An Imperial College Business School MSc Consulting Project can deliver it to your organisation. A team of MSc students carry out research and provide recommendations on a business issue identified by the project client. Topics range from broad, strategic issues to more specialist business matters. Requests for market entry strategy, competitor analysis, new product innovation, or marketing strategy are especially welcome.

“Do you value innovative and analytical thinking?”

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John Lewis Partnership
The benefits to you
Fresh thinking and innovative approaches
Practical recommendations
Project supervision
Forging a closer relationship with Imperial College Business School and our students
Access a pool of talent for future recruitment needs

Our partner organisations
We have experience of working with all sizes of companies, from start-ups to multinationals, and a range of industries including Consulting, Finance, Energy, Tech, Media and Not-For-Profit. To the right are just a few of the diverse organisations that have already benefited:
ADB A anaerobic Digestion and Bioresources Association
Amadeus
Aviva
Barclays
Bearingpoint
Blippar
British Airways
BUPA
Canal & River Trust
Caribu
CYCL
Ebay
Emerge Education
Entrepreneurs Hub Ltd.
EY
Gazprom
Grey
GSK
IBM
Imperial College
Harper Collins
Healthcare
NHS Trust
Intel
Jaguar Land Rover
John Lewis Partnership
Johnson & Johnson
Microsoft
Oakley
PwC Digital
Rolls Royce
Santander
Shell
Skyscanner
Unilever
Virgin Media
Vodafone
Yahoo

How does it work?
The first step is to send us a project brief. This should include a short description of your organisation, the project scope and an outline of the potential deliverables. The level should be appropriate to those who have studied business, marketing or healthcare, but who may not yet have significant work experience (average age 23).

This will be followed up by a discussion with the relevant Programme Director/Manager to address the suitability of the project and refine the project brief. You will then be allocated a group of 6 or 7 students.

There is no cost associated with the consulting projects, apart from reimbursing reasonable travel expenses, if needed. This isn’t an internship and minimal supervision is required on your part.

However, regular contact with the students is encouraged. Students will have access to several faculty advisors. At the end of the project, groups present their final recommendations to a panel of academic assessors and company representatives and submit their final report for feedback.

Our participating MSc programmes
MSc Business Analytics
MSc Climate Change, Management & Finance
MSc Economics & Strategy for Business
MSc Innovation, Entrepreneurship & Management
MSc International Health Management
MSc Management
MSc Strategic Marketing

Find more information about our programmes at: imperial.ac.uk/business-school/programmes

“We were very impressed with the approach and methods employed by the group. Their recommendations are in line with what we would adopt in-house and with what we would expect from an agency partner on a campaign of this type.”
Skyscanner
Example project scope
The market appraisal will involve an initial piece of work to understand the practice’s strategy, plans, services and capabilities. Then, taking account of the practice’s current services, and the capabilities developed to date and their use for our strategic and planning consultancy services, we would like to complete a market appraisal looking at the potential to develop further services in the client engagement space...

Example project scope
We are in the process of adopting Net Promoter Score (NPS) across our various customer touch points. Social media is one of our touch points with our customers. As a brand, we are on various platforms and engage with our customers on a daily basis either through our content or via servicing. We’d like to get to a point where we are aware of some great best practice for NPS out there from brands similar to us, with really high positive NPS scores and be in a position to implement it into social media...

Summary of the project process

<table>
<thead>
<tr>
<th>December – February</th>
<th>Identify a project and submit a brief to Imperial College Business School.</th>
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<tbody>
<tr>
<td>March – April</td>
<td>The Programme Director/Manager will discuss the details of the project with you and agree a final brief to be published to the students.</td>
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<tr>
<td>May</td>
<td>Student groups allocated to the project.</td>
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<tr>
<td>June</td>
<td>Kick off meetings/calls with the student team.</td>
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<tr>
<td>July</td>
<td>The bulk of project work is conducted during this period. Students provide a written report and also give a presentation to the client company.</td>
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“The solution which the students presented to us was underpinned by research, clinical insights and thorough planning, and was very helpful”

Bupa

You can find case studies of previous projects at: imperial.ac.uk/business-school/community/student-consulting-projects