

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. To date, more than 25,000 students and around 2,700 coaches have participated in business@school.

Who takes part?

- Approximately 1,500 students each year at 90 schools in Germany, Austria, Italy, Switzerland, and the United States
- Around 200 teachers
- Around 500 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?

Abbott GmbH & Co. KG, Bayerische Landesbank, BCG Digital Ventures, Commerzbank AG, Deutsche Kreditbank AG, Deutsche Post DHL Group, E.DIS AG, Evonik Industries AG, Ford-Werke GmbH, HHL Leipzig Graduate School of Management, Hogan Lovells International LLP, KfW Bankengruppe, Linde plc, Lufthansa Group, Merck KGaA, Nehemiah Gateway gGmbH, Nestlé Deutschland AG, NRW.Bank, ORACLE Deutschland B.V. & Co. KG, Orange by Handelsblatt, Otto Group, PAUL HARTMANN AG, ProSiebenSat.1 Media SE, Schaeffler Gruppe, SIGNAL IDUNA Gruppe, Stiftung Wertebündnis Bayern, "Unternehmergeist in die Schulen", Viessmann Werke GmbH & Co. KG, Voith GmbH & Co. KGaA, WHU – Otto Beisheim School of Management, Zurich Gruppe Deutschland

business@school
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