

Cambridge Judge Business School

Management Studies Tripos Project

CLIENT BRIEFING NOTES

May 2020



**UNIVERSITY OF
CAMBRIDGE**
Judge Business School

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Management Studies Tripos (MST) Project

Overview

The one-year Management Studies Tripos course (MST) at Cambridge Judge Business School attracts outstanding Cambridge University undergraduates, who come to us from a variety of disciplines to gain a thorough grounding in the discipline of management practice. For the final part of their course, students are required to work in teams of three on a four-week project with a local organisation, addressing a real management problem that the host has identified, under the guidance of a University supervisor. The aim for the students is for them to apply what they have learned over the year to a real management situation; the benefit for our hosts is the opportunity to have three bright and committed students focus on an issue that they might not otherwise have had the time or resources to tackle.

The students work on the MST projects in teams of three from 4-29 May 2020, with the final deliverable being a formal presentation to you of their findings and recommendations. We welcome projects from organisations of all kinds, as long as the scope is well-specified and the company is a commutable distance from Cambridge. Recent projects have included strategic planning, market analyses, cost benefit analyses, feasibility studies and service assessments.

This is what just some of our clients have had to say about the experience:

"We have been extremely impressed with student groups from Cambridge Judge Business School; every team has been professional, enthusiastic and extremely hard-working. With a strong client-focused attitude, student teams are motivated to ensure a robust, well-researched and justified report to answer the project questions. CJBs additionally provides enormous resources, often unavailable to most clients, to justify and contextualise each project. Discussions with student teams and final reports have given us useful insights on our market position and have helped us navigate our future opportunities."

- Simon Forbes, Head of COSMIC, Sanger Institute

"We have been impressed with the students from Cambridge Judge, they have managed to get up to speed with the business quickly, have been very organised in their approach and engaged well with senior members of the Pret team. Their work has been well thought out and well presented."

- Ben Bainbridge, Head of Strategy and Customer Insights, Pret A Manger

"The team was very smart and motivated, they had a very good mix of skills and showed great maturity and professionalism. The quality of their work was on a par with that which we would expect from experienced consultants."

- Dr Basil Matta, Cambridge University Hospital

Submission of proposals

Organisations wishing to participate should submit a proposal by 24 January 2020 at the latest, using the online proposal form available from our website:

www.jbs.cam.ac.uk/projectproposal

Your project needs to be of a nature and scope such that it can reasonably be tackled by three students in the four weeks allowed. It is essential that a named project sponsor is given and your submission should also include some background information on the company and website address. If the project requires specific skills or experience, please indicate this on the proposal form.

A wide variety of projects will satisfy the educational goals of the University. We have worked with organisations of all kinds, public, private and not-for-profit. Previous hosts have included IBM, BT,

Microsoft, Domino Printing Services, Procter and Gamble, Cambridge City Council, Cambridge University Hospital, Xaar, Malao Film and Board Intelligence. Some examples of recent project titles are given below.

It is intended that the project should draw on at least one of the theoretical areas covered in the course, namely; business economics, industrial organisation, financial costs and accounting, marketing, data collection and sampling, organisational behaviour, industrial relations and human resource management, quantitative techniques and uses of IT in management.

Recent projects have included:

- Market review of the design industry, including competitor review.
- Studying the organisational structure of a manufacturing co-operative to recommend how it might best be re-organised.
- Performance metrics in a project based organisation.
- Creating a computer model of a canal and reservoir system in order to analyse different reservoir control policies.
- Revising a consultancy firm's method of pricing so as to better reflect the actual costs of effort required by various jobs.
- Business plan for creation of centre of excellence for sports, adventure, sustainable development and education.
- Investigating the impact of public transport initiatives in work creation.
- Surveying second tier food companies to see whether they have any exports, joint ventures or subsidiaries in the Far East.

As we usually receive more projects than we have teams, we cannot guarantee to find a team for all proposals submitted. We will however, let you know by 15 February 2019 whether you have been successful.

Process

We do our best to allocate students teams to projects that will interest them. If a team has been assigned to your project you will be invited to attend a briefing meeting at Cambridge Judge Business School on Wednesday 4 March 2020, when you will also meet your team and their academic supervisor. There will be a short briefing at 17:30, followed by your team meeting - refreshments will be provided. The aim of this meeting is to discuss and agree the detail of the project and sign off a mutually agreed Project Initiation Document. Your discussions should cover specifically:

- aims and expectations
- key issues
- project location
- timetable
- an initial schedule

You should also include consideration of the resources that will be available to the team (i.e. contacts, data sets, facilities etc), the type of research that will be necessary to fulfil the objectives of the project, and where the primary data or sample frame will come from. As the final presentation is intended to be of practical value, you should also give some thought as to who the final audience for the presentation will be, how it will be used, what they want included, and how and when it should be presented.

As the project is part of an academic course we would expect the project to take account of relevant academic literature in addressing the problem at hand and for any project timetable to allow some time for consultation of the academic resources available at The Judge. Any research element of the project would also be expected to pay attention to relevant research methodologies covered by the students in their course. We would regard this as an important part of the value added that our students might bring to the project.

The student team will then complete an agreed Project Initiation Document (PID), which is approved and signed off by both their supervisor and the MST Course Director. This form must be completed and returned by the last day of term, Friday 13 March, so it is essential that the PID has been agreed and signed off by all parties by this date.

The students will work on the project from 4 May–29 May 2020, after their final exams. We expect them to keep you up to date with their progress, either by regular meetings or summary reports. They will give a formal presentation of their findings to you and their academic supervisor on a mutually agreed date towards the end of the project.

Please note that students are expected to abide by ethical guidelines in their projects. If they are required to collect information from other organisations, they must declare their association with Cambridge Judge Business School and with the host organisation.

Deliverables

The student team will present their findings to the host organisation during the final week of the Project. This presentation will also be available as a hard copy. Further documentation, such as an associated report or resource pack, can be agreed with the students as part of their project work plan but will not form part of their formal assessment. The host organisation may also request a copy of the Project Report to Cambridge Judge Business School but are reminded that this report is produced and evaluated as a piece of academic work, according to formal guidelines on length and content, contributing to the students' final marks.

Expenses

Although no fees are charged for the work, we do expect host organisations to pay for any travelling or any other incidental expenses related to the conduct of the project. These sums are usually nominal, but you should agree with the students the expenses you are prepared to pay at your initial set up meeting and pay them promptly.

Organisation/host responsibilities

In summary, the client organisation is expected to:

- Submit a written proposal by Friday 24 January 2020, including key issues, aims and tasks.
- If chosen, meet with the student team and their academic supervisor on Wednesday 4 March 2020 to agree the brief.
- Provide all the necessary facilities to enable the students to carry out the project effectively (i.e. computer, telephone access, interview contacts).
- Allocate a project sponsor with whom the students can discuss progress and raise problems or other issues related to the conduct of the project. Although their input will vary depending on the nature of the project and the student team, it is expected that the named contact will be available

for progress meetings and feedback over the duration of the project, and will attend the final presentation.

- Give formal feedback to Cambridge Judge Business School on the performance of the students and the quality of their work and findings, including their professionalism and efficiency.
- Pay promptly any expenses related to carrying out the agreed work of the project (e.g. telephone calls/survey costs).
- Agree to the ethical and safety codes supplied by Cambridge Judge Business School about the conduct of projects.
- Our most successful projects have had enthusiastic and committed company sponsors, with a genuine problem to solve and a genuine interest in the outcome.

Confidentiality

All students have signed the attached Confidentiality Agreement. Our enclosed project terms detail the conditions under which our projects are undertaken; we ask you to confirm your acceptance of the terms when you submit your proposal.

Summary of key dates

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| 24 Jan 2020 | Deadline for submission of proposals |
| 14 Feb 2020 | Confirmation of successful project proposals |
| 4 Mar 2020 17:30-19:30 | Project briefing and meeting with student team |
| 13 Mar 2020 16:00 (last day of term) | Project Approval Form signed by supervisor and MST Programme Director |
| 4-29 May 2020 | Projects underway |
| by 29 May 2020 | Presentation to clients/host organisations |

Want to know more?

For any other enquiries and further information please contact Juliet Wilson:

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