



## Project Weeks

At least 6 times a year, Wittenborg's bachelor students are involved in a project week that challenges them through real life-, real time projects that are organized by the University in cooperation with various companies and organisations, both locally, nationally and sometimes internationally. Students are divided into project groups and are given an assignment that has to be completed in a short period of time, usually one or two weeks. This means dealing with deadlines and pressure while working for a real client. At the end of the project week they have to present their findings in a professional setting at Wittenborg University: an opportunity for them to hone their consulting and presenting skills. In short: a stimulating and educational experience that prepares students for the reality of their future careers.

### Why Participate?

- Visibility to your organisation - in a competitive graduate recruitment marketplace organisations need to present a high profile in order to attract graduates of the right calibre
- Students can help you raise brand value and awareness for your company with their peers and within their own social network.
- High quality, in-depth research based on critical questioning by students.
- The benefits of external auditing, fresh ideas and new analysis based on latest theoretical models.
- multidisciplinary teams capable of examining a business issue or problem from a variety of perspectives
- A team of high calibre, motivated people to work on your project .
- Careful monitoring of the project by an academic specialist
- It strengthens the bond with Wittenborg University and projects a favourable image in the community.

Wittenborg University is always looking for partner organisations to co-organise this kind of projects. In the past, companies like Rabo Bank, Theatre Orpheus, Remeha, University of Ottawa, the Municipality of Apeldoorn and others benefitted from tapping into our international pool of knowledge.

## What Constitutes a Suitable Project?

The main criteria for a project are:

- The scope of the project should involve a significant amount of fieldwork and research.
- The research for the project should not be solely desk-bound.
- The research can be conducted by a team rather than an individual

A project typically involves:

- Interpretation of the project brief ; introduction, aims & objectives, outcomes, scope of the project, success criteria, etc.
- Presentation of recommendations and outcomes that demonstrate a well-founded solution to the diagnosed problem.
- Development of a detailed project plan; an outline of possible steps.
- Primary and secondary data collection and analysis based on quantitative and qualitative techniques.
- Diagnosis of the problem or issue

## What is Expected from a Partner Company?

- As a Project Week partner you discuss the questions/challenges that you would like to have researched with the project week teacher. This results in a Project Week assignment. This assignment can be in a wide range of areas, e.g. business plan, marketing case, customer research, branding, logistics management, communication or sales.
- Either you attend the kick-off meeting to present your company and explain the assignment to the students. This will take about an hour.
- Or you receive the students for a company visit.
- You are available for 1 hour of feedback and questions by email during the Project Week.
- If possible and /or necessary, you will attend the final presentations.

## Project Weeks 2016 - 2017

- Block 1 - Week 38: 19 - 23 September
- Block 2 - Week 45: 07 - 11 November
- Block 3 - Week 51: 19 - 23 December
- Block 5 - Week 10: 06 - 10 March
- Block 6 - Week 16: 17 - 21 April
- Block 7 - Week 23: 05 - 09 June

If you consider participating or would like to have more information, please send an email to [project-week@wittenborg.eu](mailto:project-week@wittenborg.eu).