

IIB Corporate Cooperation Overview and past project experience

Vienna, October 2016

Overview

Options for corporate cooperation are multi-faceted

Three options for corporate cooperation with the IIB ...

Consulting-like business projects for bachelor and master students

Research via evidence-based or empiricalanalytical **bachelor and master theses**

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

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Institute for International Business **Cooperation options**

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Roles

Three archetypical cooperation options in detail

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)

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

Bachelor/Master theses

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- 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)

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

Trainings/Coachings

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

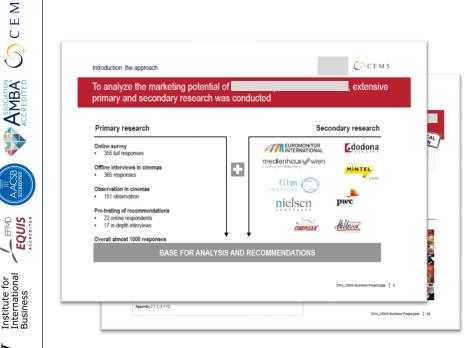
Duration: flexible

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

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

Impressions of Past Projects (I/IV) – Business Projects

Students define strategic marketing recommendations



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Project profile and format

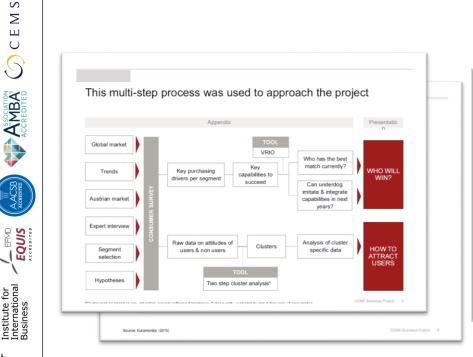
- Global FMCG (fast-moving consumer goods) company seeking to analyze the potential of a new sales channel and to gain recommendations for market entry
- Project conducted by 5 students as CEMS Business Project (master level)

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

Impressions of Past Projects (II/IV) – Business Projects

Students analyze structure and potential of a target market



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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

Impressions of Past Projects (III/IV) - Bachelor/Master theses

Student develops factor market assessment model

Bachelor thesis in cooperation with	
	Organizational & methodology
Relevance of the topic:	Timeframe: October 2015 - February 2016
vants to get an overview of CEE's current business/advanced manufacturing environment including a perspective of Industry 4.0 Structure / guilding questions: Theoretical part: Development of a Macroeconomic Indicators Country Assessment Model based on macroeconomic Indicators Empirical part: Applying Country Assessment Model to CEE countries What does the today's CEE countries' business/manufacturing environment look like (based on macroeconomic indicators)? What is the gap to best practice countries? What is the gap to best practice countries? Which factors promote industry 4.0 implementation and which countries offer the best preconditions? Which macrose promote industry 4.0 implementation and which countries offer the best preconditions?	Output: Bachelor thesis and presentation of the result: Countries: Austria, Bosnia, Bulgaria, Croatia, Hungary, Israel, Romania, Slovakia, Slovenia, Serbia, Ukraine Methods: - Literature review - Desk research - Expert Interviews In scope: Country based view Out of scope: - Division specific requirements - Technical details

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Project profile and format

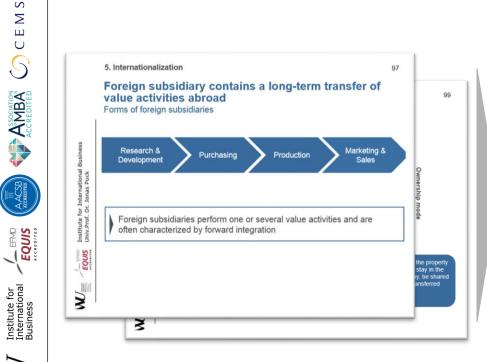
- Global industrial technology company seeking to analyze factor markets for production sites incl. trends on Industry 4.0 in the CEE market
- Bachelor thesis conducted by one student of the specialization "International Business"

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

Impressions of Past Projects (IV/IV) – Trainings/Coachings

Executive workshop to define value chain optimization



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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

References and contact

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Long-lasting partnerships underline our success



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