

# BUSINESS @SCHOOL

A BCG INITIATIVE

Acquire **key skills**  
in a team

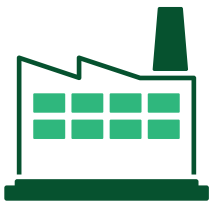
Learn about  
business hands-  
on over  
**three phases**

Prepare for  
**life after school**



- Launched in 1998/1999
- Supported by over 150 teachers at 70 participating schools
- Over 230 innovative business ideas annually
- One-year business program for students
- Target group: Secondary school students age 15 to 18
- More than 1,000 participants each year
- Local support from 400 employees of partner companies and BCG

One school year ...



## Phase I

### Large company

Basic understanding of company structure and market environment, in addition to basic grasp of how business works



## Phase II

### Small company

Detailed understanding of company structure, market environment, and entrepreneurship



## Phase III

### Own business idea

Development of own business idea, including business plan

## Winners at individual schools

The best team from each school advances to the International Finals



## International Finals

Recognition of tomorrow's entrepreneurs