



MASTER'S BUSINESS PROJECTS

Tasks and Goals of the Business Projects

The "Business Project" is part of a project management course in the Master's programs at MBS which aims to provide students with an opportunity to implement a concrete business project in cooperation with a real-life company. Embedded in the curriculum the academically acquired knowledge and skillsets are put into practice to provide a hands-on learning experience. All student groups are mentored by an MBS professor during the entire project lifecycle.

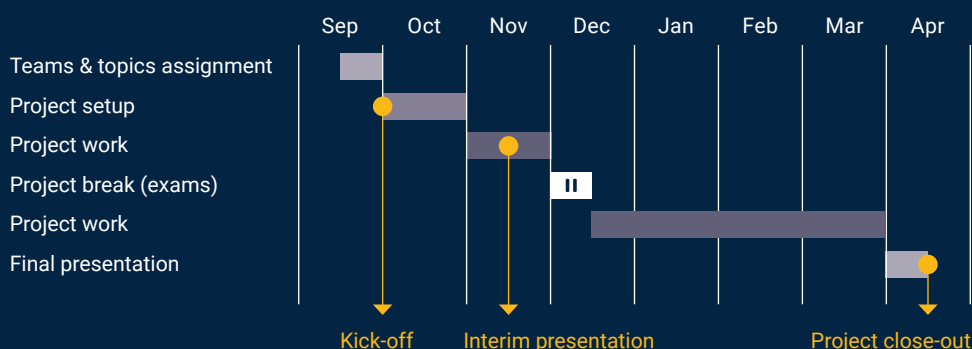
Why to Join as a Company?

- Introduce and exchange new perspectives, fresh ideas, and possibly unconventional thoughts to and with the students
- Early contact with highly trained potential employees with an international background

Deliverables

- Final report
- Final presentation at Munich Business School (the partner company is invited)
- Second presentation at the partner company's premises on request

Procedure and Timeframe



General Framework

- Small groups: 3 to 5 students
- Project language: English
- Project duration: Mid September until mid April of the following year
- Important: real-life case, and project character of the task
- Reasonable scope of work: the project is an official part of the curriculum which will be graded
- Each student is meant to contribute 2 hours per week on average to the project
- Confidentiality agreements / NDAs may of course be signed
- All student groups command sound project management knowledge and are supervised by an MBS professor
- Students work remotely using their own equipment
- The majority of students have work experience from prior internships, previous jobs, or own startup activities. They acquire skills in project management, market analysis and program specific topics during their studies.

PROJECT EXAMPLES

International Business

Projects in the areas of international business, corporate strategy, change management, digital business, sustainable business, i. e.:

- Development of a market entry strategy for India and China
- Development of a rating tool for medium-sized companies
- Assessment of digital media products and services for the core target group of a publishing house

Master in Finance

Projects in the field of corporate valuation, corporate finance and international finance, i. e.:

- Development of a KPI dashboard for different business units
- Optimization of a procure-to-pay (P2P) process

International Marketing and Brand Management

Projects in marketing and branding, market research, brand psychology and consumer behavior, i. e.:

- Market potential analysis and implementation strategy for a new product
- Development of a digital brand strategy for a new market abroad

Innovation & Entrepreneurship

Projects in the context of development, growth and management of a new company or the evaluation, implementation and management of innovation, i. e.:

- Development of an international market entry strategy for a start-up
- Analysis of the effects of disruptive innovations on SMEs for a young private equity firm

IB | Sports Management & Media

Projects in the field of sports management, marketing, sponsoring, rights and licenses, events, e-sports, i. e.:

- Market analysis and development of a sponsoring strategy / sponsoring concept
- Digital communication strategies for a sports club/association
- Evaluation, conception and realization of an innovative sports event



Prof. Dr. Christian Schmidkonz
Academic Director Master
International Business

"While doing the Master International Business, students have a wide range of opportunities to specialize in. This offers our business project partners a vast variety of possible subject areas: From corporate strategy to controlling to innovation topics."



Prof. Dr. Johannes Hofinger
Professor for Finance and Accounting

"Master in Finance students support your company with financial analyses, innovative insights into risk management and AI, fresh ideas for reporting, and data-driven input to improve financial processes and decision-making."



Prof. Dr. Sophie Hieke
Academic Director Master International
Marketing and Brand Management

"Business projects in the Master International Marketing and Brand Management provide an in-depth elaboration of specific marketing relevant problems. As a project partner you will receive fresh input for your brand from motivated young professionals."



Prof. Dr. Nadine Chochoiek
Academic Director Master
Innovation and Entrepreneurship

"Using detailed analyses and the application of their newly acquired knowledge and skills, students from the Master Innovation and Entrepreneurship provide you with strategic recommendations, innovative solutions and guidance for implementing these."



Prof. Dr. Heiko Seif
Academic Director Master IB |
Sports Management and Media

"Previous project partners from the sports industry found the cooperation with our dedicated student teams, their view from the outside and the close professional coaching of the students by MBS lecturers to be a great enrichment."

APPLY FOR A BUSINESS PROJECT:

Company name *

Department *

Address *

Contact person *

Email *

Phone

Brief description of the task *

☐ With this cooperation we agree to the use of our company or institution logo on the website and in brochures of Munich Business School.*

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Date, signature *

* Required field

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Are you looking for more information? Your Contact



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