

Newcastle Work Experience – Example Projects

Since 2004, Newcastle University Careers Services have been supporting small and medium sized businesses across the North East through Newcastle Work Experience work placements. Below are a few examples of the projects our students have been involved with recently:

1. [Research](#)
 - a. Social Research
 - b. Business Research
2. [Business](#)
 - a. Business Consultancy
 - b. Branding and Marketing Research
 - c. Financial Administration
3. [Marketing](#)
 - a. Strategic Marketing
 - b. Digital Marketing Assistant
4. [IT](#)
 - a. Database Development
 - b. Quality Assurance
5. [Engineering](#)
 - a. Chemical
 - b. Electronic and Electrical
6. [Medical Sciences](#)
 - a. Medical Research
 - b. Lab Assistant

Research

Social research

Placement outline: We require a comprehensive report to look at the contribution of independent neighbourhood youth projects in delivering the priorities of Children's Services and its partners.

- Research into local delivery of youth projects, their strengths, weaknesses and outcomes.
- Explore the potential of the collaboration of various projects to contribute to improved delivery of service priorities.
- Establish changes required to raise the profile of projects and to ensure future sustainability.
- Tasks included reviewing policy; planning research; interviewing; questionnaire design; data collection; analysis; and report writing.

Business research

Placement outline: Due to current economic uncertainty we are looking as a third sector organisation to diversify our income base and work more closely with the private sector.

- Research and identify organisations with strong Corporate Social Responsibility (CSR) agendas
- Identify how the third sector can offer CSR opportunities to deliver corporate objectives
- Research how to ensure some financial (or other) gain from undertaking such activities.
- Examine how CSR could provide opportunities to attract Corporate Sponsorship

Business

Business Consultancy

Placement outline: We are hoping to grow the trading arm of our charity and thus increase the income it generates. Specifically we're looking for support to develop a viable business plan to take this forward.

- Identify suitable business models
- Undertake in-depth investigation of potential new business areas
- Evaluate options for business models and implementation strategy
- Develop a final report incorporating a provisional business plan

Branding and Market Research

Placement outline: We have identified a gap in the market for a particular product in the North East region and want to undertake further research and branding to bring the product to market.

- Refine the brand characteristics by carrying out consumer research
- Identify a brand and develop the name and packaging as well as a credible price point
- Explore the potential of exporting the product outside of the region.

Financial Administration

Placement outline: As a charity with a limited number of staff, we require support in various financial administration tasks.

- Provide financial support to the Director, Board and associated staff
- Develop and maintain office systems and procedures
- Improve our financial reporting including management accounts, strategic planning and budget forecasting

Marketing

Strategic Marketing

Placement outline: At present the majority of our core business comes from recommendations and public sector contracts. We would like to develop new opportunities outside of our core client base. With no dedicated marketing resource we're looking for knowledgeable support to contribute to our marketing planning.

- Evaluate current marketing activity
- Develop new profiles and campaigns to promote the business to the private sector
- Contribute to our annual marketing strategy.

Digital Marketing Assistant

Placement outline: We are looking for a student to support the implementation of two mini-marketing campaigns that will support the launch and re-launch of two mobile applications currently under development.

- Focus on marketing through extensive social media work;
- Undertake PR both regionally and nationally;
- Build relationships to ensure maximum coverage on review sites and the App Store; and a
- Raise the profile of the micro-site for the game.

IT

Database Development

Placement outline: As a research company we collect a huge amount of data in separate project files. We want to develop a database to store the information collected in one central place.

- Build a database storage framework.
- Create a tool to input the historical data into the database.
- Create a user-interface to allow us to analyse the data

Quality Assurance

Placement outline: We are looking for support in testing new software applications within our busy software development team.

- Thoroughly test all new software applications
- Provide solutions for any issues with new software
- Ideally you will have experience with the Linux operating system

Engineering

Chemical Engineering

Placement outline: Assistance in the process engineering aspect of major projects

- Support with CAD, commissioning and validation of various installations.
- Checking completed installations to ensure compliance,
- Compiling evidence to justify design solutions and preparing relevant engineering documentation.

Electrical and Electronic Engineering

Placement outline: The project will involve supporting the design and development of RFIC and Radio Frequency (RF) module developments.

- Support of RFIC and module design
- Development of evaluation boards and test plans
- Characterisation of RFICs and modules
- Implementation of FPGAs and PLDs in RF modules.

Medical Sciences

Medical Research

Placement outline: To carry out detailed and highly structured literature searches on the primary care management of various health conditions.

- Undertake systematic literature searches
- Develop and conduct search strategies on electronic databases
- Sift search results for relevance and methodological quality
- Retrieve clinical information from the Internet and libraries
- Store and organise retrieved information in a content management system

Lab Assistant

Placement outline: As a start-up company we require assistance with the day-to-day running of our microbiology lab.

- Assay development and the screening of compounds or strains against these assays.
- Media preparation.
- Sampling of bacterial growth curves.