

Bachelor Consultancy Project

Kickstart your career!

Student Brochure 2022

Become a Student Consultant in Block 1 (ESE) or 9 (RSM)
www.maeur.nl/bcp

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Introduction

The Bachelor Consultancy Project (BCP) is looking for ambitious students for a challenging study or extracurricular activity. Together with two or three other students, you will work as a real consultant and help a company with a current and real-life issue. The BCP gives students the opportunity to conduct research for an interesting company. The project will be supported and evaluated by a professor of the Erasmus University Rotterdam.

This brochure provides a

detailed explanation of the Bachelor Consultancy Project 2022. For further questions, do not hesitate to contact Emma van der Vet, Data & Growth Coordinator of the 53rd board of MAEUR, by emailing to data@maeur.nl or calling +31 (06) 21 37 44 44.



Why BCP?

The Bachelor Consultancy Project is a unique opportunity to gain practical experience within a company, in order to develop yourself professionally in various aspects.

By participating in the BCP, you will:

- Gain experience as a consultant
- Put the theory of your bachelor study to use in the practical setting
- Strengthen your analytical and management skills
- Learn to make and maintain contact with companies in a professional manner
- Broaden your network and come into contact with your potential employers
- Upgrade your CV
- Learn to work closely with a team for an extended time frame
- Become a member of MAEUR: get inspired during different events and meet new people during member activities

BCP for ECTS

As a third-year student (academic year 2021-2022), you will be able to integrate the Bachelor Consultancy Project in your regular study program in block 9 (RSM) or block 1 (ESE). The project will run from september to december.

Students who study at the Erasmus School of Economics (ESE) will receive 12 ECTS, where BCP will count as an internship. Students who study at the Rotterdam School of Management (RSM) will receive 15 ECTS for participating in this project,

where BCP will count as a free choice for block 9.

During the entire project, you will be guided by a professor of the Erasmus University Rotterdam.





The process (I)

1) Research Preparation (Augustus/September)

At the end of August or early September, the project will start with preliminary research and the first meeting with the company. By visiting the company you will know for whom you are conducting the research and all questions can be answered.

2) Desk research (September)

You will start with the actual research in September. During this phase of the project, knowledge and data is gathered about the company and the market. Both internal company information and external (internet) sources will be used.

The process (II)

3) Field Research (October/November)

During a period of 6 to 8 weeks you will conduct field research in the relevant market. You will investigate the market by gathering information from all kinds of different stakeholders. For example, you will interview clients or experts and conduct surveys.

4) Completion and reporting (November/December)

The results of the desk and field research will eventually be combined and documented in a final report. This consultancy report must be submitted to the professor and the company in early December. To conclude your research, you will present your findings to the company.

Experiences

"In my experience, the BCP project is a great opportunity for students that are looking for a challenge, and want to experience working in a professional environment. Working on a real-life case makes learning much more interesting. During this project, I improved my skillset by being challenged to do things I was not sure I was very good at, and got to discover whether I would like to pursue a career in consulting. Surrounded by motivated students and helpful supervisors, BCP has been a great

experience. Even though it has been a step out of my comfort zone, I will forever be happy with my decision to apply."

Storm Strieker, BCP 2021



Experiences

"I would definitely recommend the BCP! What I found especially interesting and valuable is that you really get working on a real-life case that a company is currently facing. This gives you relevant practical experience in the form of a fun project, with lots of freedom and responsibilities. Additionally, the project will give you the opportunity to broaden your professional network and you will gain knowledge and insights into a particular industry. All of this you will do together

with a nice team and you can always count on support from both university as well as MAEUR. All in all, it was a super fun and educational experience!"

Isis Vogelaar, BCP 2019



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