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[MSc Business Analytics](#)

These students are able to interrogate large data sets, gaining insights to inform strategic decision-making.

They will be familiar with R, Tableau, SPSS Modeler and Excel spreadsheet modelling with VBA. Some will also be familiar with Python, Simul8, SAS EnterpriseMiner, SQL and other specialist tools through elective modules and extra-curricular study. You can learn more about the course content [here](#).

Ideal projects are those that tackle a data-driven business problem; previous examples include:

- **CitySuper (HK):** Demand management with consumer behaviour
- **Dixons Carphone:** Design and calculate a Customer Lifetime Value model within the electricals market
- **Dunlop Oil & Marine:** Improvement of short and long term sales forecasting methodology for a mainly project based business
- **Sainsbury's Argos:** An application of multinomial logit modelling in e-fulfilment demand management
- **UniCredit Bulbank:** Effect of development of personalised offers to a sub-segment of clients
- **Whittington Health:** Scheduling patient appointments in an IAPT Service within the NHS

For 2020, our academics are particularly interested in supporting projects on the following topics. This is not an exhaustive list, and we would welcome briefs focused on any suitable subject area:

- Approximation and heuristics
- Combinatorial optimisation
- Decision making under uncertainty
- Discrete mathematics and its applications (DIMAP): research in discrete modelling, algorithmic analysis, and combinatorial (discrete) optimisation
- Multi-criteria decision analysis
- Optimisation with game perspectives
- Revenue and demand management: how to maximise revenues using demand management techniques?
- Scheduling: optimal allocation of limited resources to variegated tasks
- Simulation research: make-believe is better than reality
- Supporting strategy: how do managers support their strategic decision making activities?

MSc Management of Information Systems & Digital Innovation

This course develops skills in programming, artificial intelligence, and cyber security. Students are encouraged to consider the strategic role of data in business, while also focusing on strategy design using a strong foundation of empirical evidence. You can learn more about the course content [here](#).

A great project would be focused on a strategy to improve your organisation's information systems, or recommendations for the digital transformation of your business. Some clients ask our students to research best practice in an area their business is looking to explore.

The project should be of significant current interest at management level and should be a strategic project, not one focused on undertaking practical development or implementation. The project scope should be broad enough for a student to apply their learning at a strategic level, but achievable within a 10 week period.

Previous projects include:

- **BT:** AI business cases – how to cash in the cheque
- **Iress:** Adding insight for investors
- **Jaguar Land Rover:** Smart Connected Warehouse – application of Industry 4.0
- **Nationwide Building Society:** Automated advice strategy
- **Nimbus Maps:** Automation of customer service
- **Ricardo:** Digital innovation at Ricardo Strategic Consulting

We welcome all suitable projects, and this year we are particularly keen to hear from clients looking for a student to support them in one (or more) of the following areas:

- Algorithmic management
- Artificial intelligence, machine learning and deep learning
- Big data analytics, customer experience, innovation and digital start-ups
- Cyber security, data standards, governance and compliance strategies
- Digital entrepreneurship, manufacturing and transformation
- Digital platforms and value creation
- Digital trust
- Digital work and workplace
- Industry 4.0, business operating model strategies
- Intranets
- IT outsourcing and business value
- Knowledge management
- Reputation systems
- Sharing economy platforms and value creation
- Social networks and virtual teams
- Technology ecosystems around defining value and monetisation

MSc Marketing & Strategy

This course provides an intellectually rigorous foundation in the disciplines of both marketing and strategy. As well as branding, communications, and marketing management, our curriculum covers ethics, digital disruption, and current global issues. Familiarise yourself with the course content in detail [here](#).

Our students are suited to a variety of projects, from developing marketing plans to examining opportunities for expansion into foreign markets, or providing recommendations to improve customer experience. The cohort comes from range of backgrounds, bringing curiosity and a fresh perspective to the opportunities and challenges facing your business. These students also offer a high-level of social media and digital literacy.

Good projects require the use of qualitative and/or quantitative research, with a scope that can be feasibly completed within 10 weeks. Although students can advise a strategy, implementing their recommendations would fall outside the project remit, but this is certainly something that could be explored afterwards!

Previous projects include:

- **Knowledge Quarter London:** Creating a destination marketing strategy
- **Müller Dairy:** How can a sports partnership impact consumers' perception about health?
- **Royal Bank of Scotland:** How can NatWest create widespread awareness and advocacy through digital content?
- **Shakespeare's England:** Who is, isn't or should be visiting?
- **Tangle Teezer:** Evaluating Tangle Teezer's and competing brands' marketing strategies in India

Briefs covering a diverse range of topics are welcomed, but your organisation may be interested in one of the areas suggested below:

- Augmented/virtual reality and artificial intelligence in marketing/strategy
- Corporate Social Responsibility/ethics
- Customer acquisition, engagement, retention and/or loyalty
- How can Company X become more resilient and agile in times of crisis?
- Impact of social media, big data and/or machine learning on advertising, growth and performance of companies
- Location-based mobile services marketing
- Maximising the customer experience / Customers and experiential brands
- Online vs Offline Customer Word of Mouth: Why is online word of mouth predominantly positive?
- Strategic role of timing or time in marketing (e.g., time-of-day marketing)
- The impact of digital technologies upon marketing/strategy in industry X and potential future directions
- Using games/gamification to enhance business competitiveness
- What does the Internet of Things revolution mean for strategic management?

Masters in Business Administration (MBA)

The Warwick MBA challenges students both academically and practically, requiring them to meaningfully apply theory to develop solutions to current real-life business problems. Students select their own path and MBA specialism through their elective modules; you can explore some of their options [here](#).

The cohort is guided and taught by world-class professorial staff, industry insiders with years of practical insights, and a full-time coaching team. The result is well-rounded professionals, eager to support research and share their learnings, from a course ranked number one in the UK by *The Economist*.

Our MBA students can bring a number of skills to your organisation, including:

- **Leadership** Warwick is one of the few institutions to offer an assessed module focussing on developing core leadership skills.
- **Creativity and innovation** The curriculum is designed to fuel a growth mindset, with entrepreneurial flair.
- **Experience** On average our candidates have eight years of work experience (a minimum of four at managerial level) from a wide variety and range of sectors and functions.
- **Diversity** Our cohort represents a number of nationalities, which brings diversity of thought and a fresh perspective taking cultural nuances into account.
- **Relevancy** Students will be introduced to the latest theories and concepts at the cutting-edge of business studies.

Ideal projects ask students to leverage their experiences to present you with an innovative solution to a business challenge. Previous titles include:

- **ARM:** Developing a strategic approach to Mergers & Acquisitions
- **Boston Consulting Group:** A stakeholder engagement review
- **Capco:** The impact of blockchain for wealth management
- **EY:** What insights and IP can be informed by big data?
- **Ford:** What does it mean to be customer focussed in sub-saharan Africa?
- **GE Healthcare:** Business strategies for digital solutions
- **Inovo Robotics:** Market entry strategy for modular robotics products
- **The Co-operative Society:** What is the future role of our own brand products?
- **The Telegraph:** Increasing community engagement
- **UK Power Reserve:** Cultural measurement and change
- **Williams Advanced Engineering:** Driving improved operational performance in a high-growth, dynamic and high-tech environment