



MBS 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.

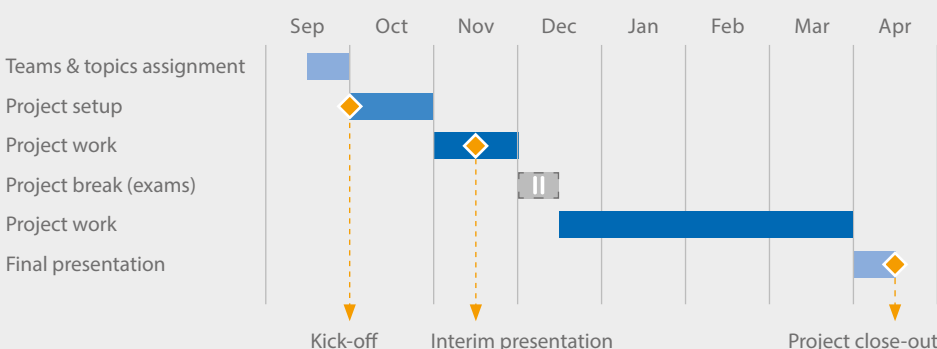
Why to Join as a Company?

- 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 by request

Procedure and Timeframe



General Framework

- Group size: 4 to 6 students
- 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; 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 (e.g. marketing (Master IMBM and IB), design thinking (Master IE) or sports rights and licenses (Master SBC)) during their studies.

MASTER'S BUSINESS PROJECTS

International Business & International Business | Finance

Language: English

Topics: Projects in the areas of marketing, finance/controlling, corporate strategy, change management, digital business ...

A selection of past projects:

- Development of a market entry strategy for India and China
- Development of a rating tool for medium-sized companies

"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. Christian Schmidkonz,
Academic Director Master
International Business



International Marketing & Brand Management

Language: English

Topics: Projects in marketing and branding, market research, brand psychology and consumer behavior

A selection of past projects:

- Market potential analysis and implementation strategy for a new product
- Development of a digital brand strategy (market research and campaign development) for a new market abroad

"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. Sophie Hieke, Academic
Director Master International
Marketing & Brand Management



Innovation & Entrepreneurship

Language: English

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

A selection of past projects:

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

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

Prof. Dr. Nadine Chochoiek,
Academic Director Master
Innovation & Entrepreneurship



Sports Business & Communication

Language: English

Topics: Projects in the field of sports business (sports management, marketing, sponsoring, rights and licenses, events, e-sports).

A selection of past projects:

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

"Master SBC business projects are a highlight for our students. And previous project partners from the sports industry also found the cooperation with the small dedicated teams, their view from the outside and the close professional coaching of the students by MBS lecturers to be a great enrichment."

Prof. Dr. Heiko Seif, Academic
Director Master Sports
Business & Communication





PARTICIPANT COMPANIES (SELECTION)

Volkswagen, Telefónica O2, Lindner Hotels & Resorts, Dassault Systems
 ISPO, Hypovereinsbank, BASF, Kempinski, Bogner, Audi, Käfer, Accenture
 Keller Sports, Bearing Point, Client Solutions, Gardena, Würth Tele Services
 CHIC Foods Shanghai, BMW Motorrad, Dornbusch Gravuren, 3BOND, Vodafone
 Microsoft, Donner & Reuschel, Condé Nast, Tesla, Weihenstephan, Allianz
 NHN LINE

"The business projects of Munich Business School are a great opportunity for us to examine current topics and questions neutrally and with a scientific background. We are always enthusiastic about the commitment of the teams and the project results."

Thomas Pflugbeil, Managing Director, Spessarttraum GmbH & Co. KG

SPESSARTTRAUM
seit 1958

evoc★

"The MBS business project has played a major role in the planning and implementation of our China Market Entry Strategy. The professional approach of the MBS students to project management and the quality of their results were impressive. It has been a pleasure working with the MBS students and professors and I would encourage other companies to participate in an MBS business project."

Bernd Stucke, Founder and Managing Partner, EVOC Sports

APPLY FOR A BUSINESS PROJECT:

Company name ¹⁾

Department ¹⁾

Adress ¹⁾

Contact person ¹⁾

Email ¹⁾

Phone

Brief description of the task ¹⁾

With this cooperation we agree to the use of our company or institution logo on the website and in brochures of Munich Business School. ¹⁾

We process your data in accordance with our Privacy Policy: www.munich-business-school.de/en/mbs/university/legal/privacy-policy

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Date, Signature ¹⁾

Munich Business School GmbH. All information is subject to change without notice. June 2024.


¹⁾ Required field




Ihre Ansprechpartnerin

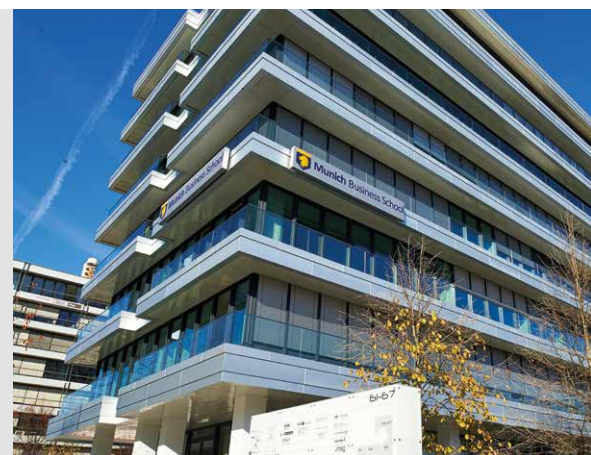
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