

Manchester Metropolitan University provides Business School students with the opportunity to conduct live projects with businesses in and around the Greater Manchester and NW region. This provides the option for local businesses to access vital and skilled resource in the form of undergraduates working on a project specified by your organisation and agreed with the University.

Types of Project:

Projects are normally on a business related project, including:

- Business Planning
- Market and Consumer Research
- Social Media Strategy and Planning
- Public Relations Planning
- Human Resource surveys
- Project Management

This is not an exhaustive list and each project provided is assessed on its own merit. The projects are selected on the basis that they are achievable in the timeframe (i.e. 4-5 months) and align with the studies of the students across our degree programmes.

What does it cost?

Nothing! It doesn't cost you anything apart from 'out of pocket' expenses that students may incur in the delivery of the project on behalf of the organisation. Typical costs are not expected to be in excess of £100 (this will be dependent on certain aspects of the project, i.e. travel, printing, subsistence), although this will be agreed with the client at the outset of the project.

How does it work?

You will submit an outline project brief; academic tutors who manage the scheme will then consider your submission. You will hear back on whether your project will be taken forward in September 2019. Once agreed, the process is as follows:

- You will be allocated a group of students, who will meet with you to discuss and refine your brief.
- Students will submit an outline plan of the project, including timescales and estimated costs.
- Once signed off, students will work on the project from October 2019 – February 2020.
- You will receive a report and presentation from the students by the end of February. Presentations will be conducted either in the University or on your premises.

Next Steps

If you have a business project that you would like our students to conduct on your behalf, please get in touch with Mike Dobson via studentconsultancy@mmu.ac.uk

Each request will be reviewed to assess the appropriateness of the project for the students concerned and in certain cases, we may recommend the project to be suitable for our Masters level student who undertake similar project between February and May. We will advise you accordingly once your project application has been received.