

business@school is the educational initiative of the management consulting firm Boston Consulting Group (BCG), in which schools and businesses work together to give senior high school students a firsthand taste of business: In three phases, the students look at specific companies, learning how to analyze a business, understand markets and competition, and develop their own business idea including a business plan. Besides business knowledge, they also acquire key skills over the course of a school year. The students are supported by their teachers as well as by volunteers from numerous partner companies and BCG. Founded in 1998 together with teachers, **business@school** continues to be developed with them.

Who takes part?

- More than 1,000 students each year at 70 schools in Germany, Austria, Italy, Switzerland, and the United States
- Around 150 teachers
- Around 400 coaches from over 20 partner companies from the business world and from BCG who volunteer locally

What do the three phases of **business@school** cover?

- Phase I: Analysis of a large company with a focus on the company structure, market, and competitors
- Phase II: Analysis of a small business in the area of the school with a focus on strategy and positioning
- Phase III: Development of their own business idea including a business plan
- The students present the results of all three phases at school-internal competitions. In addition, they compete for the best business idea in regional finals, with the winners moving on to the international finals, where an expert panel of judges composed of high-ranking representatives of the business world awards the best business ideas.

Which companies and organizations participate besides Boston Consulting Group?

Bayerische Landesbank, BCG Digital Ventures GmbH, Commerzbank AG, Deutsche Kreditbank AG, Deutsche Post DHL Group, Deutsche Telekom AG, E.DIS AG, Evonik Industries AG, Ford-Werke GmbH, Hogan Lovells International LLP, KfW Bankengruppe, Linde plc, Lufthansa Group, Merck KGaA, Nehemiah Gateway gGmbH, NRW.BANK, ORACLE Deutschland B.V. & Co. KG, Otto Group, Premium AEROTEC GmbH, Schaeffler Gruppe, Statista GmbH, Stiftung Wertebündnis Bayern, "Unternehmergeist in die Schulen", Viessmann Werke GmbH & Co. KG, WHU – Otto Beisheim School of Management, Zurich Gruppe Deutschland

business@school
A BCG INITIATIVE

Karolina Huber
Press Relations

Ludwigstraße 21
80539 München

Tel. +49 (0)89 2317-4327
Mobile +49 (0)170 334 4327
presse@business-at-school.net

