

STRATEGIC CONSULTING PROJECTS

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.

Benefits

- Business Expertise
- Consultancy-style Work at No Cost
- A Dedicated Team
- Access to Australia's best & brightest MBA candidates
- Confidentiality of Information



12 WEEK PROJECT

The Project Team

The AGSM MBA Program is responsible for forming the project team and each team comprises of:

- 3-7 MBA candidates with a unique and structured approach to the business problem. As a team, they work together to successfully complete the rigorous demands of the project
- An esteemed academic faculty member selected as a result of their experience and expertise in the field or industry to provide support and guidance to the team and the work performed.

Pre-Project Planning

The AGSM MBA Program works with the client to develop the scope and objectives of the potential Strategic Consulting Project. Once the project is thoroughly scoped to satisfaction, and the AGSM MBA Program and client are in agreement, the MBA Program Project Team is formed and preparation is made for the project start date. The broad flow of the project is as follows:

Week 1 - 2 Project launch and scope	After the pre-project planning is completed, the project is launched with an initial briefing between the Project Team and the client, which provides a full overview of project issues. Following this, the team creates and finalises a project scope to outline the methodology, time schedule and resource requirements. Both the Project Team and the client agree upon this scope before moving ahead.
Week 3 - 8 Research and analysis	Throughout this process, the team will need to meet regularly with the client contact. Depending on the nature of the project, the team may need to perform the work on your company's premises. Interviewing may be necessary as well as assistance with gathering internal information and feedback.
Week 9 - 12 Final analysis and presentation	After the final analysis is completed, the project culminates in two key deliverables: a presentation and a report. At the end of the twelve weeks, the team will deliver a professional presentation to the client. Typically, this includes key executives and decision-makers involved in the business problem – it may also include secondary groups such as others in the company who need to be aware of the problem or clients who will be interested in the results. Following the presentation, the team will provide a final report that will deliver the outcomes/recommendations, as well as details of data collected and the analysis performed.

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 • Bain International • BT Financial Group • Cochlear • 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.

APPLICATION PROCESS

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

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