

Cambridge Judge Business School

MPhil in Management Consulting Projects

CLIENT BRIEFING NOTES

30 April – 3 June 2020



**UNIVERSITY OF
CAMBRIDGE**
Judge Business School

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MPhil in Management Consulting Projects

Thank you for your interest in participating in the MPhil in Management Consulting Projects with the MPhil in Management programme. In this document, we compile important information about your involvement, hoping to answer all potential questions. In addition, we provide you with three more documents: a copy of the project proposal form, a copy of our non-disclosure agreement and a copy of our project terms. If you have questions we do not answer here, please do not hesitate to contact us – we provide contact details at the end of this document.

What are the MPhil in Management Consulting Projects?

The Management Consulting Projects are a module in our MPhil in Management programme. During the MPhil in Management programme, the students acquire essential business skills. The Management Consulting Projects allow our students to apply and practise these skills in a real-world setting. The module involves students working in teams to solve business problems that client companies want them to address. At the end of the module, the student teams present their analysis and recommendations to the client companies. If you chose to participate, your organisation would be amongst the client companies.

Who are the students in the MPhil in Management programme?

Our students hold a first class undergraduate degree in a subject other than management, and they take the MPhil in Management programme as a graduate conversion course that prepares them for a professional career in management. The students are usually between 20 and 25 years old and come from all over the world.

Why should you participate?

There are many ways that your company can benefit from participating in the Management Consulting Projects:

- Our students offer a fresh next-generation perspective on problems. We ensure in various ways that the recommendations they develop are of high-quality and useful to your business.
- The Management Consulting Projects provide a great recruiting tool for companies. You get unique access to our MPhil in Management students and you have an opportunity to observe the students "in action". Indeed, previous project clients hired students.
- The projects turn students into strong supporters of the client company to the extent that the project experience is intense and exciting. Even if the students do not consider your company as an employer of choice for themselves, they will still add to enhancing your employer brand. In the future, in their role as managers, students might come back to your company to do business with you.
- Working with our students has proven to be motivating for the employees of client companies. Our students tend to be both capable and keen to succeed in the projects, and their enthusiasm for the projects may well be contagious for those employees of your company that work with our students.
- Working with our students is a great way of establishing, maintaining and strengthening the relationship between your company and the University of Cambridge Judge Business School as well as its faculty members.

What do we need from you?

The approach we take for the Management Consulting Projects is tailored to the specific educational purpose of the course and aims to deliver the best possible recommendations to the clients. If you want to participate, here is what we need from you:

Projects

Three project proposals for projects that pose real-world challenges that your company is currently facing. The projects can be from all business areas and should be capable of being completed within a month. It is essential that projects not only involve desk research, but also decision-making, interaction with employees of your company, and clear recommendations moving forward. Hypothetical projects or case studies are not acceptable. We give you a template for project proposals that you need to fill out.

Sponsors

Each project should have a company representative (the project sponsor) from your side that serves as a contact point for the students and provides them access to relevant others within and, possibly, outside of your company. The project sponsor needs to be available to advise their student team(s) during the period of the projects. The project sponsor is also expected to attend two events at Cambridge Judge Business School, as specified below: the Projects Briefing Event and the Projects Presentation Event. We recommend that the project sponsor establishes weekly update meetings with their project team to ensure that the project is on track and to identify early any outstanding issues or difficulties – this can either be in person, by email or phone.

Independent Senior Representative

We request the commitment of an independent senior representative of your company to travel to CJBS and help judge the performance of the student teams during the Projects Presentation Event.

Event attendance

We request the project sponsor travel to CJBS to attend the Projects Briefing Event. Should the project sponsor be unable to commit to the date of the event, we request that they get in touch with their project team to organise an alternative in-person meeting during that same week. We request the project sponsor and the independent senior representative travel to CJBS to attend the Projects Presentation Event.

What do you get at the end of the projects?

The students will provide you with a soft copy and two hard copies of their presentation slides, including a short executive summary of their findings and conclusions.

You will receive the CVs of your teams at the start of the project briefing event. For recruitment purposes, you may ask members of your project teams for additional information. It is at the discretion of the students to respond to this request.

Who else is involved?

We invite three companies to provide projects for the Management Consulting Projects. Therefore, apart from you there will be two other companies running projects with our students.

What is the timeline for the projects?

13 February 2020	Submission of initial project proposals by client companies
21 February 2020	Feedback by Dr David Stillwell to client companies about initial project proposals. The goals here are (a) to ensure that the projects are doable for our students and (b) to ensure that all projects are comparable in terms of scope and expected effort.
27 February 2020	Submission of final project proposals by client companies
April 2020	Students sign up for projects
30 April 2020	Projects Briefing Event, at which students meet their client
30 April–3 June 2020	Students work on projects
3 June 2020	Projects Presentation Event, at which students present their work to their client

When do you or representatives of your company need to be available for events?

The Management Consulting Projects involve two key events for which we request the attendance of company representatives:

- **Projects Briefing Event, 30 April 2020, 14:30-17:00, followed by a drinks reception**
At this event, the students learn more about the company and meet their project sponsor to kick-off the project. We end the day with a drinks reception.
- **Projects Presentation Event, 3 June 2020, starting at 08:30**
At this event, the students present their recommendations to the client organisations. We ask the senior representative of your organisation to briefly introduce themselves to the students. We then ask each student team to give a 10-minute presentation followed by a 10-minute question and answer session. The presentations are assessed by a panel of judges. The judges determine the marks for the projects and give feedback for the projects. Each company is allocated a two-hour slot. In addition, after all presentations, we host a drinks reception to which all those involved in the projects are invited.

Where do the events take place?

By default, all events are hosted at Cambridge Judge Business School.

How will our students work on your projects?

Students work in teams of about five students. These teams are formed based on individuals' preferences for projects, aspects of team dynamics, and diversity.

The students start their work with the Projects Briefing Event on 30 April 2020. In the following five weeks, the students work together with their project sponsor in a way that is most productive and most convenient for both parties. The projects end with the Projects Presentation Event on 3 June 2020.

Because the students have a few other courses and obligations, you can expect the teams to work the equivalent of about three weeks full-time within the allocated project period of about a month.

Where do the students work?

Usually, students work from Cambridge and keep in touch with their project sponsor via email and telephone, but if you wish students to work at your offices, we encourage you to invite them to do so. If the students visit your premises, then your company assumes responsibility for their safety as your visitors. The University cannot be held liable for any loss or damage caused by students visiting your facilities. This is simply a formal statement of our position. We can reassure you that our students have always proved to be mature and responsible individuals.

How much does it cost?

There is no fee for the work but you are expected to meet all expenses associated with the project, including the costs for producing a soft copy on CD and hard copies of the presentation slides and other documents. We expect the budget for each project to be between £300 and £500. You are also expected to cover the travel costs for students visiting your offices or travelling on your behalf. Please make sure that both you and the student team understand and agree in writing the expenses you are prepared to meet. Students must not incur expenses without prior approval. Please reimburse expenses promptly.

Expenses must be processed directly by your company on completion of the project in a timely manner.

How much information is shared with other parties?

We limit the amount of sharing between the parties involved in the Management Consulting Projects and aim to protect confidential information in several ways:

All students sign our standard Cambridge Judge Business School Confidentiality Agreement in which they agree to keep confidential all information that is shared as part of the Management Consulting Projects. They all attend all of their colleagues' project presentations.

We share with you the names of the other client companies, but we do not share with you the project proposals they submit nor do we share your project proposals with them.

What about liability?

The consultancy advice of the MPhil in Management students is offered to the client companies in good faith and free of charge (beyond expenses). No liability for any errors, omissions or consequential problems can be assumed by the University or its students. Client companies are advised to conduct their own independent assessments before implementing any suggestions made by the MPhil in Management students.

What do you need to do next?

Submit three project proposals to be discussed with the MPhil in Management programme team by Thursday 13 February 2020 (deadline for submission of all proposals).

Confirm the availability of the project sponsors for the projects briefing event on 30 April 2020.

Confirm the availability of a senior representative and the project sponsors for the projects presentation event on 3 June 2020.

Provide the necessary resources and facilities to enable the students to carry out the project effectively.

Prepare to pay any expenses related to the agreed work of the project.

Want to know more?

For any other enquiries and further information please contact:

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