

Business Consultancy Projects

Faculty of Business & Law

How Business Consultancy Projects Work

The business project process is a three-way collaborative partnership between The Bristol Business School, the student and your organisation, and is the ideal way to help you address a strategic business issue. Our students will inject new ideas into your chosen business need that might not otherwise have been reviewed, giving you additional resources at no extra cost with tangible outcomes, as agreed and helping to develop future talent.

Deciding on a project

The nature of the consultancy project will reflect opportunities and issues selected by your organisation and can relate to any function therein.

Previous projects have covered most aspects of business and public sector activity. We suggest that highly technical projects are avoided unless of course we are able to field a student who has the necessary expertise (see list of example projects below).

Students are supervised throughout the project by academics with commercial experience.

What does the organisation need to provide?

- Define an appropriate consultancy project for the student(s) to embark on
- Agree with the student(s), the scope, requirement, outputs etc.
- Ensure the student has access to relevant company information, data and key stakeholders
- A member of staff to work with them, as their main point of contact throughout this project
- Office space for them to conduct some of their research (dependent on the project)
- We recommend covering basic expenses if students have to travel outside of Bristol, agreed with yourself in advance

Example Topics

These example topics are intended to give you a flavour of the type of projects we have addressed in the past. We are very happy to discuss any other topics you may have in mind.

- A feasibility study for a parking assistance smartphone app
- Business development for plastic display technologies (developing solutions in healthcare and defence)
- A strategic plan for a film producer
- Developing innovative new income streams for a social enterprise
- Robotics business publicity and development (promoting technology to identify potential applications and customers within general robotics and, in particular, in the autonomous vehicles industry)
- Marketing to NHS health professionals (ensuring that GPs and doctors in hospitals get the most up to date information about symptoms and treatments to save lives)
- The creation of a business model to develop electric vehicle charging infrastructure across the Bristol area
- A review of Corporate Social Responsibility policy for a US IT corporation
- An employee retention plan for an engineering company
- A feasibility study for tele/remote working
- A survey of employees to ascertain levels of engagement
- A study of employee/manager perceptions of an appraisal scheme
- Exploring expectations of staff in relation to the implementation of a future IT system

Types of Business Activity

What is Organisation Change

- Managing change
- Employee engagement
- Organisational agility
- Organisational resilience

What is Human Resource Management

- HR Metrics and planning
- Strategic recruitment and selection
- Strategic reward management
- Strategic performance management

Example Timetable

Group Projects – commencing late January

September	Newsletter emailed to local companies and Business Consultancy Project submission form will go live on web pages and Infohub
Early January	Client organisations notified of proposed student group for approval. Once approved, briefing pack sent to client
Mid January	Student groups informed of allocated project and will make initial contact with client
End January	Projects commence with client organisations Student groups contact client and arrange an introductory meeting at clients' premises
Mid March	Project completion
By end March	Project report/review to client organisation

Individual Projects – commencing in May

September-December	Newsletter emailed to local companies and Business Consultancy Project submission form will go live on web pages and Infohub
End of March	Client organisations notified of proposed student and CV sent for approval
April	When approved, briefing pack sent to client
May	Project commences and will run over a 3-4 month period with the student contributing approximately 12 weeks work
August	Project completion - Project report/review to client organisation
August/September	Project report/review to client organisation

For more information, please email placements@uwe.ac.uk and one of the team will be pleased to help you.