

## MBA Individual Corporate Project

As part of the Master of Business Administration (MBA) programme, students are given the opportunity to participate in an Individual Corporate Project. This allows an organisation to work with an MBA candidate to explore a 'live' business problem or opportunity. The project is carried out by one student who formulates proposals and recommendations for management action, based on the research conducted. It is possible for more than one student to work on the same business issue.

The MBA Individual Corporate Projects aim to improve collaboration between businesses (including third sector organisations) by providing opportunities for postgraduate MBA students to undertake "collaborative projects with business". The aim is to develop partnerships between the University and industry while also enhancing the employability of our students.

Projects should address a real need within the collaborating organisation and so should be of benefit to all stakeholders. After completing their research project, MBA students will need to present an academic piece of work; hence they will have an academic supervisor and will also need a mentor/supervisor from the organisation.

### Notes on Topic Selection

A relevant member of university staff will work with your organisation to refine your proposed topic and ensure it meets both your needs and the academic requirements for the student.

Your proposed Individual Corporate Project could be:

- A specific project title or topic for the student to deliver;
- A general idea of a business need which requires further development;
- A core research theme or idea that can be further refined through discussion with stakeholders;
- An intended outcome for the organisation.

The level of detail you provide will determine the extent to which further discussion may be required with the relevant course director to ensure suitability and agree supervision arrangements.

### Role of Organisation

The organisation may propose a project that is based primarily onsite (the students work at the organisation) or offsite (the student is based at their university doing research on behalf of the organisation) or a mixture of the two. They also appoint a supervisor/mentor who assists in every aspect of project delivery but will not have a role in the assessment of the project. In addition, the organisation is expected to cover reasonable expenses (no wages) and may have a role in the recruitment of the student.

Throughout the experience of hosting an Individual Corporate Project, Newcastle University Business School staff will liaise with the organisation to answer questions and offer any additional support needed. We appreciate the efforts of the collaborating business and want to ensure the project progresses as smoothly as possible.

## The MBA selection process

The MBA candidates have the option of working on an individual consultancy project, creating a business plan, or doing an academic piece of research. The MBAs who opt to work with a live client will be invited to attend a speed-networking event to meet the host organisations.

After the event, the host organisations will suggest the MBAs they would like to work with and vice versa. We will use that information to create the research partnerships.

Please note that we cannot guarantee that every host business will receive an MBA researcher. In the unfortunate event that your project is not selected by any of the MBAs participating in the live client option, our team will work with you to find another suitable fit for your project within the wider NUBS community.

## Benefits of offering an Individual Corporate Project

Corporate projects offer several benefits for participating organisations including:

- In-depth and critical analysis of a business issue and exploration of its significance in practice;
- Application of in-depth knowledge and different forms of reasoning to inform analysis of a current live issue being experienced in the specific organisational context;
- Independent (and free) advanced research exploring the business issue from multiple perspectives, including academic and organisational;
- Access to a substantial written (academic) report demonstrating critical analysis of a specific issue;
- An executive summary;
- The option of an oral presentation.

## Timeline

- **February-April** - Project Scope agreed
- **May** - Student Selection & Project Allocation
- **June-August** - Project work undertaken
- **October** - Student Summary Report & Presentation

## What's Next?

Please send your completed form, or make further enquiries to:

Email: [jaclyn.wright@newcastle.ac.uk](mailto:jaclyn.wright@newcastle.ac.uk)

Following submission, your proposal will be reviewed by an academic from the most relevant taught postgraduate course. You will be contacted to further discuss the project scope, delivery, and the selection of an appropriate student.