

Example Industry Led Projects

Example 1

Project outcomes (what do you want the students to have achieved when they finish)?

Students will have a deeper understanding of how academic research and business practicality ties together in terms of comparing different approaches and reaching the best solution to drive results.

Project outline

The project is to assess the usage of NPS (net promoter score) in measuring training/learning effectiveness for businesses. NPS is widely used as a measure of customer satisfaction in surveys, but is it the right metric to be using to measure employee satisfaction with training? This project requires you to explore academic commentary on NPS, while comparing that to how other businesses use it and whether it's the right metric for a training organization at Company X. By the end, students should be able to present on their academic and industry findings of the usage of NPS in training organizations and present a proposal on which metric the training team

Example 2

Project outcomes (what do you want the students to have achieved when they finish)?

The results from this project will potentially provide tangible solutions to improve Company X's online presence of D&I. From project participation, students will develop valuable, transferable skills including time management, communication, collaborative working, analysis and displaying information effectively, and will also provide first-hand insights into a relevant, commercial project.

Project outline

With 85+ nationalities working together as a team, diversity and inclusion (D&I) is a huge focus at Company X and we want to develop our D&I presence online to reflect this commitment. Our areas of focus include gender, ethnicity, different abilities, LGBTQ+, social mobility and caring responsibilities as well as the ways these intersect. We would like you to develop a strategy to increase our online presence of our work towards D&I. This could include a revamp of the D&I webpage on the Company X website, social media campaigns or engagement strategies to reflect Company X's ongoing commitment and focus to promoting D&I in the technology industry. The aims of this project are: • To attract a diverse range of students to pursue a career in the technology industry with Company X. • Increase Company X's visibility of being committed to diversity and inclusion in an effective and engaging way. • To provide relevant and interesting information on diversity and inclusion strategy via online platforms. We would like you to present your strategy to representatives from Company X's UK University Partnerships team in a presentation format. You could also include a visual representation of any designs.

Example 3

Project outcomes (what do you want the students to have achieved when they finish)?

The aim of this project is to accumulate specific, detailed and relevant data on the competitors of Company Y, allowing Company Y to enhance their business and marketing strategies, and highlight their own position within the market. Students will learn to work to a brief, divide tasks among the group and further develop research skills as well as ideal ways to present information and data in a way that is useful and accessible to a client. This project will also provide opportunities to develop skills needed for presenting a comprehensive data set while also distilling key information in to a 'quick access' summary. Presentation could be in the form of tables, spreadsheets, graphs, and/or presentations. The project will also provide an opportunity to learn skills required for presenting project progress to a client and taking on feedback (and potentially making changes) as a result.

Project outline

aim of this project is to accumulate specific, detailed and relevant data on the competitors of Company Y. This data should be compiled into a comprehensive and easily accessible report in a variety of valuable forms (tables, spreadsheets, graphs, and/or presentations) These reports will be drawn upon by the company to identify their competitors position, strengths and weaknesses, allowing the company to enhance their business and marketing strategies, and highlight their own position within the market. The reports should ideally include:

An overview of Company Y's top 15 UK competitors - Company name - Yrs in existence - Mission statement - Company size - Financial turnover - Products & services offered - Average cost of products & services - Clients - Competitive advantage, if any - Main marketing channels - Links to website & social channels Do they only work with third sector (if no what is the ratio of Brand vs Charity clients) Detailed report on top 5 competitors - Heads of dept (Business development, Marketing, Directors, Creative) - Specialism - Break down of service costs - Strengths - Weaknesses - How user friendly & informative is their website? - Social media presence (platforms used, frequency of posts, examples of posts, levels of engagement) - Blog/ newsletter & example topics - Other marketing channels used - Do they run or participate in any events? - Size of client portfolio - Where do they differ to Company Y