



# MBS BUSINESS PROJECTS

## Tasks and Goals of the Business Projects

The »Business Project« course in the Master's programs at MBS aims to provide students with an opportunity to implement a concrete business project in cooperation with a real-life company. In the course, acquired business knowledge is to be implemented and consolidated by means of real projects in small groups. All student groups are mentored by an MBS professor during the entire project lifecycle.

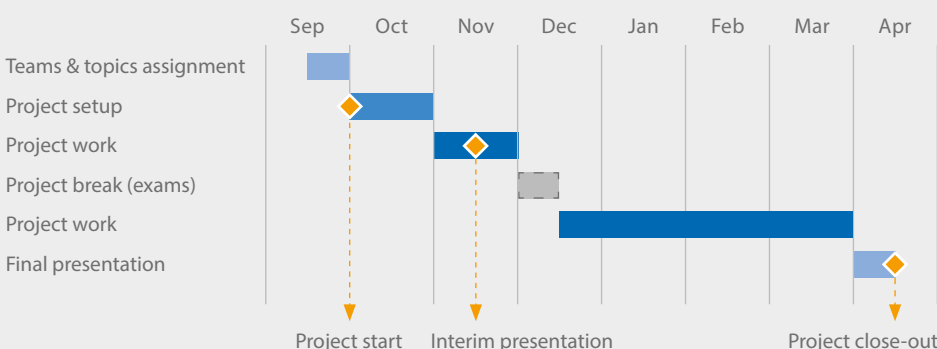
## Why to Join as a Company?

- Introduce and exchange new perspectives, fresh ideas, and possibly unconventional thoughts to and with the students
- Benefit from temporary, additional manpower for a concrete project
- Early contact with highly trained potential employees with an international background
- Have fun in cooperating with an international business school

## 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: 2 to 5 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 x 30 hours
- 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

**Language:** German or English

**Topics:** Projects in the areas of marketing, finance/controlling, luxury management, 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
- Development of a new store concept

"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 (on request: 1 German-speaking student per team)

**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)

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

"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**  
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"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\*

Department\*

Adress\*

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.
- I hereby declare my consent that my data may be used by Munich Business School to process my enquiry and that I may also be informed in the future by email, SMS, telephone and post about suitable education programs and information events. I have the right to revoke this consent at any time without giving reasons with effect for the future (e.g. by email to [datenschutz@eso.de](mailto:datenschutz@eso.de)), without affecting the legitimacy of the processing of my data based on my consent until revocation. I also confirm that I am 16 years of age or older and that I accept the data protection regulations, which I have taken note of.

You can find our privacy policy at [www.munich-business-school.de/en/mbs/university/legal/privacy-policy](http://www.munich-business-school.de/en/mbs/university/legal/privacy-policy) or at our booth or location.

Date, Signature




Munich Business School GmbH. All information is subject to change without notice. May 2023.

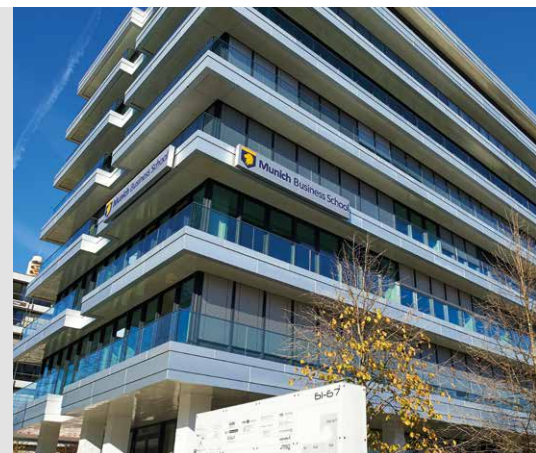
\*Required field



## Your Contact

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