



**WHY AN INTERNATIONAL CONSULTANCY PROJECT? AND EXAMPLES OF PREVIOUS PROJECTS**

- **Eastman Chemical BV**  
Mapping and analysing the market dynamics of the hygiene market
- **Schiphol Group**  
Project management department KPI's
- **KONE**  
Customer loyalty improvement project
- **L'Oréal Nederland B.V.**  
How Can Digital Help Generate and Convert New Sales Leads?
- **Aon Global Risk Consulting**  
Corporate Social Responsibility risk
- **NanoNextNL**  
Business Outlook for commercialisation of Nano/micro technology

These are just some of the questions posed by various organizations participating in the International Consultancy Project (ICP) of the Rotterdam School of Management, Erasmus University. The ICP presents companies with the opportunity to access virtually cost-free, quality student research on questions relevant to their business – issues often very important for the long-term future of their company, but sidelined due to lack of time or resources.

Your company could also benefit from student research, ensuring you remain connected with the major ideas and trends taking place in international business.

### **WHAT IS AN INTERNATIONAL CONSULTANCY PROJECT?**

Since 1996, student teams from RSM have been successfully conducting research for companies on any field in business administration. The ICP is a consultancy-style project carried out by a team of international students under the supervision of RSM faculty and a company coach.

#### **How does it work?**

A description of an in-company problem or issue is provided by your company. Students are then required to turn this description into a problem definition agreed on by the company. A research plan is designed that describes the problem to be tackled, how the data will be collected, the methods of analysis and, most importantly, the value the project will have for the company. Students will then write a report and present this to the university and on request, to the management of the company.

#### **The profile of the student team**

The ICP has become a compulsory element in the MSc International Management/CEMS programme and the MSc BA Master in Management programme. In both programmes the projects take place in the spring semester. Moreover the ICP is offered optionally to MSc exchange students that visit RSM either in the autumn or in the spring semester. In all cases teams consist of 4 to 6 international students. Most are trained in research techniques and analytical skills. Some students also have relevant professional experience, and all are in the final phase of their MSc business degree.

#### **What is the educational goal of the ICP?**

RSM's Business Administration programmes provide students many opportunities to gain hands-on business research experience. During the ICP students are exposed to this approach that integrates theory with practice. The aim of the ICP is to familiarise students with real-world management problems, and improve their ability to work together in a culturally heterogeneous group.

“In the nine years I have been company coach I have seen a big change in how students work, the tools they use, and how they collaborate. The ICP allows us to understand how young people are working together and their expectations in terms of culture and communication: which is important because even if we do not employ these students, we will employ others like them”.

*Paul Iske, ABN AMRO/ Dialogues  
(company coach)*

We were genuinely surprised by the outcomes of this project and the students exceeded our expectations. It not only gave us a very good basis upon which to build, but it was fun to work closely with the students.”

*Remco Kaijen & Floriaan Tasche,  
Philips Lighting  
(company coaches)*

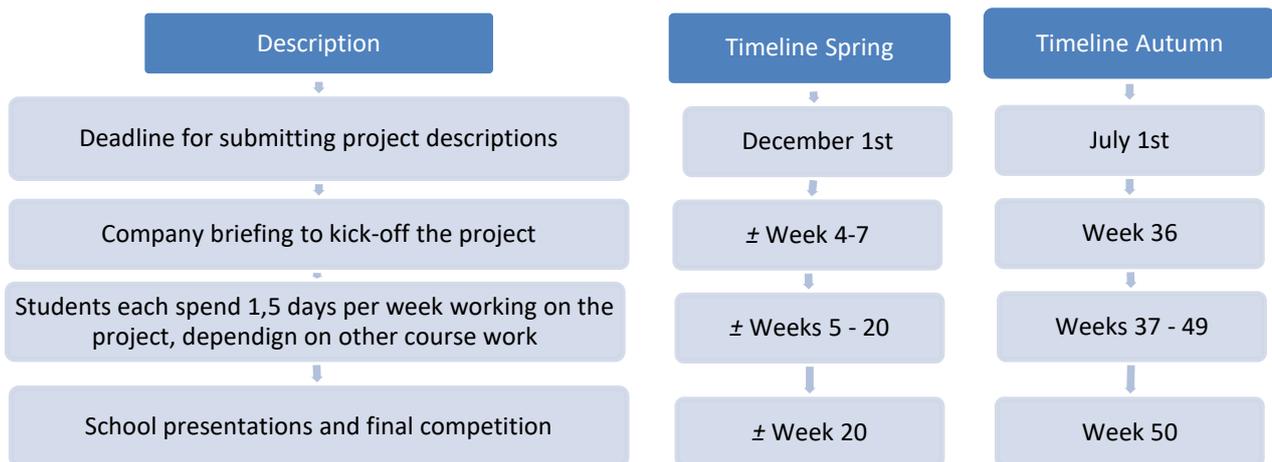
### What are the benefits for your company?

Your company problem will be worked on by a talented, international student team who will produce a relevant report that your company can benefit from. Additional benefits include access to students from around the world; networking with academia who can offer expert knowledge and ideas; and connecting with the upcoming generation of business talent for recruitment purposes. The added-value of the international background of these students is their capacity to acquire relevant information from their countries of origin. The ICP gives you the opportunity to reflect on the most current international business issues at low-cost and within a moderate amount of time.

### What do we expect from you?

Companies are required to generate a realistic in-company issue description. The size or the scale of the research project should be approximately the same as the workload of one student working full-time on a master thesis project for three to four months. We also require your company to provide a coach for the student team.

### WHAT IS THE TIME PLANNING?



It is very important that the company coach is frequently available to communicate with the team. On average, the company coach spends a maximum of half a day per week in meetings with the students, reading their reports and providing them with feedback. Naturally, it is imperative to the success of the

project that the student team finds a co-operative attitude among employees and has access to the necessary information.

### **What are the costs?**

Students do not get paid for the research, as it is designed to be a learning experience. However out-of-pocket expenses like telephone calls, mail, (local) travel costs and so on, are to be reimbursed by you directly after the students have sent their declaration.

We also ask all participating companies to pay € 1000,- (ex. VAT)\* to the International Consultancy Project Fund, for which you will receive an invoice from Career Centre. This money is used to cover administration costs and supervisory services with regards to the logistics and organisation of the ICP.

\*CEMS Corporate Partners do not have to pay the participation fee, this is included in their partnership.



### **WOULD YOU LIKE TO KNOW MORE?**

If you would like any additional information, please contact Career Centre:

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