



UCD Michael Smurfit  
Graduate Business School

# Lisbon

## MBA International Consultancy Week

06 to 09 June 2022



## Could your business benefit from our MBA students' knowledge and new ideas?

The aim of the International Consultancy Week in Portugal is to provide participants an insight into the issues associated with living and doing business in the country, together with offering students an opportunity to study together with peers, and to apply some of the learning from the programme in a potentially unfamiliar environment.

The live case approach is intended to provide benefits both to MBA students and to the client organisations. The students are committed and keen to use their skills and experience to develop practical and well thought through recommendations to dealing with real challenges, knowing that they are going to be assessed on the work done.

**There is no financial cost associated with our consulting week initiative.**

Clients have the opportunity to benefit from a valuable external perspective and insights of business people from a range of sectors and backgrounds, in return for a modest investment of time and effort.



### **Front-line thinking**

Business problems and challenges are informed by exciting insights drawn from the latest research across disciplinary fields.

### **Practical advice**

Fresh insights are mastered into practical solutions and recommendations.

### **An alternative perspective**

Our students are among the brightest. They are experienced, multidisciplinary and multicultural, and can genuinely offer your business a very different perspective.

### **A comprehensive presentation and report**

Each participating business will attend a presentation outlining the key recommendations and then receive a detailed written report, which you can refer back to and distribute to your colleagues.





## How does it work

Student preparation	<ul style="list-style-type: none"><li>• Investigate the economic, political, cultural and social background of the location and the client</li><li>• Research the live case organisation</li><li>• Understand the challenge that is to be investigated</li></ul>
Client preparation	<ul style="list-style-type: none"><li>• Provide an outline brief, scoping the challenge around seeking advice and share useful contextual data (we will supply a template). Typically this will include:<ul style="list-style-type: none"><li>○ the challenge framed as a question to be researched and answered</li><li>○ useful background information including financial information (if appropriate), links to appropriate websites etc.</li><li>○ recommendations of who within the organisation can be approached for insight and for interviewing during the live case period</li><li>○ In advance of the visit to the country provide time to connect with the students via email/phone etc.</li></ul></li></ul>
Type of challenge	<ul style="list-style-type: none"><li>• Strategically important to the client</li><li>• A real issue that has not been resolved yet</li><li>• Can be dealt with in a short space of time (4-5 days in total)</li></ul>
Project type	<ul style="list-style-type: none"><li>• A plan on any of the following areas: business, strategic, market, financial, organizational.</li><li>• Business development, new market entry, or new business opportunity, or business planning opportunity.</li><li>• A process assessment evaluation, benchmarking or improvement opportunity.</li></ul>
Pre-week planning	<ul style="list-style-type: none"><li>• Provide any relevant documents which students may study in advance</li><li>• Telephone or e-mail details of a contact within the organisation - this can help with the students' preparation and reduce demands on staff time during the visit</li></ul>
Client visits during week	<ul style="list-style-type: none"><li>• Initial visit where the students can be more formally briefed and be given the opportunity to ask questions and gain a better feel for the organisation and the challenge to be investigated (Monday 06 June 2022).</li><li>• The student group (4 or 5 MBAs) then prepares a plan for the work to be done and data collected during the week – which may involve subsequent visits to the organisation, to competitors, discussions with customers or potential customers etc. with the aim of presenting their findings and proposals to representatives from the client organisation at the end of the week. The students would preferably be based at the company's offices during the week.</li></ul>
Final Presentation	<ul style="list-style-type: none"><li>• Presentations of student group's work on the live case organisation/s to the client group Essential that the clients are present for the final presentation - usually on the morning of the last day of the programme (Thursday 09 June 2022).</li><li>• Preferably all students and clients will be present to see each other's presentations and for the faculty member to be able to assess the presentations from each group.</li><li>• Students are assessed on these presentations and feedback from the client representatives is welcomed and encouraged.</li></ul>



## Frequently asked questions

### How do MBAs work on the live cases?

- Target of 5 MBAs per group
- Time spent on Live Case between 4 to 5 days in total
- Each group will work with a different client organisation or on different challenges within the same client organisation.

### Is the project assessed?

- A member of UCD faculty will be dedicated to the programme and will be involved in connecting with clients and considering appropriate live cases for the MBAs.
- The same faculty member will be supporting and guiding the students prior to the programme and helping them to connect with their client hosts.
- The faculty member will also be present in Lisbon for the duration of the programme, monitoring the progress of the MBAs and marking the final presentations.

### How much time and resources is needed from the clients?

- Time prior to and during the programme to connect with the student group.
- Relevant resources that allow the student group to carry out the consulting work required by the client.
- Suitable office space for the project team to work from.
- Any other relevant information and access that may be required during the program for mutual effectiveness.

### Are there any financial costs to clients?

- No financial cost to the client.
- Time invested in connecting/meeting with the student group prior and during the programme.
- A dedicated Primary live case person within the client organisation to be the main contact for the students.
- Clients to be present during the final presentation and prepared to provide feedback to the student group.

### What about confidentiality?

We understand that many of our projects will touch on confidential company information, so we will always work with complete integrity and discretion. A confidentiality agreement can be signed in advance with the students if required.

## About UCD Michael Smurfit Graduate Business School

The UCD College of Business is Ireland's leading Business School and research centre, and has been delivering business education in Ireland for over 100 years. It comprises of UCD Lochlann Quinn School of Business (undergraduate), UCD Michael Smurfit Graduate Business School, UCD Smurfit Executive Development and UCD Business International Campus.

It is the only business college in Ireland to hold the 'triple crown' of international accreditations from AACSB (US), EQUIS (Europe) and AMBA (UK) and the only Irish member of the leading business school alliances, the Global Alliance in Management Education (CEMS) and the Global Network for Advanced Management (GNAM).

One of the keystones of a reputation as one of the world's leading business schools is the quality and expertise of its faculty. Over a third of our academic staff are international, representing more than 15 countries. Our major objective will be to increasingly move the College into fourth level activities and to achieve a quantum increase in research output, through supporting individual research and developing new well-funded research centres. This emphasis on research will be reflected in our ongoing commitment to high quality teaching and learning which will be research-led and research-informed.



## Who can we contact for further information?

If you believe your business can benefit from being involved in the programme please contact Max at [maksym@legacy-ventures.com](mailto:maksym@legacy-ventures.com) or +44 7900 892 823.