Let your business problems become our problems!
Apply up until July 31, 2015 !

- *Are you looking for ideas for new products/services or businesses?*

- *Do you face challenges satisfying or retaining customers and look for inputs that might resolve your issues?*

- *Are you trying to develop a business model for your product/service(idea)?*

- *Do you face competitive or regulatory challenges that require you to rethink your business?*

- *Are you trying to develop a business plan for your start-up business?*

- *Are you thinking of launching a social entrepreneurial venture and lack management knowledge?*

- *Are you successful, but not really profitable?*

- *Are you facing management challenges that you can not solve yourselves?*

- *Are you looking for help finding solutions to complex business problems?*

Apply for the 2015/16
Lauder Business School and
Institute of Competitiveness
Student Consulting Project (SCP)

What are SCP consulting projects?

SCP projects are **8-month project collaboration** (October-May) **between corporate or not-for-profit clients, LBS advanced master students and qualified LBS faculty members**.
They are intended to **assist local corporations, entrepreneurs and also non-profits with typical business issues**.

How does it work?

Tell us about your current needs by completing a Project Application. Please remember that, while LBS students can provide substantial value to your organization, they **require a well-defined business or strategic question** so they can focus their services on the issue of greatest importance to you. Therefore, the more specific you can be in your application, the better.
If your project is a good fit, the **Director of the LBS master's program will contact you to schedule a meeting at LBS**. and will then assign a student team, who will meet with you, complete the analysis, and finally present the findings. Lastly, we will ask you to complete a feedback form to discuss your experience.

What makes for a successful project?

Commitment to the project: Senior staff must commit to being available, responsive, and supportive before and during the project. A staff person MUST be assigned to be the key point of contact for the student team. This person should be excited about working with students, have the knowledge to guide the team, and be accessible to communicate with students.
Clearly defined and interesting project idea: Partner organizations must identify a project that: (1) is strategically important to their organization, (2) has clear scope/objectives, and (3) is a business problem that students can address in the defined timeframe. LBS students are skilled and talented – appreciating the opportunity to contribute in a creative, meaningful manner that leverages their theoretical learning with experiential learning.
Ability to effectively communicate in English: As our students are coming from around the world, our language of instruction is English. It would therefore be necessary to have an English speaking contact in the client firm. We will nevertheless ensure that our project coaches from LBS have a good command of the German language.

How is client confidentiality maintained?

All projects conducted through the LBS are done in strict confidence. No confidential information is released until a team is assigned and each student has signed a Non-Disclosure Agreement. Faculty involved with the project also sign the **Non-Disclosure Agreement**. We recognize the sensitivity of your business information, and we emphasize confidentiality in our program.

What is the contribution from LBS?

- **4500 human-hours** per project
- **6-10 Master students** per group (up to 10 native languages among them Russian, Ukrainian, French, Spanish, Portuguese, Hungarian, Turkish, Romanian, Albanian, Georgian, Serbian, Croatian, Bulgarian, Hebrew, …) in their **2nd year of studies**

- Generation Y's perspective – IT, 21C communication, and a global mind-set
- **Academic and professional supervision**
- Short personal communication channels
- **Qualifications in many disciplines** (e.g. International Markets and Competitiveness, Economics, International Business, Entrepreneurship, Innovation Management, Marketing, Finance and Controlling, Performance Management, Process and Project Management, Human Resource Management, Organizational Behavior, Change Management, Business Research, and Business English)

How much time will participating in SCP projects require of my organization?

Typically, client personnel spend an **average of 20 hours** working with the student team from October through May. This generally involves communication through some **combination of telephone, video conference, and/or internet-enabled technology** to address:
- Providing direction on initial project scope and on-going project management review.
- Providing documentation and data to support project activities.
- Recommending interviewees that can provide needed information.
- Set-up of site visit activities.
- Providing feedback on interim and final deliverables/recommendations.

What is the timeline?

The following schedule is tentative and subject to change. Please submit your project proposals as early as possible.

Project Submission	By the end of July 2015
Project Discussion with Director of Studies	Up until mid-September 2015
Team Selection	Beginning of October 2015
Projects Launch	Mid-Late October 2015
Projects Conclude	End of May 2016
Project Presentation Showcase	Early of June 2016
Client Feedback Due	End of June 2016

What are the output and results?

- Key Activities & Deliverables: prepare work plans, conduct research, and develop recommendations, including implementation plans
- Operational and/or strategic focus
- **Applicable results** – Projects are ready for implementation
- **Client ownership of the project outcome** (i.e. concepts, tools, recommendations, strategy papers, written reports, presentations, research data and analyses)

How much does it cost?

SCP services are **100% pro-bono**, but we do require ongoing cooperation from your organization, especially access to key individuals and information.

What are the long-term benefits?

- Access to a **pool of potential employees** (qualifications and competencies of junior managerial staff)
- Building **reputation** through university cooperation
- **Long-term relationship** with a dynamic institution in tertiary education
- Further research as part of commissioned master theses and bachelor theses
- LBS as a provider of **expertise**
- **Access to** our MOC network partner, the **Harvard Business School**

About Lauder Business School and the Institute of Competitiveness

Lauder Business School (LBS) was founded in 2003 as a University of Applied Sciences with the aim of **offering first class business education on a highly international campus** in the heart of Central Europe. LBS is a **fully recognized and government-funded University of Applied Sciences**. Its degree programs are in line with the Bologna requirements, accredited by the Austrian Agency for Quality Assurance and listed with the Austrian Federal Ministry of Science, Research and Economy.

The **Lauder Business School** in Vienna, Austria, has established itself as **one of the leading business schools in Austria**. LBS is committed to preparing students for **entrepreneurial careers** as well as professional **careers in globally acting companies and organizations**. To achieve this goal, LBS focuses on student-centered learning in a highly international environment. LBS's teaching staff, who possess both scholarly qualifications and industry expertise, provide high-level academic training for future success in business management (for details please visit http://www.lbs.ac.at).

The **Institute of Competitiveness (IoC),** created and supported by Lauder Business School (LBS) as a result of the cooperation between LBS and **Harvard Business School** through the Microeconomics of Competitiveness Network (MOC), is the first and only one of its kind in Austria. It **aims at developing and disseminating expertise as well as stimulating the development of best practices in the field of competitiveness ranging from SMEs to industries, clusters, regions, and countries** (for details please visit http://www.lbs.ac.at/ioc/)

With a strong academic background and in close relation to corporate partners, the IoC at LBS seeks to contribute to the creation, dissemination and exchange of knowledge between three types of stakeholders – academics, corporations and public policy-makers – to stimulate competitiveness of Austrian companies and the Austrian economy. Its main activities are:

- Carrying out research projects, either publicly or privately funded, together with partners from academia, industry or local authorities
- Facilitating the exchanges between academics, corporations and public policy-makers through meetings, executive courses, conferences, and advisory activities
- Enhancing knowledge and the understanding of competitiveness

1) **Name** of Organization

   Name of Division

2) List the **industry**(s) in which your organization operates and/or describe the **products/ services** offered:

3) **Years** in Business

4) Number of **Employees**   Full Time   Part Time   Number of Locations

5) Web Page: www.

   Social Media Addresses:

6) What are your company/division's **business goals**, both short term (1-2 years) and long term (3-5 years)?

   Short Term Goals (1-2 years):

   Long Term Goals (3-5 years):

7) What are the specific **business problems** the students will work on during their SCP?

Since students **finish work in May 2016**, please include problems which match that timeline.

The **scope** of the project and specific deliverables will be determined jointly by you and the students.

Please list the problems in order of significance, and for each business problem, please provide some **context**, and be **descriptive**. (Please use more pages if you need).