



Management MSc Project Examples

Consulting

- Development of a business growth or market expansion strategy.
- Analysis of organisational efficiency and recommendations for strategic improvement.
- Evaluation of commercial opportunities and creation of a business case for new initiatives.

Operations and Process Improvement

- Operational assessment and redesign of processes to improve efficiency.
- Digital enablement or implementation of new IT/ERP systems within operational teams.
- Data-driven development of business processes for scheduling, maintenance, or workflow optimisation.
- Review and improvement of procurement processes, resource planning, or vendor performance.

Finance and Analytics

- Development of pricing strategies or financial models for products or services.
- Analysis of financial statements to assess business performance or investment potential.
- Portfolio or risk analysis to support strategic decision-making.

Human Resource Management

- Workforce planning and alignment of HR strategy with organisational goals.
- Employee engagement analysis and recommendations for improved motivation or wellbeing.



Marketing, Sales and Business Development

- Development of digital marketing strategies, social media plans, or brand visibility initiatives.
- Go-to-market or customer acquisition strategies for small or growing businesses.
- Market research and segmentation to support targeted sales or marketing activities.
- Business development initiatives including lead generation, partnership outreach, or sales process improvement.

Sustainability and Corporate Responsibility

- Sustainability or ESG strategy development, including reporting and compliance.
- Carbon reduction or environmental impact assessment across operations or supply chains.
- Social impact assessment and the design of responsible business initiatives.
- Market or feasibility analysis for sustainability-focused products, services, or business models.

Supply Chain

- Supply chain planning, purchase order tracking, and supplier performance analysis.
- Supply chain risk assessment and recommendations for resilience improvement.
- Procurement strategy development, including category planning or process transformation.