

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 200 teachers at 90 participating schools
- Over 250 innovative business ideas annually
- One-year business program for students
 - Target group: Secondary school students in classes 10 through 12
 - Approximately 1,500 participants each year
- Local support from 500 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