



UCD Michael Smurfit  
Graduate Business School



# MBA Capstone Consulting Projects

## Company Briefing



# UCD Michael Smurfit Graduate Business School

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- UCD's Michael Smurfit Graduate Business School is Ireland's leading Business Academic Centre with triple accreditation from AMBA, AACSB and EQUIS; true hallmarks of our excellence in management education.
- Our institution, our MBA students and our academic excellence make the **Capstone Consulting Project** a very appealing proposition for our partner companies.
- The UCD Smurfit MBA is currently ranked **70th** in the world's top 100 by the Financial Times and The Economist Intelligence Unit.

## Our MBA Students:

- Our full-time MBA attracts 71% of its participants from overseas, including the USA, South America, Asia and Europe.
- 75% have spent part of their career overseas, and approximately 42% are women.
- The average age on the full-time MBA is 29 years, and participants have an average of six years' professional experience in sectors including Accountancy, Engineering, Finance, Media, Management and IT.
- The range of age and experience within those parameters is extensive, which helps to add to the rich diversity of the class.



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- As part of our MBA Programme, we partner our MBA students with interested companies to **execute a valuable business project** on their behalf.
- An integral component of the MBA Programme, the Capstone Project provides students with the opportunity to **apply their learning** in a real and valuable way.
- Projects can focus on **any functional domain or business issues** that your company needs to address.
- The duration of the project work is **6 weeks** from **mid-June until the end of July**. (Students can be based on or off site.)
- Working in teams of 3 or 4, participants are **highly motivated and talented** with diverse personal and professional experience.
- Partner companies will receive a **full written report** including methodology, analysis and recommendations.



# The Partner Process

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- As the leading Graduate Business School in Ireland we pride ourselves on our powerful industry links and our real focus on **transforming the practice of management**.
- We would like to engage with **progressive organisations** that are open to collaborating with Smurfit Business School to:
  - (a) deliver benefits to their own organisation and
  - (b) contribute to the development of UCD Smurfit School and its students.

## Company Sponsor

- To ensure a successful process, we require a dedicated **company sponsor** to liaise with the project team.
- This Sponsor will oversee and help define the **project scope, deliverables and milestones** and ensure expected outcomes are delivered for the company.
- The Sponsor will also **facilitate the students' access** to approved company information, management, clients and / or suppliers as required during the course of the project.
- Finally, the Sponsor will **provide feedback** and evaluate the final report, prior to the presentation to Senior Management.



# Previous Projects

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- **On- and Off-line International Marketing Strategy** for a leading Pharmaceutical Company.
- **Performance and Process Assessment** of a support service for a prominent global software company.
- **Specific Capability Assessment and Analysis Project** for a large Financial Institution.
- **New Market Entry Strategy and Location Decision Matrix** for a hospitality company.



# Indicative Timelines (2018/19)

DATE	STAGE
October 16th	Information Event for DLRCC Companies at UCD Smurfit School
March 29th	Submission date for Company Project Proposals to Kathy O'Reilly (kathleen.oreilly@ucd.ie).
April 10th	Capstone Partner Event – Partner Companies meet the potential project teams at an event in Smurfit Business School. Companies will share background information about the organisation with the students and outline the scope of their company project.
April 18th	Partner Company and Project Teams are agreed and finalised with both sides having an accurate mutual understanding of the project scope and objectives. Company Sponsor introduced to team members.
June 17th	Project Launch for the MBA Students, fieldwork begins
July 26th	Fieldwork Completed.
August 7th	Final Written Report Submitted to the MBA Programme Office and the client.



# Contact Details

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MBA Capstone Partner Relationship Manager: Kathy O'Reilly

- Project submission forms are available from [Kathleen.OReilly@ucd.ie](mailto:Kathleen.OReilly@ucd.ie)
- Please inform us of any Non-Disclosure Agreements or security requests that your company may have.





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