



Industry Project Program Overview

What is the industry project program?

Using a consulting structure, the Industry Project program involves students working in small teams with an industry client over a 14 week period. Throughout the semester, students will respond to a need, opportunity, challenge or pain point provided by an organisation, and use their discipline and subject knowledge to offer evidence supported solutions that can be implemented immediately. This program attracts both undergraduate and postgraduate in areas including Marketing, Human Resource Management, Finance, Law, Government and International Business.

What are the benefits?

- Receive valuable research and evidence-supported solutions for your organisation that can be implemented immediately.
- Provide genuine, real-world experience to our students.
- Meet the next generation of industry leaders who are eager to engage with the latest tools and ideas.
- Use the opportunity as a pathway to recruit standout students.

What aspects of my organisation will students work on?

The Industry Project program is connected to specific undergraduate and postgraduate topics offered at the College of Business, Government and Law. In these topics, students will apply their learnings and topic specific knowledge to develop research and recommendations for you organisation. Topics currently offered in the Industry Projects suite include our Capstone Industry Project, Digital Marketing and Analysis, Social Media Marketing, Strategic Management and Import-Export. Further details on each topic are provided in the subsequent section.

