

Bachelor Consultancy Project

Company Brochure

September - December 2022

Guide Student Consultants in helping your company!
www.maeur.nl/bcp

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Introduction

Participation in the Bachelor Consultancy Project offers your company tailor-made research, conducted by a team of students from the Erasmus University Rotterdam.

Four third-year business or economics students are selected by us for your company and case through an extensive selection procedure. These students will conduct academic-level research for your company. A research proposal will be drawn up in consultation with your company, which will then be carried out in the period

from September to December 2022.

In this brochure you will find a detailed description of the Bachelor Consultancy Project 2022. For further questions, please contact Quinten Allemans Hartog, External Relations Coordinator of the 53rd board of MAEUR, by sending an email to external@maeur.nl or by calling +31 (06) 40 57 90 22.





The research

The study is designed together with your company, so that the plan exactly meets your needs. Many different studies have been conducted in the past for this similar project. Some examples of this are market analyses and customer satisfaction surveys.

During the research, the company will be heavily involved, so that the research team and your company will stay on the same page. In addition, the research is supervised and assessed by academics.

Naturally, the contents of the results will only be used for the realization of the research.

Students can carry out this research as a replacement for a regular minor. After completing the project satisfactorily, they will receive 15 study credits for this. Everything is done under the supervision of a professor at Erasmus University Rotterdam.



The process (I)

1) Research Preparation (Augustus/September)

At the end of August or the beginning of September, the project will start with a preliminary study and the first meeting between you and the relevant students. By having a meeting in the office, you know who will conduct the research and the students can ask questions to get to know your company even better.

2) Desk research (September)

The students will start the actual research in September. During this phase of the project, knowledge is gathered about your company and the market in which it is located. Use will be made of both internal information available to the company and external sources.

The process (II)

3) Field Research (October/November)

During a period of 6 to 8 weeks, the students will conduct field research in the relevant market. They will do this by researching this area and gathering information from various stakeholders. For example, the students will interview customers or experts or conduct surveys.

4) Completion and reporting (November/December)

The results of the desk and field research will eventually be bundled and documented in a final report. This consultancy report will have to be submitted to the supervising professor and your company at the beginning of December. Finally, the students will present their findings to your company.

Value

The Bachelor Consultancy Project offers your company many different special opportunities. Due to the academic character of the project and the selection procedure, it is possible to have a research carried out of high quality, without incurring high costs.

During the desk and field research, the students are full-time available so that the project can be elaborated in detail. In addition, the research will be supervised by professors at Erasmus University to guarantee the quality of the research. These professors

are also responsible for the assessment of the project.



Experiences

MAEUR gave the Municipality of Rotterdam the opportunity to conduct research into increasing the occupancy rate of the Public Parking Garages in Rotterdam. After the briefing, the team quickly got to work, asked additional questions, and formulated the question. The presentation and the final report were published within the schedule. I have experienced the project as useful and pleasant.

Joost Juffermans,
Gemeente Rotterdam,
Bachelor Consultancy
Project 2016

This project was an interesting way to receive the objective underpinning and vision of a group of students about entering or not entering new markets in Europe. It is special to see how quickly the students master the materials that they were given. Moreover, it was the passion and creativity that arose when they progressed through the project that resulted in useful insights that were directly applicable.

Werner van Sprundel,
Colliers International,
Bachelor Consultancy
Project 2017



Your contribution

To successfully complete the research, it is important that the students receive some guidance from the company. The students must be made familiar with the functioning of the market and internal business operations within a relatively short period of time. Your cooperation is required for this.

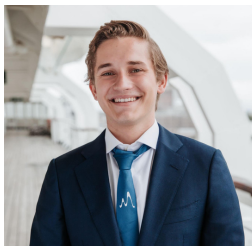
In addition, we ask for a financial amount for the execution of the research. The amount we ask from you will be used to cover the expenses of the research team. This

includes the academic supervision of students by professors from Erasmus University Rotterdam. They have been working with us for many years on the Bachelor Consultancy Project and ensure that the quality of the research is guaranteed. This contribution also covers travel costs, lunch costs, the use of telephones and printing costs. We can offer the research that we present here in collaboration with a professor from the Rotterdam School of Management for the

amount of €5,000.00 (excl. VAT).

Please get in touch with us about further inquiries and information about the project via the contact details on the next page.

Contact



Quinten Allemans Hartog

External Relations

Coördinator

53rd Board of MAEUR

T +31 (0)10 408 18 38

M +31 (06) 40 57 90 22

E external@maeur.nl

Marketing Association EUR
Erasmus Universiteit Rotterdam
Room G3A-O1, G-Building
Burgemeester Oudlaan 50
3062 PA Rotterdam

Postadres

Marketing Association EUR,
Room G3A-O1
P.O Box 1738
3000 DR Rotterdam

www.maeur.nl
www.facebook.nl/maeur
www.linkedin.com/maeur

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www.maeur.nl



Burgemeester Oudlaan 50, 3062 PA Rotterdam



Room G3A-01, G-Building