

## Surrey Business School

### MSc and MBA Final Projects- Consulting Projects

**August 2021**

Surrey Business School are connecting students from the MSc and MBA programmes with external companies to develop consultancy projects as part of their capstone final project for their studies. Companies may be start-ups, scale-ups or established companies while projects should relate to the students' studies in a commercial context.

Individual projects are tailored-made based on a consultancy brief agreed by the student and the company sponsor and agreed by the academic supervisor. The consultancy brief should answer questions such as what is the problem or opportunity? what is the context? what is the timeline and outcomes that the company would like to see.

If you are interested to offer this opportunity to prospective students, please contact us. If you can provide information below, we can circulate the consulting proposal among interested MSc and MBA students at Surrey Business School to determine interest.

| Company name  | Your name and email address |
|---|-----------------------------|
|   |                             |
| <b>A brief summary (or attach a one-pager) of your company.</b>   |                             |
|   |                             |
| <b>An easy-to-understand description of the product/solution that will form part of the research/consulting project. Ideally you should have a Minimum Viable Product or prototype.</b> |                             |
|   |                             |
| <b>The target market that would be most likely to use the product or which you would like to be researched.</b>   |                             |
|   |                             |
| <b>A few bullets on the type of research you would like to be performed and the outcomes you are looking for.</b>   |                             |
| <ul style="list-style-type: none"> <li>•</li> </ul>   |                             |

If any questions, please contact Jim Sears, Programme Director for MSc Entrepreneurship & Innovation Management, at [j.sears@surrey.ac.uk](mailto:j.sears@surrey.ac.uk) or Senior Teaching Fellow Zeineb Cox at [z.cox@surrey.ac.uk](mailto:z.cox@surrey.ac.uk).