

BUSINESS CONSULTANCY PROJECT November 2023 - March 2024

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 a 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 16th edition of the Consultancy Project that will be held from November 2023 to March 2024.

WUT BS has been conducting consultancy projects as part of Executive MBA studies since 2008 (2008-2013) with Cass Business School, City University, London). More than 110 companies of different sizes and industries 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 the development of a company
- marketing strategy
- strategy for motivating employees
- introducing products to international markets
- analysis of the cost-effectiveness of introducing a new product
- customer and market analysis
- looking for a business partner abroad
- ...

From November 2023 a group of 3-4 persons will study a specified business problem in the company (or online) and will report their findings back in the final written Report that will be sent to your company at the beginning of February 2024. A final presentation for the company will be given on 17 March 2024 at the Business School.

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 consultancy topic. Companies from outside of Warsaw cover the costs of the 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 to Agnieszka.Felczak@biznes.edu.pl, WUT Business School.

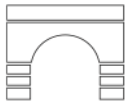
Deadline for submitting applications: **1 September 2023.**

We are happy to answer any further questions about how the program operates.

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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: **1.09.2023**.
2. After approval of the topic, the organizers will get in touch with the company to arrange a **short online meeting on 11-12.09.2023 (Monday, Tuesday)**. The purpose of the meeting is to discuss the topic and reported on organizational matters.
3. **From November 2023 to January 2024 (on dates agreed between the students and the company)** a group of 3-4 MBA students will be working on the project on-site in the company or online (10:00 - 15:00).
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 beginning of **February 2024**.
5. **A final presentation** for the company will be given on **17 March 2024 (Sunday)** at the Business School.

Organizational matters:

The company hosting the students is required to:

- **designate a person** responsible for students' visits to a company and help in gathering data, organizing meetings with employees, visiting departments, etc. The project is conducted in English, and the report and presentation are also prepared in English. As the consulting group may have foreign members who speak English, it is important for the language used to be easily understood,
- **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).

ORGANIZER

Executive MBA programme, Warsaw University of Technology Business School

The Warsaw University of Technology Business School is the leader in managerial education in Poland with 30 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 the use of interactive didactic methods and with the participation of business practitioners. Special emphasis is placed on understanding and adapting to new technologies. Executive MBA programme is granted a prestigious EFMD-accreditation, proving the international top quality of the programme and WUT Business School's teaching standards.

www.business.edu.pl

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