

FIELD CONSULTING PROJECTS 18 YEARS OF CREATING VALUE



**ALBA 2010 Field/Consulting Projects
Call for Proposals**

OVERVIEW

ALBA's FCPs are highly professional projects that are specific and of practical use to the client company. Every spring, Greece's leading companies compete for a student team by submitting a proposal to ALBA. Using a standard form, companies propose projects across a range of management functions, from accounting and finance to HRM, production management and marketing. Because the projects run at the end of the MBA program, students have a wide range of skills at their disposal to help create company value.

We are especially interested in challenging projects, which demand advanced analytic, research and planning skills from our students. Many of our projects are international in orientation, and involve student field trips to gather primary data on markets and environments. ALBA's firm intention is to increase the number of such projects, and, eventually for *ALL* FCPs to be international in nature.

All ALBA classes are taught and assessed in English, and many of our students are also very competent in other languages.

Once projects have been submitted, groups of students "bid" for their 3 preferred proposals. Competition is always fierce, and many very strong proposals do not proceed to the next stage. By early May, student teams are formed, and are allocated an ALBA professor to guide them through the FCP process. After developing and agreeing a clear workplan, student teams implement their project, combining desk research and literature review with professional field work. Round-table presentations in July contribute to keeping the projects on time and to standard, and allow for any necessary adjustments to be made. In early September, final reports are delivered, and presentations made at ALBA to an audience of client partner staff and professors.

Client confidentiality remains a priority throughout the process.

Field Consulting Projects 18 Years of Creating Value

CREATING VALUE

In 1992 ALBA Graduate Business School became the first graduate business school in Greece to have teams of MBA students deliver practical value to a select group of Greek companies, through our Field Consulting Projects (FCPs). Each student team brings no less than 2,000 hours of hands-on, solution-driven work to their project, under the careful supervision of both an advisor from inside the partner company, and a member of ALBA faculty. We are very proud of the achievement of our student teams, and enormously grateful to the companies which have provided the teams with this chance to excel.

THE STORY SO FAR

- 173 projects, 350,000 hours of student work
- Projects in a wide range of areas: Marketing Strategy - New Opportunity Business Plan - Financial Analysis - Business Process Modeling - Human Resource Management – Organizational Culture and Change – Corporate Social Responsibility

143 companies, the A to Z of the business environment. The FCP alphabet starts like this....

[Aspis Group](#) – [Adel / Saatchi & Saatchi](#) – [American Express Bank](#) – [Arthur Andersen](#) – [A.B. Vassilopoulos](#) [Alpha Bank](#) – [ABN AMRO](#) – [Athenian Brewery](#)-
[Athens Stock Exchange](#)

- Student teams have worked in all kinds of countries

Algeria, Bulgaria, Croatia, Cyprus, Germany, Ghana, Greece, FYROM, Kenya, Morocco, Netherlands, Rumania, Saudi Arabia, Serbia, South Africa, Tanzania, United Kingdom

2009 PROJECTS

In 2009, 17 projects were proposed from a great range of global and Greek companies. The 9 projects selected by students, and successfully completed, ranged from conducting marketing research, to designing a balance scorecard system (the winner of the 2009 FCP Team Prize). Two student teams carried out projects in Africa for ALBA's close corporate partner, Novo-Nordisk, visiting Ghana and South Africa and to carry out field research.

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| New Venture Creation Project Unconventional of Tobacco in South Africa |
| Novo-Nordisk ROAG Expanding Novoformine in Ghana |
| Novo-Nordisk ROAG Clinical Development Plan Audit |
| NOTOS.COM Holdings SA Customer Experience Audit |
| AIG Greece Corporate Social Responsibility Strategy |
| Johnson & Johnson Hellas Graduate Career Preference |
| Piraeus Bank SA Enhancing Internal Collaboration |
| Hellenic Volleyball Federation Marketing Research and Marketing Plan |
| COCO-MAT Designing a Balanced Scorecard System |

WHAT MAKES A GREAT PROJECT?

- Clear objectives
- Real anticipated benefits for the company
- Committed company supervisor
- Challenging the teams intellectually
- Demanding both technical and practical skills
- Holistic, cross-functional project
- International perspective
- Achievable in the timescale

The projects engage the students intellectually, as well as practically, and their work on the FCPs will begin with an analysis of the project, its context and its main objectives. This will involve a professional and thorough review of academic research in the field. Development of a sound methodology for addressing the project's objective is also a key early task, which demands a significant amount of critical analysis, and detailed consideration of possible approaches.

COMPANY RESPONSIBILITIES

- We ask for company commitment to the FCP project. Companies, as partners:
 - define its objectives,
 - develop their proposal,
 - guide the team through their work, from May to August.
 - attend the team's final presentation in September.
- All relevant information, and any access to employees or customers needed for the project's analysis, must be cleared before the project commences
- Any agreed travel expenses are partner companies' responsibility. Partner companies are also asked to cover any visa, health insurance and vaccination costs associated with international field trips.

- We do not charge companies for participation in the FCPs. However, if partners are delighted with the results, they may wish to consider making a donation to ALBA. These donations are typically around € 3,000 to € 5,000.



CONFIDENTIALITY

All students sign a standard ALBA confidentiality agreement, before commencing work on a specific project. A strong confidentiality protocol provides further protection to all projects. Should a topic be particularly sensitive, a range of additional confidentiality options are available, which should be discussed with the ALBA FCP team when your proposal is submitted.

FCP SELECTION

We're happy to talk anytime about proposals.

Formal call: **March**

ALBA invites business and institutional partners to submit FCP proposals

Annual deadline is **mid April**. Early proposals give us a chance to review & revise

Candidate companies complete and submit an FCP proposal form

Late April

ALBA MBA student teams review all proposals, and bid for their 3 preferred projects.

Early May

The FCP Director and Administration make the final FCP selection

FCP IMPLEMENTATION & ASSESSMENT

Student teams & their faculty adviser visit the partner company to meet the company supervisor, sign and hand over confidentiality agreements, and begin planning the project

Early May

Student teams, company supervisors, and faculty supervisors collaborate on the work plan

Early June

Workplans are submitted, graded and agreed. Implementation of the plan begins

Early July

Teams present their work to date to a roundtable panel of ALBA faculty

Early September

End of project work. Writing up and submitting up the report

Late August

Student Teams make final presentations to their company supervisors and ALBA faculty



Investigating diabetes case in Tanzania for Novo Nordisk, July 2006.

Mr. Costas Piliounis, Novo Nordisk's Regional Vice President, says that:

"The beauty of the ALBA project is that it can be applied immediately, and that's the added value".

In the last 3 years 10 ALBA alumni, have been recruited by Novo Nordisk. Many of them had also worked on FCPs for the company

Comments from company supervisors highlight what student teams achieve

"The team has combined analytical approach with results orientation and to my satisfaction succeeded to conclude with an exceptional deliverable, comparable to those from consulting firms."

"We would like to express our warm thanks upon the completion of the project...to the whole student team, for the most excellent collaboration and the development of the study."

"For the company and for me personally, the deliverable of the team is extremely valuable, as it recommends how to organize available cost data and provides a practical guide on how to use them."