

ESMT CONSULTING PROJECTS

WHAT IS THE ESMT CONSULTING PROJECT?

Every fall, participants in the ESMT Full-time MBA Program are required to complement their classroom studies with a consulting project for a client. Coached by ESMT professors and professionals, students will apply lessons learned from their MBA studies and knowledge gained from prior work experience to a meaningful and relevant assignment. The projects are sponsored by companies and are jointly designed by the sponsors and ESMT faculty to be relevant for both the client organization and the students.

HOW DO YOU START SUCH A CONSULTING PROJECT?

The sponsoring company defines a project in cooperation with ESMT faculty. The projects must be intellectually complex enough to sufficiently challenge students completing the MBA curriculum. Projects can entail anything: A team could analyze an industry and evaluate its future, whereas another team could assess company competencies to develop strategies on key business issues. Simple data collection or analysis, however, does not fulfill project requirements. The project is to be conducted in six to seven weeks, and a kickoff meeting will be held shortly before the project starts. At the kickoff meeting students and the client organization plan the project and define the goals. During the six weeks (in October and November), students analyze the project's progress and present recommendations at the end of the project period.

TO GET STARTED

PLEASE CONTACT MARCEL KALIS, HEAD OF CAREER SERVICES AT ESMT, TO DISCUSS THE INITIAL PROJECT IDEA.

**HE WILL BE HAPPY TO HELP:
MARCEL.KALIS@ESMT.ORG**
PHONE: +49 (0)30 212 31-1403

The team delivered creative strategy recommendations based on best-practice examples, aligning Amorelie's current brand portfolio with outside marketing cases.

Julian Siegelmann, Business Development Manager,
Amorelie GmbH, Berlin, Germany

WHAT WILL YOU GAIN?

When you sponsor a team of ESMT MBA students, you get:

- ✓ Fresh minds
- ✓ Objective advice
- ✓ Multinational perspectives
- ✓ Fixed project deliverables and deadlines

Our MBA candidates come to ESMT from around the world with solid university educations and substantial professional experience (six years on average) in a variety of sectors. They are meticulous but practical, enthusiastic but mature, engaged but reflective.

HOW DOES IT WORK?

- ✓ Prior to the assignment, ESMT MBA students participate in a seminar on consulting projects and skills.
- ✓ The consulting project client and an ESMT faculty member define a project.
- ✓ ESMT presents all projects to the students and assigns teams based on requirements, diversity, students' preferences, and team dynamics.
- ✓ Participants begin working on projects full-time for seven to eight weeks (October and November).
- ✓ One ESMT faculty member with extensive consulting experience acts as a coach for each team. The coach plays a supportive role when defining the project with the sponsor and monitoring the team's progress.
- ✓ A faculty panel provides feedback for presentations and results before they are presented to the sponsoring company.

We've been very happy with the delivery, all deadlines we agreed upon were met, and the quality was always up to the standard we were expecting.

This experience has been very encouraging, so that we would be more than happy to continue working with ESMT in this format.

Jürgen Griesbeck, Founder & CEO,
streetfootballworld, Berlin, Germany

WHEN AND WHERE?

The project takes place over six to seven weeks from October to November. ESMT will decide on the final consulting projects and teams by August. ESMT provides the teams with workspace at its campus in Berlin, but MBA candidates can also work at the sponsoring and/or client companies.

HOW MUCH DOES IT COST?

A consulting project costs €10,000, which includes the student team and the expertise of an ESMT faculty supervisor. The sponsoring company is also responsible for out-of-pocket expenses (e.g., travel and accommodation) related to the project and incurred by MBA candidates and faculty supervisors. For projects with a social impact and for projects at startups, ESMT offers a special rate.

WHO SUPERVISES?

ESMT has a team of core faculty who actively participate in the MBA program. They have extensive experience in international consulting and research.

IS THERE A CONTRACT BETWEEN ESMT AND THE COMPANY?

Yes. In consultation with ESMT, the project team submits an agreement to the company prior to the project's start. It stipulates the principles guiding the project, its purpose and scope, the faculty supervisor(s), project length, and participants' status. It includes a non-disclosure agreement to be signed by students and faculty involved.

This team not only accomplished more than we had assumed was possible, their findings led to breakthroughs that could fundamentally improve our business in a very meaningful way. I would hire any and all of the team members. They are exceptional.

Andrew Goldberger, CEO,
SmartCare, Las Vegas, NV, USA

HOW MUCH TIME WILL BE REQUIRED OF THE COMPANY'S SPONSORING EXECUTIVE?

It varies by project and ranges from just attending the kick-off meeting, mid-term review, and final report presentation to working directly with consulting team members and the faculty supervisor responsible for the project. But all projects must have a client contact responsible for the project's operation.

WHAT LANGUAGE IS USED FOR THE PROJECT?

ESMT's working language is English, although most candidates speak several languages. Interested companies are invited to specify any language requirements for their potential project.

WHAT ARE THE COMPANY'S OTHER OBLIGATIONS DURING THE PROJECT?

Companies must provide the consulting team with the necessary information and general support to ensure successful results.

RECENT TOPICS SUCCESSFULLY COVERED ARE DIVERSE

- ✓ Designing E-mobility business models
- ✓ Strategically implementing a new emerging technology
- ✓ Defining entry options in a new market segment
- ✓ Identifying strategies for re-entry in a product category
- ✓ Analyzing industry and competition in a growing market
- ✓ How to introduce social innovation into football
- ✓ Assessing the global insurance market for those aged 80+
- ✓ Launching an upmarket clinic in Berlin
- ✓ Strategic and operational recommendations for market entry and rollout of a cloud service
- ✓ Developing an employer branding strategy
- ✓ Designing a strategy for the Russian market
- ✓ Composing recommendations to improve the HR management of cross-border M&As
- ✓ Improving best customer experience in automotive: journey touchpoints
- ✓ Developing strategy and business development goals in China
- ✓ Creating standards for an E-learning platform
- ✓ Advising a railway infrastructure firm on new development opportunities
- ✓ Advising on challenges and opportunities of serving rural customers in East Africa
- ✓ Developing a process for innovation management
- ✓ Designing cost-effective and scalable mechanisms for integrating African smallholder farmers

A SELECTION OF FORMER CORPORATE SPONSORS

Allianz, Alstom, Axel Springer, Bayer, Bosch, Corning, Daimler, Deloitte, Deutsche Post, Deutsche Telekom, E.ON Innovation Center, HERE, Immobilienscout24, KPMG, Lufthansa, MB Technology, McKinsey, Novartis, Orange, Siemens, thyssenkrupp, TÜV Rheinland, Younicos

STARTUPS

Amorelie, Better Taxi, Flaconi, Netmedi Oy, SmartCare, Uberchord, Yes Please Foods

PROJECTS WITH A SOCIAL IMPACT FOR NGOs

Children for Tomorrow, CrossKnowledge , GIZ, Green Oil Energy, International Psychosocial Organization, Médecins Sans Frontières, streetfootballworld, Systain Consulting, World Economic Forum

We are very happy with the performance of the team!

Lauri Sippola, Co-founder and CEO,
Netmedi Oy, Helsinki, Finland

Marcel Kalis
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ESMT European School of Management and Technology GmbH
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The approach was perceived as pragmatic. The new insights were presented in such a way that they were clear and understandable. The practical use was accepted by all stakeholders.

Jan Rijnen, Commercial Director,
Bosch Thermotechniek, Deventer, the Netherlands