



**Making the  
Most of Masters**

**Supporting Organisations to Grow and Develop**

**UNIVERSITY of  
STIRLING**



## What is Making the Most of Masters?

Making the Most of Masters (MMM) is an award-winning strategic initiative that enhances collaboration between businesses and the University by providing opportunities for taught postgraduate (Masters) students to undertake collaborative research projects. MMM assists its stakeholders by providing a framework of support, based on good practice, for successful implementation.

*“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.

### How It Works

- **Businesses propose** research projects either by themselves or in liaison with staff and students.
- **Students can be matched and selected** by different means depending on the wishes of the business/MSc programme e.g. by *curriculum vitae*, interview etc.
- **Proposals are then refined and developed** by all stakeholders.
- **Guidance is provided**, through a Project Agreement, to ensure that all parties develop a transparent understanding of expectations, responsibilities and deliverables.
- **Projects typically take place over 8-12 weeks during the summer** and may involve students being based full time in the organisation, the University or having a series of visits/meetings.
- **Projects form part of the students’ degree accreditation** so a salary payment is not required.
- **Businesses provide a supervisor/mentor** to engage with the project and should offer support relevant to the project work e.g. travel and subsistence.

### Benefits

- **Real world projects which address business needs** – projects address real needs within an organisation from any discipline and economic area.
- **Fresh insights into the business area** – students can provide different perspectives to problems and act as new motivated members of the team.
- **Greater links between the University and the business community** – to share knowledge and expertise.
- **Enhancing employability and student recruitment** - Industry experience helps student development while providing employers with a potential recruitment tool.

For more information see: <http://www.stir.ac.uk/mmm/> or contact: [MMMStirling@stir.ac.uk](mailto:MMMStirling@stir.ac.uk)