



Institute for
International
Business



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C E M S

IIB Corporate Cooperation

Overview and past project experience

Vienna, October 2016

Options for corporate cooperation are multi-faceted

Three options for corporate cooperation with the IIB ...

1

Consulting-like business projects for bachelor and master students

2

Research via evidence-based or empirical-analytical **bachelor and master theses**

3

Individual trainings and **coachings** for companies by **experienced faculty members**

... offer dedicated benefits for corporate partners



High-quality results delivered by **dedicated students** in **top-ranked programs** (e.g. CEMS Master)



Coaching of students by **faculty members** with a **track record** in both the **academic** and the **corporate world**



High flexibility and **autonomy** of corporate partners in **definition of project topic, goals and setup**




Significant cost advantages for corporate partners compared to commercial consulting services

Three archetypical cooperation options in detail

1 Business projects

Business projects with **student teams** acting as consultants to the corporate partner


 Duration: 1 term (~3-4 months)


 Goal: Analysis of business issue and development of practical recommendations
(Broad or detailed scope)

Corp. partner: Topic definition & regular alignment with students
Students: Lead for analysis and definition of recommendations
Faculty: Coaching, admin & eval.

2 Bachelor/Master theses

Academic paper/presentation by **1-2 students** researching particular issue of corp. partner


 Duration: 4 – 8 months


 Goal: Theoretical/academic & practical analysis of real-life business issue
(Detailed scope)

Corp. partner: Topic definition & regular alignment with student(s)
Students: Lead for analysis and definition of recommendations
Faculty: Coaching, admin & eval.

3 Trainings/Coachings

Individual training/coaching organized and delivered for corporate partner **by faculty**

 Duration: flexible

 Goal: To be defined based on format and corporate need
(e.g. workshop, course, expert speeches/panels)

Corp. partner: Definition of need and format, alignment on format, participation in training/coaching
Faculty: Organization and delivery of coaching/training

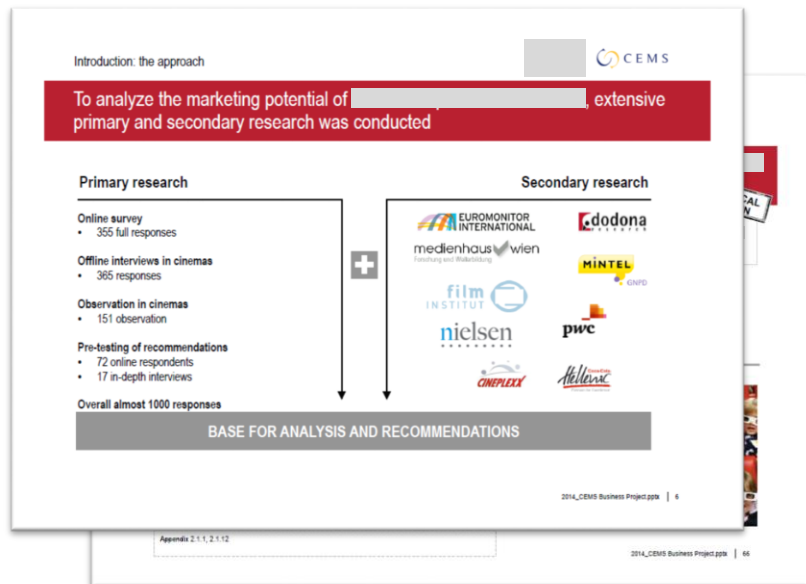
Students define strategic marketing recommendations

Project profile and format

- **Global FMCG** (fast-moving consumer goods) company seeking to **analyze the potential of a new sales channel** and to gain **recommendations for market entry**
- **Project conducted by 5 students as CEMS Business Project** (master level)

Project results

- **Deep insight** delivered by market research via **primary and secondary sources**
- **Practical and hands-on recommendations** for **entry channels** and **implementation plan**
- **Detailed estimation** of **costs, risks** and **profit potential**



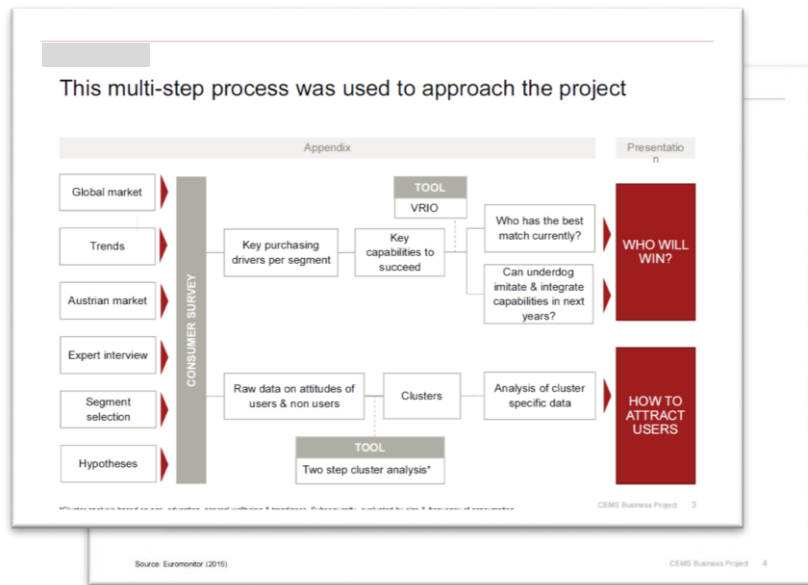
Students analyze structure and potential of a target market

Project profile and format

- **Global consulting service provider** seeking to analyze the **consumer segments, trends** and **underlying potential** of one of its clients' focus markets
- **Project conducted by 5 students as CEMS Business Project** (master level)

Project results

- Collection of **primary data via consumer survey**
- **Data-driven consumer segmentation**
- Analysis of **potential market size, buying behavior, sales potential** and **marketing recommendations** for each **segment**



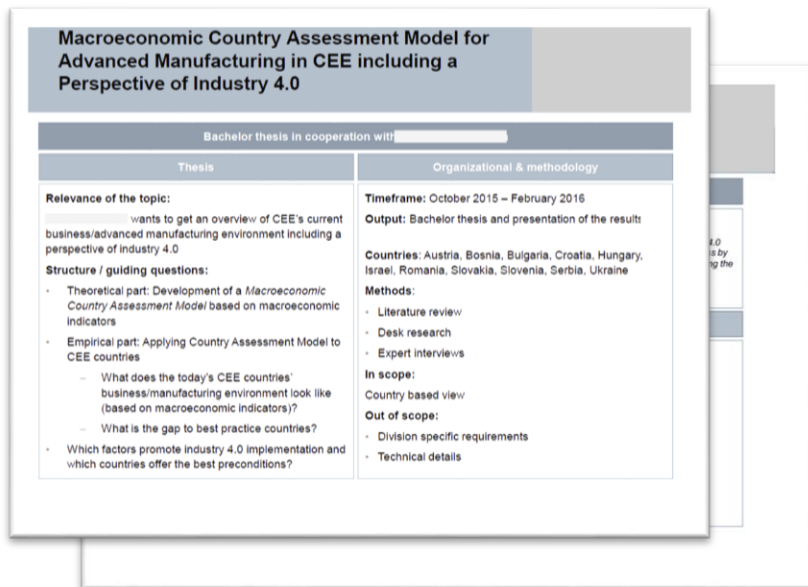
Student develops factor market assessment model

Project profile and format

- **Global industrial technology company** seeking to analyze **factor markets for production sites** incl. **trends on Industry 4.0** in the **CEE market**
- **Bachelor thesis** conducted by **one student** of the **specialization “International Business”**

Project results

- Review of **literature, desk research** and **primary expert interviews**
- Development of **country assessment model** of **local factor market** for production
- Analysis of **stages of local Industry 4.0 trends**



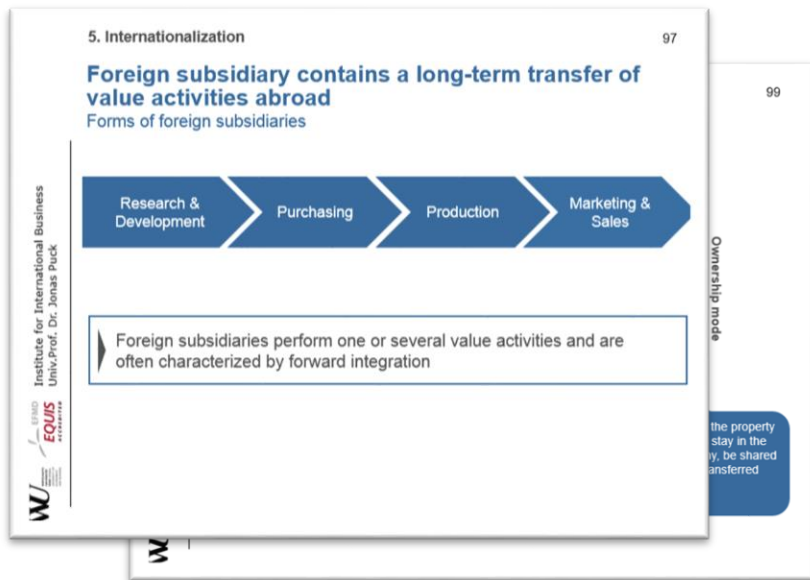
Executive workshop to define value chain optimization

Project profile and format

- **European construction system supplier** seeking to analyze its **current value chain** and to develop **approaches for optimization**
- Project conducted as **executive board workshop** by faculty members

Project results

- Presentation of **theory, frameworks** and **corporate best-practices** for value chain optimization
- **Definition, discussion** and **prioritization** of **conventional** and **“out-of-the-box” ideas** for optimization



Long-lasting partnerships underline our success

1

Business Projects



2

Bachelor/Master theses



3

Trainings/Coachings



Any questions? – Contact us at jonas.puck@wu.ac.at