

Swiss International Business Boot Camp

Identifying Growth Opportunities in Emerging Markets



THE ZURICH UNIVERSITY OF APPLIED SCIENCES (ZHAW) CONDUCTS A UNIQUE STUDENT CONSULTING PROGRAM TO BENEFIT SWISS ENTERPRISES IN MEXICO, SINGAPORE, THE GCC, CHINA AND INDONESIA.

PROGRAM CHARTER

The SIBBC student consulting project is a joint initiative by Swiss Universities (SERI), the Zurich University of Applied Sciences (ZHAW) and our local partner Universities. The SIBBC offers the best-in-class business students from international campuses a platform to gain first-hand experience with business consulting to kick start their careers.

The program is co-funded by ZHAW and the participating global Swiss enterprises to cover the project costs.

PROJECT ASSIGNMENT

For a period of four weeks in August, a small intercultural student team will be working with your executives directly from your office in the target country. Following your briefing of the business challenge at hand the team will immediately commence with the research at their home campus.

Participating companies will benefit from a systematic approach and methodology to international business consulting, including desk research, strategic analysis and statistical modeling to quantify new business opportunities, market trends and risks in the target country.

CONSULTING EXPERTISE

The student consulting teams will specialize in the following topical areas: Internationalization Strategy and Localization, Market Entry and Market Expansion, and Innovation Management and Technology Transfer.

WHAT YOU SHOULD EXPECT FROM US

- Creative problem-solving with disciplined methodology
- Experienced professors to coach student team on assignment
- Actionable business recommendations
- Retain all IPRs, data base and business models

WHAT WE EXPECT FROM YOU

- Company to brief the student consulting team
- Company to host student team onsite your premise
- Company to guide the student team
- Company to contribute towards project costs

PROJECT DURATION

The student consulting project will take place from June to August 2017. As part of the project students will directly work from the client's office in the target country for 3 weeks.

INQUIRIES AND REGISTRATION

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