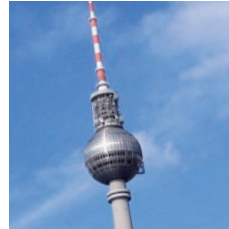




PARIS LONDON BERLIN MADRID TORINO **BUSINESS SCHOOL**

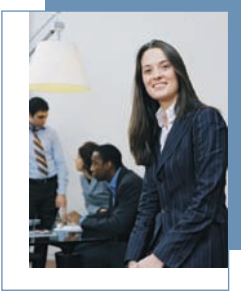


Company Consultancy Projects

ESCP Europe
Business School
Berlin



Overview



“How promising are the prospects of launching our new product idea onto such a saturated market?”

“What do we do better than our competitors?”

“Is the legal form of a European limited liability company of any benefit to us?”

Four students, four weeks, one assignment.

And lots of satisfied clients.

Companies put all sorts of questions like these to students participating in the Master in European Business (MEB) programme of study at ESCP Europe. As part of a Company Consultancy Project (CCP) they get the answers.

How do you profit? Teams composed of students of different nationalities and disciplines work together for four weeks solely on your assignment. This unique encounter between highly diverse professional approaches, mother tongues and personal experience benefits you greatly on account of its wide-ranging problem analysis, cross-boundary thinking, specific

professional know-how and, where needed, creative and sometimes unconventional approaches to problem-solving – and not only in internationally oriented assignments. The satisfaction of our clients thus far and the numerous follow-up assignments attest to the success of our concept.

The Master in European Business (MEB) programme of study

- a one-year postgraduate course of study
- in two countries and two languages
- for graduates and young professionals with degrees or equivalent qualifications in subjects other than economics or business studies (e.g. law, engineering, sciences, languages, humanities)
- as a supplementary business course for graduates with an economics degree (e.g. political economists, business information technology graduates) who wish to enhance their management skills
- rigorous selection procedures ensure handpicked students of a high academic standard and level of competence from up to 20 countries
- accredited by the Association of MBAs (AMBA) and recognised as a Master of Science (M.Sc.) degree
- a broad range of opportunities for students of the MEB programme. Graduates are recruited by a great variety of companies – from the largest consultancy firms and consumer goods manufacturers to medium-sized companies in different branches of business and industry
- further information is available at www.escpeurope.de/meb or can be obtained by post

The project process

It is decided together and in detail whether and, if so, how our students can help you. The exact terms of the assignment are laid down in the project description which the students receive. You may, of course, specify whether your project is to be carried out in **German or English**.

The students are **invited to apply** for the different projects in ca. mid November (winter semester) and ca. late April (summer semester).

Roughly two weeks later **the final composition of the teams** is agreed. The attempt is made to take account of both the interests of the students and the special wishes of the companies (e.g. with regard to the particular expertise of the team).

In mid December (winter semester) and mid May (summer semester) the first **'kick-off' meetings** can take place in order for the teams and the companies to get acquainted with each other. The actual start of the project does not take place until the project phase proper.

The four-week **project phase** is from the second week in January to the first week in February (winter semester) and during the months of June and July (summer semester). During this time the students are **available entirely and exclusively** for carrying out the project and working on the **presentation of results**. Shortly afterwards they set off to the location of their second-semester studies (winter semester) or begin their obligatory internship with a company (summer semester).

At the end of the project the **performance** of each team is **assessed** from the point of view of the company by way of a questionnaire. The company's assessment is a **substantial factor** in the **overall grade** each student receives for the CCP module.



Initial contact,
defining the project

Call for students'
applications

Putting the
team together

Kick-off meetings

Project work

Presentation of results

Project assessment

Testimonials

The great majority of our clients up to present have proved to be extremely satisfied with the work of our teams. Nine out of ten companies gave a score of between 90% and 100% (the highest possible score) when asked to rate their overall satisfaction. Taking the general average of all projects, satisfaction amounted to 93%.

The project contents vary considerably, ranging from internationally oriented market analyses and creative product concepts to drawing up business plans and developing a control system – there are no limits. The following examples represent only a small selection

of the numerous projects. Do not hesitate to contact us in order to receive further examples of projects or, alternatively, the addresses of some of our clients so that you can ask them directly about their experience with our CCPs.

Supplier in the field of genome research

Project:

Undertaking a market analysis and drawing up a market process strategy in the area of gene diagnostics: current and anticipated market requirements and players in the domain of animal, plant and human gene diagnostics; legal requirements; procuring financing for capital expenditures; cooperation strategies

Overall Satisfaction:

100 %

Excerpt from the assessment:

"Thanks to the heterogeneous composition of its members' know-how, the team did excellent work of a high quality. We experienced the team as competent and constructive consultants who within a very short time familiarised themselves with a complex issue. With regard to both form and contents, the goals were accomplished to our utmost satisfaction due to the work of (...). We thank the team of consultants named above for their constructive cooperation and can recommend them further without any reservations."

Distribution, retail and logistics company for the international travel market

Project:

Analysing and evaluating possible strategies for entering the Indian duty-free market

Overall Satisfaction:

95 %

Excerpt from the assessment:

"The complex project was carried out very efficiently and with a result of the highest quality."





Testimonials

Subsidiary of a globally operating food company

Project:

Undertaking an extensive market and competition analysis and drawing up marketing strategies based on this analysis

Overall Satisfaction:

100 %

Excerpt from the assessment:

"Based on our briefing, Ms. (...) and her colleagues developed a detailed questionnaire taking into account the above issues and realized several interviews with our sales force and industry experts. In a final step, the team analyzed, verified and summed up all information in a comprehensive report and presentation. Ms. (...) contributed to the perfect project roll-out through her excellent communication skills that she could not only put forward during the phone interviews, but also as the team's spokesperson. She showed her great commitment to the project as well as our company and had a very professional attitude when working with us."

Manufacturer of micro gas turbines

Project:

Developing alternative electricity marketing concepts

Overall Satisfaction:

95 %

Excerpt from the assessment:

"During the last three years we have carried out CCPs regularly in the areas of business strategy, human resources and finance. We have been won over 100% by both the quality of the results and the commitment of the students – so much so that several of the students are now on our payroll. In fact, we use the CCPs in two ways: as input for our project management and at the same time as a recruitment tool."



International pharmaceutical concern

Project:

Undertaking a critical examination of the methods currently used to assess the company's performance against the backdrop of academically discussed methods

Overall Satisfaction:

95 %

Excerpt from the assessment:

"Very positive general impression"

Quality assurance

The projects are carried out as the last stage of a process of intensive preparation and coaching, which ensures that the results are of a high quality.

Specialised, practice-oriented training in key areas of business studies (e.g. financing, international and European management, marketing, human resources, operations management, strategic management, etc.), as well as several days of coaching in project management and presentation skills, ensures a deep awareness of problems, a focused use of analysis methods and a clear presentation of the results. The coaching is carried out in part by company consultants of the most renowned senior management consultancies.

Active knowledge management of previous projects – in the form of detailed project reports and useful tips – gives the students access to project examples and the experience and insights of their predecessors.

Throughout the project the work of the teams is accompanied by the School's CCP coordinators Tobias Dauth and Esther Rödel. If required, the teams are provided with support from experienced teachers at the School. Furthermore, around the middle of the project period clients are asked to give an interim oral feedback about the progress of the project and the results of the work so far from the point of view of the company. Occasionally the general direction of an assignment may change as a result of interim findings during the course of the project. At meetings with the students you can bring your influence to bear, fine-tune the work and, by re-calibrating the direction of the assignment, contribute to the joint success of the project.





Regulatory framework

ESCP Europe charges a fixed sum in return for the work carried out on the project: In addition, the companies reimburse students for all proven expenses incurred while working on the project. Such details can be agreed upon directly between the companies and the student teams.

The student teams assume complete responsibility for the contents and results of their work; the project assignments are carried out to the best of their knowledge and belief. Claims of liability can be made against neither the School nor the students except in the event of gross negligent conduct.

All project contents and results are subject to strict confidentiality and are made use of solely by authorised staff (teachers involved in the CCP module) for the purpose of assessment and awarding grades. Distribution or disclosure to third parties is not permitted.

Both the project specifications and the methods chosen to carry out the assignment are summarised by the students at the end of the project, and this report is archived as a contribution to the School's CCP knowledge management. By written request (no special form needed) companies may stipulate that the project report must not be made available to later MEB students taking part in the CCP module as study material.



ESCP Europe has campuses at five locations (Berlin, Paris, London, Madrid and Turin). As a state-accredited business school, it awards, among other degrees, the German Diplom Kaufmann/-Frau (until 2012), the M.Sc. (Master of Science) and the Dr. rer. pol. (Doctor of Economic Sciences), as well as a state-accredited MBA (Master of Business Administration).

ESCP Europe Business School Berlin has been in existence for 30 years and is one of the few higher education establishments in Germany which is recognised by all three leading international accreditation agencies – AACSB, AMBA and EQUIS.

ESCP Europe is supported by the DFH (Franco-German University).

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