“I thought I could see a significant opportunity in my market. I also had some preliminary ideas about how I might exploit it, but was not clear how to proceed. I now have a robust, lucid and thoroughly researched business plan, three clients and a burgeoning business to exploit the opportunity.”

Graham Kennedy
Founding Director, Alexoria

Does your business face a real challenge?

Offering an MBA project or internship to our future business leaders at Imperial College Business School can help you find the solution. Our students bring fresh ideas and work with you to produce real business advantage. The Imperial MBA curriculum places an emphasis on multidisciplinary teamwork, evidence-based diagnosis and a holistic view of organisations. Prior to their work with you, our students will have already spent part of their programme working on live commercial projects.
Perspectives on Practice is an individual, self-directed part of the Imperial MBA programme that lets our students undertake either an internship or an individual consulting project.

**Internship or consulting project?**
If your preference is for the extra resource which a student working full time on a range of tasks brings, you could consider hiring a paid MBA intern. The careers service will help advertise your opportunity and find a suitable candidate, or you can come to an arrangement directly with an individual student.

Alternatively, our students are available for independent consulting projects which allow them to apply the business knowledge they have gained on the MBA, in an applied context. The majority of the work is conducted remotely with limited supervision and for which we expect you to cover reasonable expenses. These projects are more relevant where you have a specific idea or challenge which demands a fresh perspective and practical recommendations grounded in the latest business thinking. All projects are supported by unrivalled access to Imperial College’s research infrastructure and each student will be assigned an academic supervisor. Project objectives, timescales and budgets will be precisely defined from the outset.

**Our partner organisations**
We expect our MBA candidates to deliver the results you need, on time and on budget. Below are just a few of the diverse organisations that have already benefited through collaborating with us:

- Alchemy Consultancy
- Alexoria
- AlixPartners
- Asda
- BAE Systems
- Blippar
- Boston Consulting Group
- BP
- BT
- BUPA
- Emerson
- EY
- Fortnum & Mason
- Goldman Sachs
- Google
- GSK
- IBM
- Imperial College London

**How does it work?**
Internships may either be a publically available opportunity for which our student has applied and been accepted by the client or an individual opportunity that the student has negotiated. We are happy to publicise your available internship opportunities to our students.

For the project, the first step is to send us a basic brief (up to 200 words). This should include a short description of your organisation, the project scope and an outline of the potential deliverables.

If you have a very explicit person specification, please contact us in advance of the deadline to discuss your needs. You will then receive CVs and applications from those students who are keen to work on the project. If you receive several expressions of interest, you have the option of interviewing the candidates. Once you have made your selection, the candidate will meet with you to agree the project’s terms of reference. It is the student’s responsibility to complete this short document which should include the following:

- A brief overview of your organisation
- A summary of issue or opportunity to be investigated
- Project outcomes and performance metrics
- An outline of the approach to be employed
- Project confidentiality
- Project plan and timescales
- Fees payable (if appropriate)

**Once the terms of reference have been agreed the project may begin.** Projects typically conclude with the submission of a written report for the client and a presentation of the key findings.

**Example project scope**

*Sport technology company (start-up):*
We now plan to expand into Baseball with particular focus on the USA market. We require a comprehensive study of the business case fundamentals of the project, a summary of the market, a market entry strategy, and identification of possible strategic partners and investors.

**Example project scope**

*Engineering company:*
The market is changing, our budgets are set to face increasing pressure and Industry has an opportunity to create innovative solutions in the face of adversity. Current companies in this arena will remain but continuing challenges will force organisations to review the role that they will play. Thus, a thorough review of selected competitors in the market is required. To potentially include:

- business performance assessment
- capability analysis
- relationship mapping
- strategy and scope evolution
- opportunity identification and implications for current and future business.
Confidentiality
All Imperial MBA students can sign a non-disclosure agreement to ensure that anything commercially sensitive is treated with full confidentiality. Projects are only marked by Business School faculty (and possibly an external examiner) and copies of reports are usually displayed in Imperial College’s library. You may request that commercially sensitive projects are not made available by the library.

Fees and hours
Our MBA candidates are experienced professionals and come from backgrounds as varied as healthcare, IT, engineering and retail. Internships MUST be paid. For projects, as a minimum we do ask that you reimburse students’ expenses. Any fees are agreed directly with the student as part of the terms of reference. Please note that the projects are not full time assignments and as such students will only be able to commit a maximum of 20 hours per week.

Summary of the process

December – April
Identify a project or internship and submit to Imperial College Business School:
– You will need to identify a liaison contact or internal client within your company.

March – April
Interview and select a student:
– The details are circulated to our MBA students.
– Students express an interest in specific projects/internships. You can view CVs and interview MBA students.

April – May (Project Only)
Agree terms of reference:
– The precise deliverables are agreed between the client and the student.

June – August
Project or internship takes place.

August (Project Only)
Project completed and assessed:
– Students provide a written report and, if required, also give a presentation to the client company. A longer report reflecting on the process is also prepared for academic assessment.

Next steps
Contact us:
Employer Relations Team
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E: icbsemployers@imperial.ac.uk
W: imperial.ac.uk/business-school/business-services/student-projects

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