

ESMT
BERLIN

ESMT CONSULTING PROJECTS



WHAT?

Each fall, ESMT full-time MBA students are required to complement classroom studies with a consulting project for a client. Students in small teams of 4 to 5 people carry out projects. Coached by ESMT Professors and other professionals, students apply lessons learned from their MBA studies and knowledge gained from prior work experience to a meaningful and relevant assignment. Projects are sponsored by companies, and jointly designed by sponsors and ESMT faculty and/or students to be relevant for both the client organization and the students.

HOW?

ESMT follows two initiatives:

1. ESMT Career Services reaches out to the corporate network to identify interesting assignments. After confirmation by the client, projects are presented to the students who individually apply for a spot. Teams assignments are made by ESMT, and confirmed by the client.

2. Students form teams upfront, and design a project directly with a project organization. ESMT verifies final confirmation with the client.

The project lasts 6 to 7 weeks, and a kick off meeting is held before the project starts. At the kick off meeting, students plan the project and define goals with the client.

YOUR GAIN?

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

ESMT MBA students come from around the world, with substantial work experience (6 years on average) in a variety of sectors.

WHEN?

The projects take place in November – December. All teams are finalized by the end of September. Deadline for submission of projects is 15 August. ESMT provides on-campus workspace for the teams, but students can also work on the client's premises.

COSTS INVOLVED?

A project costs EUR 10,000 (excluding potential travel and accommodation arrangements). ESMT offers special rates for startups, and is free of charge for non-profit organizations with a social impact and NGOs.

AGREEMENT AND NDA?

In consultation with ESMT, the project team submits an agreement to the company prior to the project start. It describes the principles, purpose and scope of the project and also names the faculty supervisor, and establishes the timing of the project. It also includes a non-disclosure agreement to be signed by students and faculty.

WHOM SHOULD I CONTACT?

Marcel Kalis
Head of Career Services, ESMT Berlin

marcel.kalis@esmt.org
+49 171 767 2730

RECENT TOPICS SUCCESSFULLY COVERED:

- Develop an M&A plan, including market analysis and integration, for autonomous driving startups
- Identify and outline the technological impact of Virtual Personal Assistants (VPAs) focusing on integrating this technology to future business models for the airline industry
- Viability of investment in an early phase 3D printing technology start-up by a leading global company to enhance business channels and help in the development of future technology
- Conduct a strategic evaluation for a small to medium sized company to determine how they can best digitalize their operations to facilitate international expansion and new product / brand development
- Evaluate and develop an implementation plan to optimize an international tech company's role in the development of the sustainable Smart City concept in Berlin
- Develop both strategic and operational plans to aid the international expansion strategy of a startup, specializing in international trade
- Design cost-effective and scalable mechanisms for integrating African smallholder farmers
- Determine an implementation strategy for a global company to enhance existing and to create new business channels and products for robotics and cloud-based technologies. There is a special focus on using industry 4.0 and artificial intelligence technology
- Develop an alternative business model, focusing on diversifying the product portfolio and achieving financial stability, for an international NGO

A SELECTION OF FORMER SPONSORS:

CORPORATES

- Allianz
- BASF
- Bayer
- Corning
- E.ON
- HERE Technologies
- Lufthansa
- Mercedes Benz AMG
- Microsoft
- Siemens
- Uniper
- Wayfair
- Zeiss

STARTUPS

- Amorelie
- BetterTaxi
- CareerFoundry
- Flaconi
- HelloFresh
- Lumenaza
- May & Co.
- Uberchord
- WindNode

NGOs / SOCIAL IMPACT

- Children for Tomorrow
- Gesellschaft für Internationale Zusammenarbeit
- Médecins Sans Frontières
- streetfootballworld
- Transparency International
- World Business Council for Sustainable Development
- World Economic Forum
- World Wide Fund for Nature

“It has been a pleasure to collaborate with such a team of smart, passionate, dynamic, professional, and dedicated students. They have worked as a well-functioning team at the various stages of the process, with joined leadership, and clear and efficient division of roles and tasks”

Marie Chêne,
Knowledge & Policy Manager,
Transparency International

ESMT
European School of Management and Technology GmbH

ESMT Berlin
Schlossplatz 1
10178 Berlin
Germany

www.esmt.org

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Marcel Kalis
Head of Career Services, ESMT Berlin

marcel.kalis@esmt.org

+49 30 21231-1403

+49 171 767 2730

