

## **MSc in Information Systems Management and Digital Innovation**

### **What makes a good MISDI project?**

A great project would be focused on the organisation's experiences of a topic related to an aspect of Information Systems and Digital Innovation. Some organisations use the student to research best practice in an area they are looking to explore. The project should be of significant current interest at a management level and should be a strategic project and **not** one focussed on doing practical development or implementation. The project scope should ideally be broad enough to apply to student's learning at a strategic level, but achievable within the 10 week period. As the host company, you will ideally share data sources with the student prior to project start as this data and the full project will inform the student's dissertation.

### **What skills can our MISDI students bring to your organisation?**

All students on this course will have performed above average at undergraduate level. They come varied backgrounds and nationalities with a high level of intelligence.

They are all studying the same course which offers them the follow perspectives on information systems management and digital innovation:

- Enterprise Information Systems implementation including project management & governance
- Data & Business Intelligence
- Digital Business & Workplace Technologies
- Digital Business Strategy & Strategy Design
- Global Sourcing & Innovation
- Knowledge, Work & Innovation.

The course encourages and develops awareness and skills in process, evaluation, change, analysis, culture and context, international comparison and applying theory to practice.

### **Examples of previous project titles:**

- Digital innovation in the sharing economy
- A maturity model for enterprise social media
- Big data and business intelligence in Fintech companies
- Mobile payment and business value creation
- Knowledge sharing over not-for-profit digital platforms
- Security and risk management in digital work
- Crowdsourcing for innovation

## **MSc in Business Analytics**

### **What makes a good MSBA project?**

Ideally suited projects are those which tackle a strategic challenge you are currently facing! Our talented students are able to study large data sets, to gain analytics insights to inform decisions and recommendations, presenting to you a strategy to tackle your challenge.

### **What skills can our MSBA students bring to your organisation?**

This year's cohort has varied backgrounds and nationalities with a high level of intelligence.

They are all studying the same course which offers them the following perspectives on analytics for business through specific CORE modules:

- Analytics in practice
- Spreadsheet modelling
- Business statistics
- Operational research modelling

These students will be familiar with Tableau, SPS modelling, Excel, Excel Solver and SAS Enterprise Miner (not programmer). Some will also be familiar with Python and Visual Basics through elective modules.

### **Examples of previous project titles:**

- The risks of supplier change in Direct product sourcing
- Should cost modelling – the application and likelihood of success in area of high information asymmetry
- Entering new markets for low cost country sourcing – a geo-political assessment of new markets
- Supplier and contract segmentation and enablement
- Using Machine learning techniques to predict and encourage end-user behaviour in mobile applications
- Analysis of IBM Watson Data for Production of a Health Tech Infographics Campaign
- Use of Risk Modelling to improve Housing Market Predictability

## **MSc in Marketing & Strategy**

### **What makes a good Marketing and/or Strategy project?**

Our students are suited to a variety of projects, from creating a marketing strategy for a new product launch (for example), to looking critically at your overall business or people strategy and suggesting recommendations based firmly in academically rigorous analysis. Your organisation could benefit from a number of different interventions, from designing an overseas market entry strategy, to creating a social media strategy, or looking at how you could future-proof the direction of your business. Good projects require the use of qualitative and/or quantitative research, and are discrete enough in scope to allow full completion within 10 weeks while being broad enough to allow students to apply as much learning from their course as possible. Importantly: although students can help advise you on a strategy, their time limitations mean that creating marketing plans or implementing their recommendations would fall outside the project remit. That said, if they impress you – this is certainly something that could be discussed!

### **What skills can our Marketing & Strategy students bring to your organisation?**

Our cohort is incredibly diverse in terms of backgrounds and nationalities, but they all bring the same level of curiosity, intelligence and a fresh perspective to the opportunities and challenges facing your business. In the main, these students will have limited work experience, but can offer you youthful inquisitiveness and a high-level of social media and digital literacy.

For background, the core modules on this course are:

- Issues in Marketing: Theory & Practice
- Issues in Strategy: Theory & Practice
- Research Methods for Marketing & Strategy
- The Environment of Business
- Advanced Marketing Management
- Advanced Strategic Management

### **Examples of previous project titles**

- A sales growth strategy for a agro-chemical business
- Branding strategies for autonomous vehicles
- EU Product Launch Strategy (broken down into separate country-focussed projects)
- Develop a business strategy for a start-up company supplying novel ultraviolet sensors
- Reputation Risk Impact and Reporting

## **Masters in Business Administration (MBA)**

### **What makes a good Marketing and/or Strategy project?**

Here at Warwick the MBA is a practical degree in which theory is taught, and then applied to the practical world. Our students are challenged both academically – by world class faculty, and provided with skills to meaningfully apply theory to develop practical solutions. Guided and taught by both full-time faculty; professors of practice (Industry-based) and a full-time coaching team, our students are well-rounded professionals, eager to share their research and learnings.

Ideally your project will challenge the students learning and enable them to utilise to your advantage theoretical knowledge and frameworks learnt from MBA modules. In conjunction with current company data or access to your organisations stakeholders, policies and/or practices, the students will carry out a rigorous piece of quantitative or qualitative research for analysis using a variety of techniques and concepts. This information will be analysed in line with your pre-agreed objectives and outcomes and recommendations and reported back to you in a format of your choosing such as a white paper, a management report or company presentation. Students value the opportunity to present their findings to a wider group or as part of a exec. meeting, especially where their research feeds into ongoing project work.

### **What skills can our MBA students bring to your organisation?**

- Leadership – Warwick is one of the few institutions to offer an assessed module focussing on developing core leadership skills
- Access to the latest thinking from the top ranked Business school in the UK, also placed 18 w/wide (Economist)
- Creativity and Innovation, along with an entrepreneurial mindset
- Diverse business experience – on average 8 years of prior work experience from a wide variety and range of sectors and functions
- Cultural expertise, diversity of thought and a fresh perspective from an external viewpoint
- Access to new theories and concepts such as frameworks for understanding organisational behaviour

### **Sample project briefs:**

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