

# Living Management Project

8–26 July 2024



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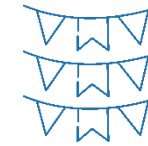
Prior Participants

# The Project

- Each year, a diverse range of companies partner with RSM to collaborate with MBA students in tackling genuine business problems within their respective organizations..
- The latest cohort of MBA students commenced their program at RSM in January 2024. By June, students will have completed their core management courses (Statistics, Marketing, HRM, Accounting, Innovation, Strategy, Operations, etc.) and will engage in the Living Management Project (LMP). This project gives students the opportunity to apply their newly acquired knowledge into practice.
- In assigned teams of four to five, students work on their business challenge over the period of 8 July - 26 July 2024. You will present your team with your business challenge, as well as a selection of key resources. Following this presentation, your teams will immerse themselves fully into the project and act as your consultants. During the project, students will receive on-the-job coaching by RSM faculty and coaches.
- On the final day, your teams will present you with their findings via presentations and a written report.



**International Students:**  
99%



**Average Age:**  
30



**Average experience:**  
7 years

# Our Promise

- Dedicated teams/students at MBA level who will focus on your company for your business challenge for five weeks
- High quality, tailor-made solutions to address your business challenge from dedicated teams at MBA level
- A unique opportunity to tap into the latest industry trends and cutting-edge practices, as MBA students bring fresh perspectives and insights from their coursework and diverse work history
- Promotion and branding of your company to top international MBA talent
- The chance to evaluate the potential of talented MBA students for future employment opportunities
- Supervision of student teams by RSM faculty and leadership coaches
- MBA teams will present their solutions directly to you and deliver a report within the 5-week period

# Your Commitment

To make LMP a success for your company, your commitment for the following is strongly desired:

- A fine-tuned and well-defined scope of business problem in advance of the project – **by 21 June**
- **In-person attendance at the kick-off (8 July) and final presentations (26 July)**
- Throughout the project period: sufficient (senior) staff availability to guide students in regular meetings and availability to host team(s) for company visit
- LMP is concluded through a two-way final presentation and feedback session, for the students and your company representatives to reflect on the learnings and entire experience

# Your Investment

Programme fee: €2.500

The expenses are used to cover the use of facilities, including fully equipped classrooms, all required catering, networking, and out-of-pocket expenses for students (e.g. market research, travel to company location for visit, etc.).

## Confidentiality

Any information that you provide – sensitive or not – will be treated with the utmost care and respect. Each person involved is required to sign a confidentiality agreement. RSM requires each organization involved in the Living Management Project to sign a Letter of Intent, adhering to the EU's GDPR legislation.



# Testimonial

“We participated in the 2020 RSM LMP, to enrich the business strategy of Signify Digital Projection Lighting. The LMP teams have provided spot-on recommendations that are currently being considered to enrich our marketing strategy. We appreciate the RSM LMP concept and look forward to future collaboration opportunities.”

*Ruud van der Zanden – Marketing Director, Signify*

“The Living Management Project is exciting. (Our alumni got us in contact and) we were just thrilled how we advanced our own thinking, while this international group of smart and diverse people/students is closing their intense year of studying”

*Ilja Heitlager - CIO, Schuberg Philis*



# Prior Participants

adidas

HILTI

Nationale  
Nederlanden

iCLUSION



wavin

PHILIPS

FrieslandCampina

Current  
renewable energy

VAN DER LANDE  
INDUSTRIES

TATA  
TATA CONSULTANCY SERVICES  
Experience certainty.

سابك  
sabic

STADION  
FEIJENOORD

Eneco

OTB

Google

Eurail



DANONE  
ONE PLANET. ONE HEALTH

Tetra Pak

BiFINGER  
TEBODIN

Port of  
Rotterdam

TETRANED

Wolters Kluwer  
Health

Kraft Heinz

RSM Erasmus

# Thank you

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