



UNIVERSITY of
STIRLING



Making the Most of Masters

Opportunities for organisations to collaborate
with Masters students to help your business



WHAT IS MAKING THE MOST OF MASTERS?

Making the Most of Masters (MMM) is a proven strategic collaboration that facilitates business engagement with the University of Stirling and its postgraduate Masters students.

It assists the development of credit-bearing Collaborative Projects with Business (CPBs) as an alternative to a traditional Masters dissertation. The projects are created to be solution focused and address business needs within an organisation whilst enhancing student employability.

More detailed information can be found at stir.ac.uk/mmm. This includes a Toolkit with supporting materials and case studies from previous projects.

HOW IT WORKS

Projects are typically scoped early in the academic year (Sept-Mar) and take place over the summer (8-14 weeks). There is a degree of flexibility within projects which can be discussed on an individual basis. The process includes:

- **Project Brief**
Development of a project proposal in conjunction with University staff. This will outline how a collaborative project will support your organisation.

A CPB is a Masters level research project which is undertaken in collaboration with an organisation.

Students may be based fulltime at the organisation, at the University or a mixture of both.

- **Student selection**
There are different possible routes to select and match students and we will work with you through this process.
- **Project agreements**
An agreement is signed prior to the start of the project to ensure the expectations, roles and responsibilities of all parties are clearly understood. This includes issues relating to project deliverables, intellectual property and confidentiality.
- **Supervision**
All students have a university supervisor in addition to an organisation supervisor/mentor to help oversee the project.
- **Financial implications**
The project forms part of the students' degree assessment, so a salary payment is not required. Organisations are expected to support reasonable expenses.

THE BENEFITS

The project aims to provide real benefits to organisations, the University and postgraduate Masters students. These are just some of the reasons to get involved:

- **Greater Links Between Industry and Universities**

The MMM project offers an ideal opportunity to work together, sharing knowledge and expertise. This can lead to consultancy, CPD and knowledge transfer opportunities.

- **Cost Effective**

The project forms part of the degree assessment, so students do not require payment (though discretionary payments and expenses are not uncommon).

- **Corporate and Social Responsibility**

Opportunity to raise public and community profile.

- **Recruitment Opportunities**

Businesses involved in MMM have highlighted that collaborative projects provide an excellent opportunity to audition future potential applicants, reducing the costs and risks of recruitment. It also provides the opportunity to address the skills gap often identified by employers.

- **Fresh Insights to your Business Area**

Students can provide fresh perspectives to problems and contribute towards new solutions, perhaps providing training opportunities for your employees. Previous feedback shows that our students may identify gaps in business practices providing opportunities for future development.



For further information about Making the Most of Masters please contact: MMMStirling@stir.ac.uk



Making the Most of Masters provided an excellent opportunity to undertake a business development related project with a good student and excellent academic supervision. You felt you were benefiting directly from the project whilst assisting the next generation of young professionals get a flavour of what business is about. All round a very worthwhile and well organised process.



JOHN FERGUSON

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