

Bachelor Consultancy Project

Expand your expertise

Become a Student Consultant in Trimester 7
www.maeur.nl/bcp

Contents

Introduction	3
Why BCP?	4
BCP for ECTS	5
The process	6
Experiences	8
Frequently asked questions	10
Contact	11

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 2020. For further questions, do not hesitate to contact Claire van Emmerik, Secretary & Vice-President of the 52nd board of MAEUR, by emailing to secretary@maeur.nl or call 06-827 46 02 56.



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 your theory 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 2020-2021), you will be able to integrate the Bachelor Consultancy Project in your regular study program in trimester 7 (RSM) or block 1 (ESE).

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 trimester 7.

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



The process (I)

1. Research Preparation (AUG/SEP)

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 (SEP)

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 (OCT/NOV)

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 (NOV/DEC)

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

"I would recommend the BCP to everyone. I have of course learned a lot, but BCP brought me more than just knowledge. I have gotten to meet many new people, gotten in touch with companies, and I have made valuable steps in terms of my personal development. The BCP is the best choice I made during my study, along with organizing the Eurekaweeek. It is also a great addition to my CV and could be the steppingstone to more opportunities in the future. Since, the 1st of January 2018, I have been working at the company for which I conducted the research of my BCP project. I would definitely recommend the BCP to everyone! "

LARS VAN ZANEN

Bsc Economics & Business Economics BCP 2017



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

Bsc Business Administration BCP 2019



Frequently Asked Questions

For how many hours a week will I be involved in the BCP?

The workload of this project is equal to that of a minor. This will therefore be around thirty hours a week. Due to the practical nature of the BCP, the schedule will be more flexible than that of minors – you can plan your schedule together with your group and the company itself.

How many ECTS will I receive for participating in the BCP?

For this project you will receive 15 ECTS as an RSM student and 12 ECTS as an ESE student. For the other faculties, the award of ECTS must be verified via the Examination Board.

How does the registration process work?

Students can register via the MAEUR website: www.maeur.nl/bcp. In order to register successfully, you must upload your CV and short motivation in addition to filling in the requested information. The registration deadline for the Bachelor Consultancy Project is May 16th 2021. After registration you will be invited for an introductory meeting, this will probably take place digitally this year. The selection of participants will be made based on your CV, motivation, and the interview.

Contact

Claire van Emmerik

MAEUR Secretary & Vice-President
secretary@maeur.nl





maeur.nl
facebook.com/maeur