Making the Most of Masters

An introduction to Collaborative Projects with Business with Masters level students at the University of Stirling

For further information about Making the Most of Masters please contact:

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What is the Making the Most of Masters approach?

Making the Most of Masters (MMM) is a proven strategic collaboration between “employers”, universities, enterprise agencies, and postgraduate Masters levels students to disseminate the MMM model of credit-bearing Collaborative Projects with Business as an alternative to a traditional Masters dissertation. The projects are solution focused and address real research needs within an organisation.

A Collaborative Project with Business (CPB) is a Masters level research project which is undertaken in collaboration with an organisation. CPBs may be based primarily onsite (the student works at the organisation) or offsite (the student is based at their university).

How It Works

Projects typically take place over an 8-16 week period and may involve the student being based full time within the organisation or having a series of meetings. There is a degree of flexibility within projects, so all aspects can be discussed and tailored on an individual basis. This includes:

- **Project Proposals**
  This form gathers information about the organisation, their suggestions for masters projects and what they want to achieve. It provides a space for all parties to work together to lay out their expectations and the desired outcomes.

- **Student Selection**
  There are different possible routes to select and match students and we will work with you through this process.

- **Project Agreements**
  These are agreed prior to the start of the project to ensure the expectations 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 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 employers, universities 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 that can lead to consultancy, CPD and knowledge transfer opportunities.

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

- **Corporate & Social Responsibility**
  Opportunity to raise public and community profile.

- **Recruitment Opportunities**
  Businesses involved in MMM have highlighted that collaborative projects with business 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 different perspectives to problems and act as new motivated members of the team, perhaps providing training opportunities for your employees.

“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, EcoideaM Ltd.