Introduction

AGSM @ UNSW Business School Strategic Consulting Projects offer organisations access to our MBA students who are experienced accountants, engineers, lawyers, medical professionals, IT managers and management consultants. The projects are guided by a senior academic with extensive consulting experience. They enable your business to tap into the collective strength of AGSM MBA students at no financial cost and risk to your organisation.

As Australia’s leading graduate school of management, AGSM @ UNSW Business School offers innovative, experiential, world-class programs designed to equip a new generation of leaders to thrive in an ever-changing world. With more than 40 years of leadership in Australia, our globally ranked MBA programs are taught by internationally recognised faculty with industry experience. AGSM students are immersed in active learning experiences and exposed to practical skills and tools they can immediately apply to real business problems.

The Strategic Consulting Projects program creates, develops and facilitates opportunities for AGSM MBA students to work in teams with clients on issues of strategic importance. In collaboration with senior executives, the AGSM MBA team will define and analyse the business issue and make recommendations for action through written and oral presentations. Conducted over twelve weeks, these projects have the capacity to address a wide range of issues including:

- Strategic planning and competitive analysis
- Market analysis for business growth opportunities
- Re-designing the customer acquisition process
- Viability of launching new products in the Australian market
- Improvement and measurement of organisational performance and measurement
- Determining productivity benchmarks and potential efficiencies
- Evaluating a pricing strategy
- Researching and analysing consumer preferences

Timeline

Project teams are available during two separate terms throughout the academic year; February to April and September to December.
The MBA Program builds a project scope around the client’s issue, and then assembles a consulting team of 3–6 MBA candidates. A faculty member who is an expert in the field or industry in question, ensures that the project is completed on time and to the client’s satisfaction. Clients include a wide range of business; from large multinational corporations to entrepreneurial ventures moving into the next stage after a business plan is launched, to not-for-profits.

We invite you to be part of a rewarding business partnership with AGSM MBA Programs.

To propose a Strategic Consulting Project, please send an expression of interest to agsm@unsw.edu.au and include the following information:

- Company name and contact details
- Provide some background information on your company
- Brief outline of the business issue
- What are the three key questions that you would like answered by the end of the project?
- Specific requirements in relation to the team members (if applicable)

Contact Us

T: +61 2 9931 9400
E: agsm@unsw.edu.au
agsm.edu.au

AGSM Strategic Consulting Project teams have performed strategic consulting for over 150 organisations from the corporate, government and non-profit sectors. Select clients include:

AMP • Austrade • Australia Post • Australian Capital Partners • Australian Stock Exchange • Bani International • BT Financial Group • Coles • Colliers International • Commonwealth Bank • CSIRO • Department of Prime Minister and Cabinet • Deutsche Bank • Disabilities Services Australia • DuPont Australia • Energy Australia • Federal Airports Corporation • Fujitsu Australia • George Weston Foods • Hewlett Packard • IBM • Lion • Macquarie Bank • Mayne Nickless • Merck Sharp & Dohme • Microsoft • Novotech • Qantas • Royal Botanical Gardens • SAP Australia • SBC Warburg • Sephora • Sony • South Sydney Rabbitohs • Suncorp • Telstra • TNT Asia • Tyco • Unilever • Westfield Holdings • Westpac • Zurich Australia

Please note: All information in this document is correct at the time of printing. The AGSM MBA Programs reserves the right to make changes to the program content, delivery and completion requirement as required.