

# The MBA Business Mastery Project

At Bayes, we help individuals thrive in a dynamic, interconnected world. We blend cutting-edge theory and practice, inspiring our vibrant London home, while engaging our international network. Among the leading global business schools, the Bayes approach is uniquely energising, personal yet global, intellectual yet practical, passionate yet disciplined. We seek to collaborate with organisations in a variety of ways, one of which is through the Bayes Business Mastery Project.

Our MBA students undertake a Business Mastery Project (BMP) as the final piece of work for their MBA programme and they can do this with an organisation. Taking place over the summer, the project is one of the highlights of the MBA programme, allowing students the opportunity to analyse real life business issues and offer a set of tailored solutions and recommendations to an organisation.

## TYPICAL PROJECTS

Types of projects vary depending on the organisation. The aim is to provide a unique and objective review of an important aspect of your business. The BMP may take place in any commercial, industrial, public sector or not-for-profit organisation, anywhere in the world. Recent projects have included: defining a new packaging sustainability model for a leading UK consumer goods company; researching and developing a new product for a global asset management firm; undertaking strategic analysis of the banking sector retrenchment for a growing FX specialist and researching real estate disruptors based on big data and analytics for a digital consulting firm.

## HOW DOES IT WORK?

Having identified an issue or area of challenge relevant to your business or industry that you would like investigated, we would ask you to submit a brief proposal to the MBA Careers Team which will be reviewed by a member of faculty to confirm that it meets the academic requirements of the course. Students would typically work with your organisation for a period of up to 10 weeks over the summer. Students can work full-time or part-time, at an organisation's offices or on the Bayes campus.

“ Our MBA student worked with us to help us understand the Chinese informal education market. Beyond her research and language skills, which are hugely helpful in that market, she also brought knowledge of the sector and a number of personal contacts that meant the desk research was completed by access to experience on the ground. We came away from the project with a number of warm leads and actionable recommendations to take our project to the next level.”

Jill Hodges, Founder/CEO, FireTech

## BENEFITS TO YOUR BUSINESS

- Latest in business thinking from current MBA students
- Fresh, objective insight from highly motivated individuals
- Practical recommendations unique to your organisation.



**BAYES**  
BUSINESS SCHOOL  
CITY UNIVERSITY OF LONDON

[ Always learning ]

“At Swoop, we’ve found the programme to be hugely impactful. We’ve been able to leverage fresh left field thinking from high quality students into ongoing business projects that allow us to carry out better researched and validated projects before executing on them.”

Ciaran Burke, COO & Co-Founder, Swoop

Organisation engages with MBA  
Careers Team

Organisation submits project proposal  
between February and April

Proposal sent for faculty  
approval

Project advertised to students  
on our internal careers portal,  
Bayes Careers Online

Students apply directly to  
organisation

Organisation starts selection  
process and advises students of  
the outcome

Successful student and  
organisation agree on working  
arrangements

Student starts work on the  
project

Project completion September

#### HOST ORGANISATIONS

Some of the organisations that have taken advantage of the benefits offered by Bayes Business Mastery Projects include:

- 02 (Telefonica)
- Accenture
- Bank of New York Mellon
- Boster Group
- Britvic
- Close Brothers
- Disney
- Deutsche Bank
- Equiteq
- EY Seren
- Great British Chefs
- Growth Street
- GSK
- Investec
- Invesco
- JP Morgan Asset Management
- Landsec
- Schroders
- Swoop
- Visa Europe
- Verizon
- Worldpay
- World First
- World of Initials
- World Wide Generation

#### For further information

Contact the MBA Careers Team at [bayes-careers@city.ac.uk](mailto:bayes-careers@city.ac.uk) expressing your interest and we will ask you to complete a brief proposal template outlining the project.