

Some responses from clients

'It didn't take the students long to get the feel of our company, the management and our activities. They used this knowledge and their skills to make an analysis and compile concrete recommendations for the company to develop new services.'

'The student consultants helped us to set up our marketing strategy. We were so enthusiastic about their methods and recommendations that we hired them to implement the strategy too.'

'The students' final presentation for our management team was lucid, well-argued and persuasive. We were more than satisfied with their work, and particularly with the quality of the final report.'

Contact us

Get in touch with us for a personal conversation and discover how Guided Student Consultancy can assist your company. We are ready to answer all your questions and ensure the process runs as smoothly as possible.

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Guided Student Consultancy for the North of the Netherlands

Empower your business with cutting-edge solutions and innovative thinking from the next generation of business leaders!

www.rug.nl/feb/sc

Fresh perspectives and innovative solutions

Are you looking for fresh insights for your challenges, and does your company or organization have a location in the north? Guided Student Consultancy (BRC) offers your company a unique opportunity to benefit from the fresh perspectives and innovative thinking of our international, talented students in economics and business administration. By presenting a specific challenge or project to our students, you will receive tailored, practical solutions delivered in just 10 to 12 weeks.

Benefits for the organization

- Targeted solutions: Receive practical, well-founded recommendations for your specific business challenge.
- Innovative perspectives: Benefit from the latest insights and fresh approaches from ambitious young people.
- Professional guidance: Experienced academic and business experts ensure the quality and relevance of the work.
- Efficient turnaround time: Receive a comprehensive report with actionable recommendations within 10 to 15 weeks.
- Global reach: Perfect for international assignments, with students having networks in various countries.



How does it work?

Getting acquainted

Contact our secretariat to schedule an initial meeting. During this conversation with a staff member from the University of Groningen, we will thoroughly discuss the challenge or issue your company is facing. We will also look for a suitable start date for the project together.

Kick-off and action plan

At the start of the project, the team of students will visit your company in the first week to refine the assignment, get to know your business, and understand your objectives. This will be followed by discussions with key stakeholders and the preparation of a detailed action plan, which will then be submitted to you for approval.

Research and implementation

Once the plan is approved, the students will begin their research and analysis. Throughout the entire project, there will be weekly contact with your company to ensure alignment and address any changing needs. After 10 to 12 weeks, the students will present a comprehensive report with recommendations, tools, and strategies to solve the problem. If desired, they can also assist with the initial steps of implementation.

With 10 projects per block and 4 blocks per year, we manage a large volume of assignments. A company can start one project per block, allowing for multiple entry points throughout the year.

Clients our students have worked with:

- Resato Hydrogen Technology
- TextielHub Groningen
- HLB bv
- Gasunie
- Urban Health Squares b.v.
- UMCG
- Spanninga
- Samenwerking Noord
- Leren op het Web
- stichting FC Groningen in de Maatschappij
- Preadyz
- X-Interactive
- www.99gram.nl
- Augustin-entsorgung.de
- Zilveren Kruis/Achmea
- Lytz-The Packaging recruiter
- VNO NCW MKB Noord
- BLMC
- Ohra
- Slim Stampen
- Easy Toys
- Werkplaats Online Ondernemen-Groningen
- ACLO Studentensport Groningen
- Provincie Groningen/ Reitdiepfietspad
- Rabobank Kring Groningen Drenthe
- RSG Wolfsbos
- Biblionet Groningen
- DOS ‘46
- Plaats de Wereld
- IT Hub Hoogeveen



About the students

The students working on your project are selected based on the specific requirements of the assignment. Our diverse teams often consist of both international and Dutch-speaking students who choose this field due to its practical impact. We combine master's and bachelor's students, mostly from the economics and business administration study, to create a dynamic, high-impact team. Each student undergoes an intake process to ensure the right match between their background, studies, and project needs.

Costs

To support the labor-intensive nature of this consultancy service and to cover the incurred costs, we request a contribution from the participating companies. This contribution covers the involvement of multiple lecturers and professionals who guide the project. Additionally, there may be opportunities for your company to apply for subsidies, such as the SME subsidy, which can help offset these costs.

Examples of projects:

- International market study of Eastern Europfor a machine factory
- Digitization strategy aimed at increasing turnover via the internet for a manufacturing company
- Positioning advice and renewal of the physical store concept for an insurance company
- Information analysis for a large government organization
- Optimization of the supply chain for a care institution
- Staff satisfaction survey for an online service provider employing a large number of homeworkers
- Questionnaire about sustainable business operations aimed at customers of a commercial bank
- Growth strategy for a start-up in digital services