



MSc in Management Internship Projects

Cranfield University, Summer 2024

PROJECT EXAMPLES

Popular projects include:

Finance

- Increasing the capacity of managers to use accounting information to inform their decisions
- Assessing how portfolio risk management influences project portfolio success
- Analysis of the statement of cash flows to assess the performance of a business
- Pricing strategy and financial model

Human Resources

- Synchronising human resources planning to the firm's business strategy
- Increasing employee engagement in times of stress due to economic recession
- Countering internal resistance to change in response to the introduction of new management practices

Managerial Economics

- Analysing the relationship between stock price and market efficiencies
- The impact of sports sponsorship on a brand's equity
- Assessing political risk in international projects

Marketing Management

- Implementing key account management within a small-medium sized enterprise
- Creating customer experiences that will translate into brand advocacy
- Social media strategy and implementation
- Brand rationalisation and campaign coordination
- Analysis of the current issues, future trends and opportunities associated with dynamic pricing

Operations Research and Supply Chain

- Assessing the impact of IT on production scheduling techniques and process improvement
- Gaining competitive advantage through business processes design
- Optimising reverse engineering systems
- Deciding when to increase capacity and when to outsource
- Sustainability opportunities for transport in the European market
- Implementation of supply chain KPIs

Other Areas

- Risk analysis and consulting
- Customer and stakeholder relationship management