- ⌘ The Numerical Algorithms Group (NAG)
- ⌘ The Random House Group
- ⌘ The Will-Burt Company
- ⌘ Vétoquinol UK
- ⌘ Virgin Media
- ⌘ Volkswagen UK
- ⌘ Volvo Cars UK Ltd
- ⌘ Warwickshire County Council
- ⌘ Warwickshire Fire & Rescue Service

Through working with Warwick MBA students, we have been able to sharpen up our fundraising approach and implement new ideas, particularly around contact relationship management and leveraging our existing network of corporate contacts. The tactical fundraising plan across pharmaceutical, low carbon, wireless and energy sectors generated five new leads which we are pursuing. The strategy also confirmed some of our current thinking around future market opportunities. We found the calibre of WBS students to be extremely high and I have no hesitation in recommending other organisations to get involved in Warwick MBA's Practice of Management module.

Dr Andrew Cave
Chief Executive,
The Smallpeice Trust



WBS projects

Photography by Paul Pickard .

WBS believes this document is accurate, but accepts no liability for errors or later changes. See our web site for the latest information.

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