



# MBA BUSINESS PROJECTS

## Tasks and Goals of the Business Projects

The "Business Project" of the MBA Program at MBS is designed to give students the opportunity to implement a concrete business project in cooperation with a real-life company. In this context, the expertise acquired in the course of study is to be applied and deepened in a small group on the basis of a concrete project. All student groups are mentored by an MBS professor during the entire project.

## Why should your Company join?

- 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

## Timeframe

Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Project phase spring						Project phase fall				

## General Framework

- Group size: 4 to 8 students
- Project duration: April to mid July; October to mid February
- Important: real-life case, and project character of the task
- 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
- All participants have many years of work experience in numerous functions, such as marketing, purchasing, research and controlling. During your MBA studies you acquire knowledge in the topics Advanced Business Administration & Strategy.
- The students apply for the projects and are selected on the basis of their qualifications by the academic director.

# MBA BUSINESS PROJECTS

## Master of Business Administration

**Language:** English

**Topics:** Advanced Business Administration & Strategy, Strategy Optimisation, Communication, Prozess Analyse, Business Development

**A selection of past projects:**

- Development of a market entry strategy for India and China
- Development of a rating tool for medium-sized companies
- New Work – New Normal
- Development of a content marketing strategy for a global company

"The Master of Business Administration is a holistic degree, which gives the students the possibility to get to know all of today's important business subareas. Through detailed analyses and the application latest business management research results you receive as a practice partner well-founded Problem analysis and strategic recommendations, which provide real added value for deliver your company."

**Prof. Dr. Michael Rüdiger,  
Academic Director Master  
of Business Administration**



## PARTICIPANT COMPANIES (SELECTION)

ISPO Volkswagen Telefónica O2 Lindner Hotels & Resorts Wacker-Neuson  
Hypovereinsbank BASF Kempinski Bogner Käfer Audi Accenture  
Keller Sports Heunec Gardena Client Solutions FC Bayern Würth Tele Services Vodafone  
CHIC Foods Shanghai BMW Motorrad Dornbusch Gravuren Weihenstephan  
Microsoft Asset Matrix 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**  
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\*

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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