

# Birmingham Business School

## Examples of past projects carried out by MSc and MBA students

Field	Project Title	Programme
I.T.	A post-implementation assessment of the problems and barriers of implementing a western-developed Customer Relationship Management system in the Egyptian division of a global brewing company.	MSc International Business
Purchasing / Finance	A cost comparison study of the relative merits of buying in higher-value-added agricultural produce from Brazil compared to the more traditional approach of buying in raw commodities (e.g. Fruit Juice rather than Fruit, Freeze dried coffee granules rather than coffee beans).	MSc International Business
H.R.M.	A study of the motivational impact of intensive management reporting and performance measurement in a subsidiary of a multinational company	MSc International Business
Marketing / Operations	A market analysis of the potential for Total Quality Management training among Thai manufacturing SMES	MSc International Business
Marketing / Strategy	A study of the key success factors driving the Logistics industry in China: A comparison of the competitive advantage factors favouring domestic suppliers as opposed to those enjoyed by multinational logistics companies.	MSc International Business
Marketing	An evaluation of the impact of national animosity on the marketing of foreign products in China.	MSc International Business
Manufacturing / Strategy	A study of the opportunities and limitations for the adoption of Mass Customisation in the UK jewellery industry and the potential this offers SME jewellers for outsourcing to India or China.	MSc International Business
Market Research	An investigation for an environmental biology company to determine the market potential for a number of their consultancy services, including the scope for developing their involvement in the natural burial market. This involved an in depth study into client and product analysis, pricing strategy and fee proposals.	MBA
Operations and Marketing	Numerous annual MBA dissertation projects for an international Chemicals firm. Projects have taken place at their operations in China, France, Mexico, Poland and Thailand (with the company paying for the students' flights out). The projects involve reviewing an industrial market and developing a marketing plan for the industrial product in question. These have provided the company with valuable insights into die-casting in China and Poland, polyurethanes in France, tyre manufacture in Mexico and pressings in Thailand.	MBA
Strategy	Investigating the impact of Nanotechnology on Healthcare – biotechnology, pharmaceutical, diagnostics and medical devices, to steer the business strategy of a large multinational private equity firm.	MBA
Business Forecast and Marketing Strategy	A project to develop a three year marketing strategy for a Race Equality Council.	MBA

Strategy	Developing and implementing a strategy towards a Social Enterprise model for a major charity committed to generating income from social enterprise activity through the sale of their knowledge capital. This involved building up a clear picture of current employee and managerial attitudes towards SE and then critically applying theoretical models of organisational change theory to propose a strategy for achieving employee and stakeholder buy-in at the charity. In addition to qualitative research, this involved the identification of barriers in current organisational structure, management processes, communication and language, job descriptions, remuneration policies, recruitment and selection policies etc, to produce a proposed strategy for managing organisational change to achieve a positive internal environment for SE growth.	MBA
Retail Store Design	A major UK fashion retailer asked our Marketing students to evaluate their new store design. This involved interviews with customers, competitors' customers and also an assessment of competitor store designs. The students developed a detailed evaluation and provided extensive qualitative and quantitative data to help the retailer understand the strengths and weaknesses of their new store design. The students put forward a number of important recommendations and the retailer has adopted these changes in their latest retail development plans.	MSc Strategic Marketing and Consulting
Marketing Strategy	An elite UK ice hockey club commissioned students to develop recommendations for improving match attendance and also to increase the conversion of match attendees to loyal season ticket holders. The students undertook extensive qualitative research (focus groups) and quantitative research (including a 1500 respondent survey) and drew up a series of recommendations that covered match entertainment, a new approach to customer relationship management, improved communications targeting and the introduction of new marketing technology.	MSc Strategic Marketing and Consulting
Brand Positioning	An advertising agency commissioned students to undertake a review of their current market sector to establish brand awareness and perceptions of the agency. The company was keen to understand whether their reputation had developed to a point that would enable them to launch into a new market. The students' results provided unexpected insight into the perceived strengths and weaknesses of the agency and the students proposed a way forward for the agency to exploit its particular competencies.	MSc Strategic Marketing and Consulting
Online Communications	A major FMCG company was keen to understand how developments in new media (e.g. social networking and mobile marketing) could best be integrated into the way campaigns were planned and managed. The students evaluated a wide range of case studies on the use of new media, interviewed leading agencies to understand how new media was managed in different sectors, and developed a series of recommendations to help the company understand the key benefits of the new media tools and how their benefits could best be exploited.	MSc Marketing Communications