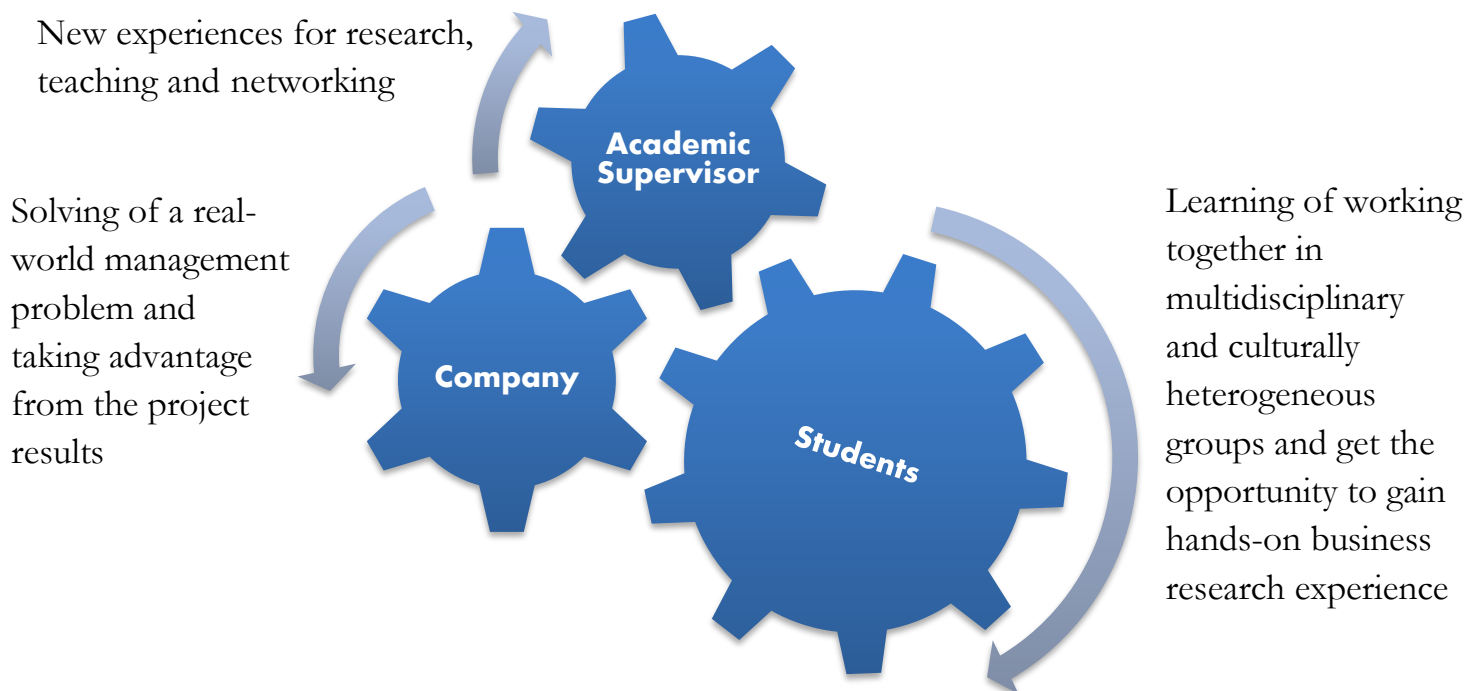


Business Projects Overview



- CEMS programme requires the realization of a compulsory business project during Term 2 which represents 50% of the workload (**15 ECTS**);
- At the SGH Warsaw School of Economics projects run from March to end of May;
- Attendance of all the team members at kick-off meeting, mid – term presentation, final presentation, BP conclusion meeting is mandatory;
- Business Project is a part of the academic term during which students have compulsory classes. They are not hired by company as employees or interns (internship is a separate part of the CEMS degree);
- Projects will be conducted in 3-5 person teams;
- Project can be submitted to a confidentiality clause if required by company.

Win-win-win concept



Evaluation of Business Projects

- Company Business Project Coordinator(s) and SGH Academic Advisors supervise the project.
- The scope of work (similar to a half-time job), encounters calendar, intermediate reports, global timing and other practical details are defined by company (Company Business Project Coordinators) and SGH Academic Advisors.
- Business Project evaluation is based on:
 - an oral presentation
 - a written report (if required by the company).
- Company Business Project Coordinator(s) and Academic Advisors will evaluate the project on the basis of the written report and oral presentation. SGH Business Project Coordinator is responsible for grading the project.

Company & Contact Information	
Organisation Name	Hilti
Primary Industry	Construction industry
Company logo	 

Project Information	
Business Project Title (short clear title)	Green buildings in V4, regulatory framework, business trends, potential for Hilti
Business Project objectives (describe the project and desired outcome)	<ul style="list-style-type: none"> ▪ Analyse the existing and emerging regulatory framework in the topic of Green Building certification in V4 countries. ▪ Conduct market research to understand key business trends in Green Building in V4 region. ▪ Identify how could Hilti contribute to efforts of its customers in building Green Buildings and having them certified.
Business Project background information and key challenges	<ul style="list-style-type: none"> ▪ Hilti committed in its strategy Lead 2030 to become best partner to its customers in productivity, safety and sustainability. ▪ Productivity and safety are and always have been deeply embedded in Hilti's value proposition and well understood by its customers. ▪ Sustainability topic has been so far approached more from the point of sustainability of Hilti itself. Being a partner to customers on their way to sustainability is relatively new point of view and is seen as important driver of future growth. ▪ Green Building trend seems to resonate among investors in EU and starts to echo also in V4 construction market. ▪ Hilti's brough portfolio of building construction related products, services and software in combination with close relation to construction companies via direct sales model and highly business, process and technically competent employees provides solid base for understanding needs of construction companies and providing solutions to complex topics.
Expected outcome (describe what outcomes do you feel would confirm the project was a success)	<ul style="list-style-type: none"> ▪ Gathering information from regulatory bodies and certification institutions to obtain understanding of the Green Building certification and its future development.

	<ul style="list-style-type: none"> ▪ Gathering the information from key stakeholders and players in real estate development and building construction market and their expectations and trends in the Green Buildings. ▪ Understanding Hilti business model and offering to identify business potential for Hilti. ▪ We will welcome both proposals for immediate action leveraging current Hilti offering as well as ideas for consideration in long run including description of key step changers. <p>Knowledge and skills to be gained by the students during BP:</p> <ul style="list-style-type: none"> ▪ Deep understanding of Green Building topic in EU, Czech Republic, Slovakia, Poland and Hungary ▪ Opportunity to practice theoretical knowledge of conducting market research and analysis. ▪ Make a real impact with the outcome given that the topic is one of three strategic imperatives for Hilti.
Planned Timeline (your project timeline should be in line with the proposed timeline of our school – already put forward)	<p>Kick off meeting at the company- second half of February 2023</p> <p>Mid –term presentation – till 14 April 2024 (TBC)</p> <p>Final Presentation (till end of May 2024) - late May</p> <p>BP conclusion meeting – 5-6 June 2024 (TBC)</p> <p>Weekly meetings of the student team are expected</p>
Final outcomes will be in the form of:	<p><input checked="" type="checkbox"/> extensive Power Point presentation</p> <p><input type="checkbox"/> extensive Power Point presentation and written report</p> <p><input type="checkbox"/> written report</p> <p><input type="checkbox"/> other</p>
Expected number of students for the project	<p>6 (2 from SGH, others from VSE and CUB)</p>
Are there specific requirements and/or expertise necessary for students on this project (language/skills)? We will try to accommodate your request but cannot guarantee it.	<p>At least one native speaker from each country required (PL, CZ, HU)</p>
Confidentiality: Are students required to sign a non-disclosure agreement?	<p><input checked="" type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p>
Other requirements and information about the project that you would like to share at this stage	<p>This is x-border project that is done in cooperation between 3 countries: Czechs, Hungary and Poland. Special focus on this problematics in V4 countries.</p>

Company & Contact Information

Organisation Name	ABB Ltd – Busch-Jaeger Elektro GmbH
Primary Industry	Electroinstallation & Building Automation
Company's logo	

Project Information

Business Project Title (short clear title or statement)	Digitalization on shopfloor: Gap analysis: best of breed vs “good enough”: An in-depth capability comparison between ABB’s own MES system and the leading MES system in the market (Critical Manufacturing, Gartner magic quadrant) at Busch-Jaeger
Business Project objectives (describe the project and desired outcome)	The objective of this project is to compare the two manufacturing execution systems (MES/MOM) systems we have in use at Busch-Jaeger by comparing the functionalities in use as well as the theoretical capabilities of those. A SWOT analysis of the tool and the solution provide (optional) and a recommendation which system is preferable going forward.
Business Project background information and key challenges	Busch-Jaeger is in the middle of a transition to a digital twin and currently implementing a new MES/MOM system across the site. A small part of Busch-Jaeger already uses a MES/MOM-system. Once the majority of the site is connected to the new MES-system, we have to decide what we want to do with the 2nd MES-system in place. For that someone needs to look into comparing the two before Busch-Jaeger makes a decision on that.
Expected deliverables (describe what deliverables do you feel would confirm the project was a success)	SWOT-analysis for each module/capability of the two MES-systems including market analysis Recommendation from the project group
Planned Timeline (your project timeline should be in line with the proposed timeline of our school, see Business Project Mapping)	Month 1 – Introduction to Busch-Jaeger, the factory, processes and onboarding to the MES-tools Month 2 – Interviews with the respective responsables on site and analysis & preparation of the comparison Month 3 – Review & Debriefing and Recommendation
Are there specific requirements and/or expertise necessary for students on this project (language/skills)? We will try to accommodate your request but cannot guarantee it.	One German-speaking student as many workers and foreman at Busch-Jaeger only speak German
Confidentiality: Are students required to sign a non-disclosure agreement?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Company & Contact Information

Organisation Name	Grow Movement (together with its charity entity: Grow Volunteer Consulting) https://www.growmovement.org/
Primary Industry	Social Enterprise committed to alleviate poverty by empowering entrepreneurs in developing countries through volunteer business consulting.
Company logo	

Project Information

Business Project Title (short clear title)	NGO - Community School - agrotourism.
Business Project objectives (describe the project and desired outcome)	<p>Top objectives of the project</p> <ul style="list-style-type: none"> To help the entrepreneur identifying the real challenges and work on 2-3 challenges that the business is facing by brainstorming with the entrepreneur different strategies that can be adopted, sharing some free templates and training him to manage well his business To solve the real business problem and practise the skills students have learnt and building strong relationship with small business, learn about other cultures Desired outcome is deliverable (PPT, word dc, excel, reading materials, connection, etc) with the solution to the identified challenges. <p>Desired outcome (entrepreneur)</p> <ul style="list-style-type: none"> I expect to get someone who understands my business and can help me to come up with a sustainable business model and strategies that can help me to grow and sustain my Social Enterprise. I need to know how I can access and develop the external/ international networks and markets for our Agriculture and farming businesses I need free learning resources/ platforms where I can learn and get advanced skills such as marketing (Digital Marketing), developing potential fundraising strategies

<p>Business Project background information and key challenges</p>	<p>A social enterprise business (Community School) that provides quality and proper education to the kids from modest families in the area and neighbourhood and our school called Itetero Saint Herve. But to sustain the school and keep supporting the kids, agriculture and farming connected with Banana plantation is done. Besides, there are plans to start the agrotourism business where a guest house at Rwamagana will be and people can stay while they are engaged in their touristic activities or those who will come to visit our school.</p> <p>Itetero Saint Herve main tasks:</p> <ul style="list-style-type: none"> ● Provide an excellent education to the kids including those with disabilities. ● Help children learn all subjects as well as sciences courses, culture and values, promote their talents, Sports & arts, social skills and languages. <p>Key Challenges</p> <ul style="list-style-type: none"> ● Communication strategy, ● Non-monetary incentives for staff, financial management (staff capacity and systems) ● Marketing strategy
<p>Expected outcome (describe what outcomes do you feel would confirm the project was a success)</p>	<ul style="list-style-type: none"> ● Get support to help improve on company communication strategies ● Improve the school financial management especially on improving the ways the finance capacity is handled and have proper systems and procedures in place. ● Learn more about strategies that can be used to improve the marketing potential and be able to increase the number of pupils at school
<p>Planned Timeline (your project timeline should be in line with the proposed timeline of our school – already put forward)</p>	<p>Kick off meeting at the company (till 8 March 2024) Mid –term presentation – till 12 April 2024 (TBC) Final Presentation (till end of May 2024) BP conclusion meeting - 4 June 2024 (TBC)</p>
<p>Final outcomes will be in the form of:</p>	<ul style="list-style-type: none"> ● Extensive PowerPoint presentation ● Extensive Power Point presentation and written report ● Written report ● Other
<p>Expected number of students for the project</p>	<p>4-5 students</p>
<p>Are there specific requirements and/or expertise necessary for students on this project (language/skills)? We will try to</p>	<p>Business masters related English Language speakers</p>

<p>accommodate your request but cannot guarantee it.</p>	
<p>Confidentiality: Are students required to sign a non-disclosure agreement?</p>	<ul style="list-style-type: none"> ● Yes ● No
<p>Other requirements and information about the project that you would like to share at this stage</p>	<p><u>Methodology & Coaching process:</u></p> <ul style="list-style-type: none"> ● Understanding the Business and building a rapport <p>The students and client will outline a consulting plan and area of focus to identify goals and activities to occur during the consulting period. The consulting plan will serve as a guide. Through dialogue and feedback, activities will be modified as needed with continued focus on improving business outcomes on the primary area of focus.</p> <ul style="list-style-type: none"> ● Delivering on Key Objectives <p>After getting to know the business owner, learning more about their business, and working together to lay out key objectives for your consulting sessions, the students will transition into working with the client to make progress towards achieving the goals laid out.</p> <ul style="list-style-type: none"> ● Grow Movement Project Managers <p>Grow Movement will provide project managers to support the students.</p>

Company & Contact Information


Organisation Name	McKinsey & Company Polska
Primary Industry	Management Consulting
Company logo	

Project Information

Business Project Title (short clear title)	#SpeedUpGreenGrowth – What can McKinsey learn from green ventures to accelerate growth in Poland?
Business Project objectives (describe the project and desired outcome)	The aim of the #SpeedUpGreenGrowth Business Project is to enable teams of CEMS students to create globally comparable and locally specific insights, with the guidance of McKinsey consultants. The project will focus on how McKinsey can help green ventures to accelerate their growth
Business Project background information and key challenges	<p>McKinsey & Company is a global management consulting firm that serves a broad mix of private, public, and social sector institutions. We help our clients make significant and lasting improvements to their performance and realize their most important goals.</p> <p>Green ventures have become increasingly important in recent years due to the urgent need to address climate change and achieve sustainable development goals. According to the United Nations, green investments are crucial for reducing greenhouse gas emissions, promoting renewable energy, and creating new job opportunities.</p>
Expected outcome (describe what outcomes do you feel would confirm the project was a success)	<p>Expected learning outcomes Students will have unique opportunity to:</p> <ul style="list-style-type: none"> • Apply leadership competencies in multinational team cooperating with leading management consulting firm • Develop problem solving skills, practice top-down communication and structure complex documents leveraging experience of McKinsey consultants • Strengthen comprehensive leadership through taking personal ownership of solving complex business challenge <p>Expected deliverables By the end of this course, students will:</p> <ul style="list-style-type: none"> • Map the national green start-up ecosystem with a focus on green innovation startups post Series A, especially those addressing problems and issues related to sustainability • Analyze McKinsey's current offerings related to driving sustainability for clients • Identify gaps in McKinsey's sustainability offerings and propose potential solutions.

	<p>Scope</p> <ul style="list-style-type: none"> BP will exclusively focus on high-growth ventures that have achieved product market fit, are rapidly growing in the mid-stage, pre-IPO, and typically post Series A. These ventures aim to scale green products or services with the potential to drive significant positive change Students will review Polish market
<p>Planned Timeline (your project timeline should be in line with the proposed timeline of our school – already put forward)</p>	<ul style="list-style-type: none"> Kick off meeting: March 1 Mid-term presentation: April 12 Final Presentation: by end of May BP conclusion meeting: June 4 <p><i>Note: Exact dates and location TBC with McKinsey and SGH representatives</i></p>
<p>Final outcomes will be in the form of:</p>	<ul style="list-style-type: none"> Oral presentation to McKinsey representatives Written presentation in PowerPoint format
<p>Expected number of students for the project</p>	<p>4-6 students per group</p>
<p>Are there specific requirements and/or expertise necessary for students on this project (language/skills)? We will try to accommodate your request but cannot guarantee it.</p>	<p>As the #SpeedUpGreenGrowth Business Project will focus on the national green start-up ecosystem, it would be beneficial to have team members who are fluent in the local language. Therefore, we recommend that ~50% of the team be proficient in Polish to ensure understanding of the local market.</p>
<p>Confidentiality: Are students required to sign a non-disclosure agreement?</p>	<p>Yes</p>
<p>Other requirements and information about the project that you would like to share at this stage</p>	<ul style="list-style-type: none"> The #SpeedUpGreenGrowth Business Project is an international initiative, with similar projects being conducted in ~10 countries McKinsey consultants will be available for bi-weekly alignment and problem-solving sessions (on Fridays – specific dates TBC) with the student teams via Zoom, with some meetings potentially taking place at the McKinsey Warsaw office

Company & Contact Information

Organisation Name	SWISS Int. Air Lines
Primary Industry	Airline industry
Company logo:	

Project Information

Business Project Title (short clear title or statement)	Safety performance indicators Reloaded.
Business Project objectives (describe the desired outcome of the project)	Resign of operational and safety relevant performance indicators to enhance operational quality control
Business Project background information and key challenges	Develop a profound systematic to establish a prioritized overview of (Key, Safety, compliance, protection) performance factors by using different types of display, evaluation and rating options.
Final Planned Outcome	Miles stone to a overarching Risk Landscape by one view reconnaissance
Planned Timeline (your project timeline should be in line with the proposed timeline of our school, see Business Project Mapping)	<ul style="list-style-type: none"> • Kick off meeting: around March 1 • Mid-term presentation: April 12 • Final Presentation: by end of May • BP conclusion meeting: June 4 (TBC) <p><i>Note: Exact dates and location TBC with Swiss Int. Air Lines and SGH representatives</i></p>
Language Requirement of the student team beyond English (if relevant for the project)	na
Desired profile of the student team members (if relevant for the project)	open minded, analytical, data- driven, practical
Other requirements and information about the project that you would like to share at this stage	Knowledge of data management
Final outcomes will be in the form of:	<ul style="list-style-type: none"> • Oral PowerPoint presentation
Expected number of students for the project	3 students per group