

BMAN 30180 Consultancy Project (40 Credits)

Frequently Asked Questions

Can I pick my own group?

No, the lecturers will allocate groups with an eye for gender and nationality balance.

What are the risks if most of the marks are for group work?

It is true that you will rely on most of your marks on your group's efforts (30% is for the individual reflective essays). This is risky, but the sessions in semester 1 give you the tools to understand yourself and group dynamics and the lecturers follow the groups assiduously so that any emerging problems can be dealt with early on. It is risky to take on a project for an external organisation and if you really do not like risks then this is not the course for you. Students who have taken the course in the past all say that the risk they took in selecting this course was worth it for the experience and learning which they gained.

What kind of projects will be available?

We have had a good variety including producing a business and finance plan, product marketing, services marketing, developing and handing over a database, developing a strategy and awareness raising (campaign marketing) and researching a user population. All the projects are for charities or third sector organisations, including the City Council and not private companies. The issues and challenges are not so very different in the third sector and it is extremely valuable business experience.

What skills will I acquire?

You will be expected to apply management knowledge you have from your BSc (e.g. international marketing, strategy, IT systems, accounting and finance) and you will develop research skills, organisation development skills, presentation and report writing skills to a very high level. You will also gain a deep appreciation of how you work with others and how to manage teams and clients.

What jobs have students got in the past?

The course stimulated some students to secure jobs in management and IT consulting, some were successful in competitive graduate schemes and others decided to change their career ideas after doing this course to try for something more suited to them (for example, something more creative).

Why is there a selection process and how do I apply?

We want to be sure that our very best and most highly motivated students are making contact with our local partners and delivering useful solutions, and students have to show enthusiasm and good analytical skills to be accepted. The personal statement helps us to judge suitability. Enthusiasm and a sense of commitment to the course are things we look for in addition to academic performance so far. You can download an application form from the Undergraduate Handbook.

What happens if groups fall apart?

The academics keep a close eye with regular progress reporting and there are interim presentations and reports after semester 1, so we would get early warning of any difficulties and could take action. Free-riding is not tolerated. If this occurs then the student is taken out of the group.

Why do we learn about self-development?

The ethos of this course unit is skills and personal development through delivering a practical piece of real consultancy. To do this in a thoughtful and reflective way ensures that students can gain the most from this experience, talk about it in interviews and assessment centres and have it as a foundation for career development. It is done through respected academic frameworks which students apply in their individual essays.

How do students do well on this course unit?

Without a doubt, students on this course put in a lot of work. Coordination with the group members and with the project organisations also takes time. The reports require engagement with theory and literature and a completely professional presentation. Students who did well understood the project brief and delivered robust high quality work, and paid attention to how the organisations would be able to sustain the solutions. We have received some truly outstanding work from this course unit.

What happens if the client does not like the work?

The outputs are marked by the academics running the course and not by the clients. If the work is good it will get a good mark whether or not the client appreciates it.