

Unlock Potential: Partner with Future Business Leaders

Collaborate with Middlesex University through Practice-Based Experiences in Business and Management

Are you looking to infuse fresh ideas into your business while supporting the next generation of business leaders? Join us in creating impactful, authentic, practice-based learning experiences for our Business and Management students at Middlesex University. Partner with us to provide real-world challenges and projects that prepare students for their future careers while delivering genuine value to your organisation.

Why Partner with Us?

- **Innovative solutions:** Gain innovative and research-driven solutions to your business challenges.
- **Talent pipeline:** Identify and engage with over 1000 students from foundation year to final year and identify potential future employees who understand your business and are ready to contribute from day one.
- **Brand recognition and targeted vacancy promotion:** Increase your organisation's visibility and reputation within the academic community, whilst advertising opportunities to them directly.

Opportunities to Engage

- **Live Briefs and Case Studies.** Provide real-world problems for our students to solve. They'll analyse, research, and present actionable solutions to your business challenges.
- **Consultancy Projects.** Collaborate with student teams on business consultancy projects where they apply their knowledge to develop strategic recommendations tailored to your organisational needs.
- **Contextualised Assessments.** Help our students to contextualise specific assessment tasks that align with the real world and your business goals, giving them the chance to tackle real industry problems and deliver practical outcomes.
- **Social Enterprise Projects.** Partner with us to develop and implement social enterprise initiatives. Students will work on projects that create social value and address community challenges.
- **Market Research.** Leverage the analytical skills of our students to conduct comprehensive market research. They'll gather and interpret data to provide insights that drive your business decisions.
- **CSR Reports.** Engage students to assess your corporate social responsibility initiatives. They'll develop reports that evaluate current practices and recommend strategies for improvement.
- **Digital Marketing Campaigns.** Have our students design and execute digital marketing campaigns for your products or services. Benefit from fresh perspectives and innovative digital strategies.
- **Guest Speaker.** Share your expertise by speaking to our students across a number of modules. Provide insights into industry trends and contextualise academic learning.

Module Options

Below is a list of modules, broken down by year of study, where our academic leaders are hoping to involve employers within our learning and assessment strategy. For more information and module outlines, please do contact us.

Year One

- Management in a Global Environment

Year Two

- Innovation, Entrepreneurship and Sustainability
- Operations and Supply Chain Management

Year Three

- Business Consulting
- Marketing Consultancy
- Organisational Psychology and Leadership
- Leadership in Global Contexts

Postgraduate

- Digital Marketing

Get Involved

Ready to partner with us and shape the future of business education? Contact the team today to explore collaboration opportunities.

Contact Information:

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Join us in bridging the gap between academia and industry. Together, we can create transformative learning experiences that prepare students for success and drive innovation in your business.