

# BUSINESS @SCHOOL

A BCG INITIATIVE



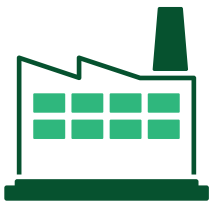
Acquire **key skills**  
in a team

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
- Over 25,000 participants thus far
- Target group: Secondary school students in classes 10 through 12
- One-year business program for students in Germany and around the world
- Local support from 500 employees of partner companies and BCG

One schoolyear :



## 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 regional competition



### Regional competition

The best team from each regional competition advances to the finals



### German finals

Recognition of tomorrow's entrepreneurs