



# The MBA Business Integration Project

At Bayes, we empower individuals to thrive in a dynamic world by blending cutting-edge theory with practical application. Our vibrant London hub and global network provides the perfect platform to seek collaboration with a variety of organisations. One of our most exciting initiatives is the Business Integration Project.

The Business Integration Project (BIP) is the final part of the full-time MBA programme and presents students with a chance to assess genuine business or industry challenges, and offer tailored solutions and recommendations to an organisation.

## Benefits to your business

- Latest in business thinking from current full-time MBA students
- Fresh, objective insight from highly motivated individuals
- Practical recommendations unique to your organisation.

## Typical projects

The BIP may take place in a commercial, industrial, public sector, or not-for-profit organisation, anywhere in the world.

Recent projects have included:

- Developing the go-to-market strategy for a global design studio.
- Completing an AI audit of core operations and setting an implementation strategy for a tech firm to improve operational efficiency.

- Analysis of the extent to which banks are taking climate issues seriously post-Paris Agreement, including a review of Refinitiv Eikon data on ESG scores.
- Evaluating the current and future demand for AI consulting solutions within core sectors: capital markets, asset management, wealth management and banking.
- Researching real estate disruptors based on big data and analytics for a digital consulting firm.

“The BIP was an incredibly rewarding experience for me to combine all my learnings from the MBA and apply it to a real problem for a business. In my past work experiences, I rarely had the chance to dive deep on an issue for four months and build a solution, so I found the experience very rewarding and valuable.”

Charlie  
Full-time MBA, 2025

## How does it work?

- Organisation engages with MBA Careers Team
- Organisation identifies a business issue or challenge to be investigated
- Organisation submits project proposals in January/February
- Proposal shared with faculty for approval
- Project is advertised to students via our internal careers portal, Bayes Careers Online in March
- Students apply directly to the organisation
- Organisation starts selection process and informs students of the outcome (concluding in May)
- Successful student(s) and organisations agree on working arrangements
- Student starts work on the project (up to 10 weeks over summer), typically from late June onwards
- Project completion in September

## Example of previous host organisations

- Bank of England
- Bank of New York Mellon
- Boster Group
- Cancer Research
- Dentsu
- Department for Transport
- Equiteq
- EY
- GSK
- HSBC
- Lumanity
- Mott MacDonald
- PKB Swiss Private Bank
- Tate & Lyle

“We have been working with Bayes MBA students for three years and have had an excellent experience every year. Their depth of research, analysis, and strategic recommendations have helped shape and grow our Moata suite of solutions.”

Petros Poullides  
Senior Product Manager,  
Mott MacDonald