

Strategic Competitor Project

Background to the Project

Strategic analysis of our institution and its competitors is a crucial business exercise here at the University of Lincoln, one that we are now...placing in your hands.

The Finance Department is now offering Business School 3rd year students the opportunity to produce this piece of work, cumulating in a presentation to the Chief Finance Officer and if successful, the Board of Governors. This will undoubtedly add an impressive facet to any CV and give priceless experience within the professional service environment.

The Task

As part of 5 or 6 strong student team you'll be tasked with the research and production of a comprehensive analysis of the University of Lincoln and its five strategic competitors based around some key performance indicators.

Teams can be entered as a whole or individuals can be mixed together, forming multi-skilled groups with expertise in areas such as:

- * Financial Analysis
- * Research and Data Synthesis
- * Sector Research and Analysis
- * Presentation Skills

Could you add something to a team??

You won't be Alone - Not only will you be teaming up in multi-skilled groups of 5 or 6 but you'll also have access to a Senior Finance Manager as a mentor during the process, aiding in the production of your presentation.

Benefits

- * Possible Senior Finance Manager references
- * Key work experience
- * CV enhancing skills exhibited
- * Interaction and feedback from Senior University staff

Open to all 3rd year Business School students, if you study in one of the following areas, come along:

- * **Finance**
- * **Accountancy**
- * **Marketing**
- * **Business Studies**
- * **Law**

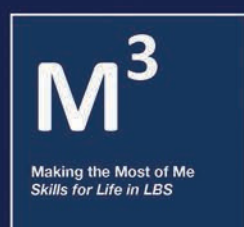
The first briefing for this project will be held on:

22nd January 14:00 to 16:00

Here, we'll talk through the presentation specification further and set up groups.

To Register for the briefing event please visit: <http://lincn.eu/projectfin>

PROJECT FINANCE 2013



UNIVERSITY OF
LINCOLN