MBA Project
Project Proposal Guidelines

This is intended as a guide only to help you prepare a project proposal. As every project is different, it is expected that project proposals will vary in content, style and emphasis.

To propose a project, your business must employ more than 10 people. Projects from not-for-profit organisations with less than 10 employees will be considered.

Project proposals may be submitted by
1. organisations that are interested in having an MBA student or student team address a business issue
2. an MBA student who has identified a project within his or her employing company or elsewhere, for example, an industry analysis.

The purpose of the project proposal is to describe the organisation and the proposed project. This will be used by faculty to consider whether the project is acceptable, taking into account the nature of the project and the skills, knowledge and time required to complete the project.

Project proposals submitted by organisations will be made available to students by email, newsletter or on the University website.

Bear in mind when writing a project proposal that the project must be able to be completed over 12 weeks of part time study, typically involving 10 hours of work per student per week.

In preparing your project proposal
- State the name of the organisation, its nature and size, products, services and operations.
- Describe the situation to be studied and where possible, identify the specific business problem clearly and succinctly.
- Specify the results that are expected, for example a number of recommendations.
- Indicate the life of the project. We cannot guarantee that the project will be matched immediately and we will retain it until the expiry date nominated by you.
- Include the name of the primary contact person, job title, telephone number and email address.

Students: please bear in mind that an MBA Project should be equivalent to an MBA course in workload and rigour. It must fit within MBA teachings. It must be a genuine, new project, typically involving research, analysis and recommendations. It must something that can be completed over one trimester of study.

Please submit your project proposal as a word document by email to
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