

Task Force Assignment



AALBORG UNIVERSITET

Task Force Name: Overview of company-relations

TF-BSS 01

Task Force Members: TBD

Task Force website: <https://www.intranet.business.aau.dk/business-school-taskforces>

50 WORD DESCRIPTION OF THE ACTION POINT

This task concerns creating an overview of all the companies in the Northern Jutland Region relevant for collaboration with AAUBS.

The purpose of this action point is to map out the companies in the region, and rank them according to relevance in terms of size (# of employees, revenue, balance sheet etc.). Besides this, the task force should identify how we should categorize companies in terms of a heat map of how strong the potential tie could be. For example, would this collaboration be relevant for employing candidates, student projects, research projects, sponsoring the business school, co-financing PhD students, executive education etc. This list of companies should be performed according to P-numbers (and CVR) and should consider how it should be implemented in a CRM system. Based on the "heatmap model" the analysis should also include companies in the rest of Denmark and international companies which are highly relevant.

EXPECTED OUTPUT

The expected output is an excel sheet with a list identifying potential companies and collaborators that are evaluated as relevant and mature according to a set of relevance criteria. The resulting list should be applicable for identifying companies for different types of collaboration and relationships with the business school.

It is important that your report, excel file and presentation become concrete enough to be able to link into the CRM project of the business school.

EXPECTED OUTCOME(S)

This action point is an important step in working with creating reciprocal value for the regions' companies and organizations, which is an important argument in securing future external funding.

BACKGROUND OF THE ACTION POINT AND ITS CONTEXT

This action point has important relations to creating a CRM-based overview of the companies we work with in terms of research and student collaboration as well as in identifying potential collaborators.

LINKS TO RELEVANT DOCUMENTS

- Assignment:
- Report template:
- Pitch Power Point template:
- Presentation Power Point template:
- Further information:

DEADLINES

Initiation date:

Preliminary Pitch to Department Council:

Presentation to management group no later than:

Hand in date of report: five days before presentation to management group

CONTACT PERSON

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