# CLIENT BRIEFING NOTES

2024

## 1. The Project

The Final Group Project (FGP) is an educational collaboration between a client organisation and Cambridge Judge Business School and is intended to be the capstone of the Cambridge MPhil in Technology Policy. For our students this is an important opportunity to operationalise the new ideas they have encountered on the MPhil.

Our clients benefit from an international team of bright, motivated and committed young professionals who are able to bring their considerable skills and experience to bear on a real technology policy issue that can provide tangible benefits to the client organisation.

The students are highly capable graduates with backgrounds in quantitative disciplines such as engineering and science. Many will have advanced degrees in other disciplines and may also have extensive employment experience in technology-based organisations in both the private and public sectors.

Clients meet all project expenses, but unlike other business schools we do not charge a fee for the project. As such we hope that clients will endeavour to provide substantial projects that touch on some of the key challenges faced by technology-intensive organisations today.

## 2. When does the project take place?

The students work on the FGP full time in teams of between three to six students from **15 March – 31 May 2024.**

Students are expected to be taking two short but intensive courses during Easter term and finishing coursework during their Easter Vacation, so you can expect about 150 project days from the team.

The final deliverable is a 12,000-word report, which the team is required to submit to the School and client by **3 June 2024**.

Organisations wishing to participate should submit a proposal no later than 12 noon on **Wednesday 10 January 2024.**

We will be able to confirm no later than **1 February 2024** whether we have been successful in finding you a team.  The team will then work with you over the next month to develop and refine the brief and create a project plan.

## 3. What type of projects are possible?

The project may cover any aspect of technology policy broadly defined, which includes public policy, corporate strategy and technology development. The organisation may be located in any commercial, industrial, public sector or not-for-profit organisation, either in the UK or overseas. Projects can include complete strategic reviews, benchmarking and best practice analysis, diversification assessments, new market strategies and policy analyses.

We draw on a truly global network of client organisations, project clients can include government departments, major multinationals, smaller technology firms, commercial and development banks, consultancies, charities, and NGOs.

The project can be 'virtual' but must involve some direct contact with the client organisation and other relevant stakeholders. The nature of this contact will vary from one project to the next.

## 4. Submitting your proposal

Proposals can come in many different forms and clients' expectations of what the students can deliver vary enormously. As part of your project submission, we ask you to articulate why you would find the input of a team of MPhil students to be valuable.

Students who wish to initiate their own projects are encouraged to do so. In other cases, proposals will be submitted by organisations to the MPhil in Technology Policy Project office without having made contact with a specific group of students.

We ask that you submit your proposal using the attached Proposal Form in word format or use the online form on our MPhil in Technology Policy Project website:

www.jbs.cam.ac.uk/recruiters-organisations/student-projects/mphil-in-technology-policy-final-group-project/

We will invariably receive more proposals than we can use, so cannot guarantee that all submissions will be taken up, however we will do our best to accommodate you.

## 5. Getting started

Once submitted, suitable proposals will be put to the students. Teams are formed based on individuals' preferences, for projects, aspects of team dynamics, diversity, and the relevant skills for the project.

Once a team has been assigned to you, the members will get in touch with you in early February to introduce themselves and to start work with you on developing the project brief.

An important part of the students' learning on the FGP is the development of the project brief. We will provide the students with a standard Project Initiation Document (PID) template to facilitate this.

We encourage students to focus on one over-arching question and expect them to work with you to develop your proposal into a manageable brief.

During your discussions with the team in February you should discuss your aims and expectations, so all are agreed on the parameters of the work, where it is to be conducted, the timetable, and interim and final deliverables. This discussion should include consideration of the resources available to the group – contacts, data sets, facilities etc. It should also cover the type of research necessary to fulfil the objectives of the project – primary or secondary mix – and where the primary data or sample frame will come from.

Based on your discussions, the student team will draw up a Project Initiation Document and initial high-level project plan, which all parties will sign off. The aim is to create a brief that both answers a real need and makes the best possible use of the individual team members' own specialist skills and experience.

A final Project Initiation Document (PID), with full project plan should be signed off by all parties by **4 March 2024**.

## 6. Supervision

For each project, academic supervisors are arranged, who will help and guide the student teams in their work.

## 7. Reports and presentation

The students will prepare a final written report and give a formal presentation to you and their academic supervisor on a mutually agreed date towards the end of the project.

Further detailed information on arrangements for presentations will be provided to you in March 2024.

## 8. Expenses

If your project is chosen, you are expected to meet all student expenses associated with the project, including travel, accommodation and subsistence, if applicable. You and the student team must agree in writing the expenses you are prepared to meet and include these in the project plan. Although these may change, students should not incur expenses without your prior written approval.

## 9. Time commitment

You are required to allocate a named project sponsor, who will be available to the team throughout the project for advice and guidance. A committed project sponsor is, in our experience, essential to the success of the Final Group Project and we are reluctant to work with clients unless an internal 'champion' for the project is identified.

The time they spend on the project will obviously vary depending on its nature and scope. We recommend as a minimum establishing weekly update meetings to ensure that the project is on track and to identify early any outstanding issues or difficulties – this can be by email, phone or in person

**Follow-up and feedback**

Clients will be asked to 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. A Client Feedback form will be sent to you towards the end of the project.

## 10. Confidentiality

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 MPhil in Technology Policy Final Group Projects.

Students are expected to abide by ethical guidelines in the consultancy projects and for this reason are required to identify themselves and their client company when seeking to obtain information from third parties.

Attached please find a copy of the Confidentiality Agreement together with a copy of our Project Terms for clients. We ask you to confirm acceptance of these terms when you submit your proposal.

## 11. Key dates

| 10 January 2024 | Final date to submit client proposals to Cambridge Judge Business School |
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| 1 February 2024 | Confirmation of projects |
| February 2024 | Team, client and academic supervisor develop project brief |
| 4 March 2024 | Sign off Project Initiation Document (PID) |
| 15 March – 31 May 2024 | Students work on project with client and prepare and present their findings and recommendations |

| Late May 2024 | Final presentation to project clients to be held by 31 May 2024, latest |
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| 3 June 2024 | Project report submitted. |

For further information please contact:

Ms Juliet Wilson
Principal Projects Leader
MPhil in Technology Policy
Cambridge Judge Business School
Trumpington Street
Cambridge
CB2 1AG

Tel: +44 (0)1223 760521
Email: juliet.wilson@jbs.cam.ac.uk
Website: www.jbs.cam.ac.uk/recruiters-organisations/student-projects/mphil-in-technology-policy-final-group-project/