

## BUSINESS CONSULTANCY PROJECT

6-8 December 2021

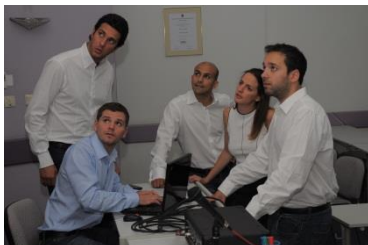
**MBA consultancy groups will:**



**...bring** an outside perspective



**...apply** MBA learning to pragmatic challenges



**...work** as a team of managers with business experience from different industries



**...deliver** presentation and final written report

Warsaw University of Technology Business School would like to invite your company to benefit from free consultancy service within the 14<sup>th</sup> edition of the Consultancy Project that will be held in December 6-8, 2021.

WUT BS has been conducting consultancy projects as a part of Executive MBA studies since 2008 in Warsaw (2008-20013 together with Cass Business School, City University, London). More than 100 companies of different size and industry have participated and benefited from the services (ING Bank, Bre Bank, Raiffeisen Bank, National Museum in Warsaw, Mazurkas Travel, EuroLOT, National Chamber of Commerce, Lubaszka Bakery, Kajima Europe, Fiege, Iveco, SealedAir, PwC etc.). In 2014 and 2015 projects were conducted in Budapest for Hungarian companies.

Project groups analyze business problems proposed by the company, associated with its operations or development plan, such as:

- structural reorganization of a company
- strategy for development of a company
- marketing strategy
- strategy for motivating employees
- introducing products to international markets
- analysis of cost effectiveness of introducing a new product
- customer and market analysis
- looking for a business partner abroad
- ...

Within 3 days a group of 3-4 persons will study a specified business problem in the company (or on-line) and will report their findings back in the final written report that will be sent to your company at the end of February 2022.

**Organizer covers all costs of the visit.** The companies' 'cost' is to host the group, share information with them and facilitate all necessary contacts depending on the topic of the consultancy topic. Companies from outside of Warsaw cover costs of accommodation project group at the hotel (if there is a need for accommodation). Students and the School sign a **Confidentiality Agreement** with the company to ensure that no information is shared with third parties and that this is a joint learning experience.

**If your company is interested in taking part in our consultancy project please complete the Application Form and send it back by email [Agnieszka.Felczak@biznes.edu.pl](mailto:Agnieszka.Felczak@biznes.edu.pl) to WUT Business School.**

Deadline for submitting applications: **15 October 2021.**

We are happy to answer any further questions about how the program operates ([Agnieszka.Felczak@biznes.edu.pl](mailto:Agnieszka.Felczak@biznes.edu.pl) or phone no. +48 22 2347064).

## Enrollment and schedule of the project:

1. The company applies for participation in the project by completing and returning to the School an **Application Form** (with a proposal and a description of your consultancy topic that should be associated with an issue concerning the activity of a company). Deadline: **15 October 2021**.
2. After approval of the topic, the organizers will get in touch with the company to arrange a **short on-line meeting (4-5.11 2021)**. The purpose of the meeting is to discuss the topic and reported organizational matters.
3. **During 3 days (6-8 December 2021) of work on site in the company or on-line** (10:00 - 15:00), a group of 3-4 MBA students will be working on the project
4. **A final written report** summarizing the company's business operations, presenting the findings and suggested solutions will be sent to the company **at the end of February 2022**.
5. **A final presentation** for the company will be given **11-12 March 2022 at the Business School**.

## Organizational matters:

### **The company hosting the students is required to:**

- **designate a person** who will be responsible for students' visit in a company and help in gathering data, organizing meetings with employees, visiting departments, etc.
- **provide a room/space with access to the Internet**, where students can work during the visit to the company and meet with the staff, if work on site will be possible.
- **cover costs of accommodation project group** at the hotel (if there is a need for accommodation in case of companies located outside of Warsaw)

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ORGANIZER: Executive MBA programme, Warsaw University of Technology Business School

There are 25 students in the Executive MBA programme. The group consists mostly of Polish students with one student from France, one from India and two from Ukraine. The average age is 37 years and the average professional work experience is 12 years. The students come from various educational backgrounds and represent the following fields: Engineering, IT, Social Science, Finance and many others.

The Warsaw University of Technology Business School is the leader in managerial education in Poland with over 29 years of cooperation with its prestigious founding universities: HEC Paris, the London Business School and the Norwegian School of Economics. The school's mission is to educate responsible business leaders. Recently, the School has become a member of the AACSB and CEEMAN associations. It was also classified as the best Polish Executive MBA programme in the QS Europe EMBA Ranking. The WUTBS EMBA programme has also lately achieved the higher quality standard of Mastery Class in the SEM FORUM MBA Rating. WUTBS took first place in the opinion of graduates in the MBA Perspektywy ranking. Its strong advantage is the international nature of education. The classes are conducted 100% in English with use of interactive didactic

methods and with participation of business practitioners. Special emphasis is placed on understanding and adapting to new technologies. Executive MBA programme is granted a prestigious EFMD—accreditation which proves the international top quality of the programme and WUT Business School's teaching standards. ([www.business.edu.pl](http://www.business.edu.pl)).

