

# ESB Student Consulting e.V.

Project Presentation

06.03.2024 20:00

# Agenda

The purpose of this meeting is to introduce the position and the projects

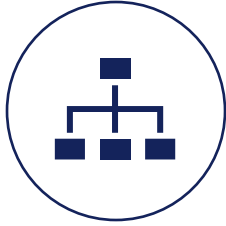


○

1.

## Association

Get to know our association



○

2.

## Departments

Meet the structure that holds our team together



○

3.

## Projects

Choose the ideal project for you



○

4.

## Application

Quick intro into our simple application process



○

5.

## Q&A

Get the answers to your final questions

# The new board for the summer semester 2024

## We want to change the future of the ESB Student Consulting



**Philipp Grün**  
Int. Business Development  
(M.Sc.)  
ESB



LAM



**Lukas Laib**  
Business Informatics  
(M.Sc.)  
INF



Finance & Legal



**Nils Reeh**  
Digital Business  
(B.Sc.)  
INF



BI & IT



**Benjamin Stamm**  
Int. Business Development  
(M.Sc.)  
ESB



LAM



**Anna-Lena Wagner**  
Operations Management  
(M.Sc.)  
ESB



Marketing & HR



# Association

*Get to know our association*

# The pro bono initiative of Reutlingen University

ESB Student Consulting has already successfully completed over 187 projects

ESB Student Consulting e.V. is a **student consultancy** at Reutlingen University for about 100 students from **bachelor and master programs** of **all faculties**. In projects with **start-ups, social organizations and global players**, concepts, **strategies** and solution options are developed for a **wide range of problems**. **Internal** teams work on the **further development** of the association every semester in the areas of Lead & Account Management, Business Improvement & IT, Finance & Legal, Marketing and Human Resources.

5

Faculties

100+

Members

6

Projects per  
semester

187+

Completed projects

# The 4 values for a sustainable association

ESB Student Consulting is defined by innovative, international, interdisciplinary and involved values



**Innovative**

We offer unbiased thinking for creative solutions in order to master challenges in a holistic and sustainable way.



**International**

We use intercultural competencies from projects with global companies and valuable experience abroad for successful cooperation.



**Interdisciplinary**

We combine professional and methodological knowledge from different faculties and thus enable you to look beyond.



**Involved**

We are characterized by extraordinary commitment, team spirit and a sense of responsibility.

# Join the Student Consulting and enjoy the many benefits of the association

You have the opportunity to develop both personally and professionally



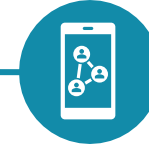
## Practical experience

Real consulting projects allow you to gain practical experience



## Further development

ESBSC offers you a relaxed environment to develop personally and professionally



## Extension of network

The ESBSC has numerous corporate and business contacts through which you can expand your network



## Leadership skills

Through our project and department leader positions, you can gain your first leadership skills with us



## Student exchange

Our club consists of members from all 5 faculties of the university and is therefore super suitable for exchange



## Workshops

Every semester we organize several workshops with well-known partners. Take advantage of these to further your education!

We are in the process of planning workshops for the upcoming semester  
Use the chance and become more familiar with our university-wide partners

**Deloitte.**

 **HORVÁTH**

  
**pwc**

  
**KPMG**

  
**amazon**

**strategy&**

 **BOSCH**

 **altman solon**

**P&G**

  
**accenture**

 **OliverWyman**

**BCG**

 **MHP**  
A PORSCHE COMPANY

**ritzenhoefer  
& company**

**IBM**

 **celonis**

 **EY** **Parthenon**

**Coca-Cola**



**McKinsey  
& Company**

  
**EY**

**Capgemini** 

**SAP**

 **WÜRTH**

**KÄRCHER**



# The ESBSCs organizational structure



## Board

- Developing a business plan
- Implementing the firm's strategy
- Leading business development efforts
- Ensuring the delivery of high-quality client work



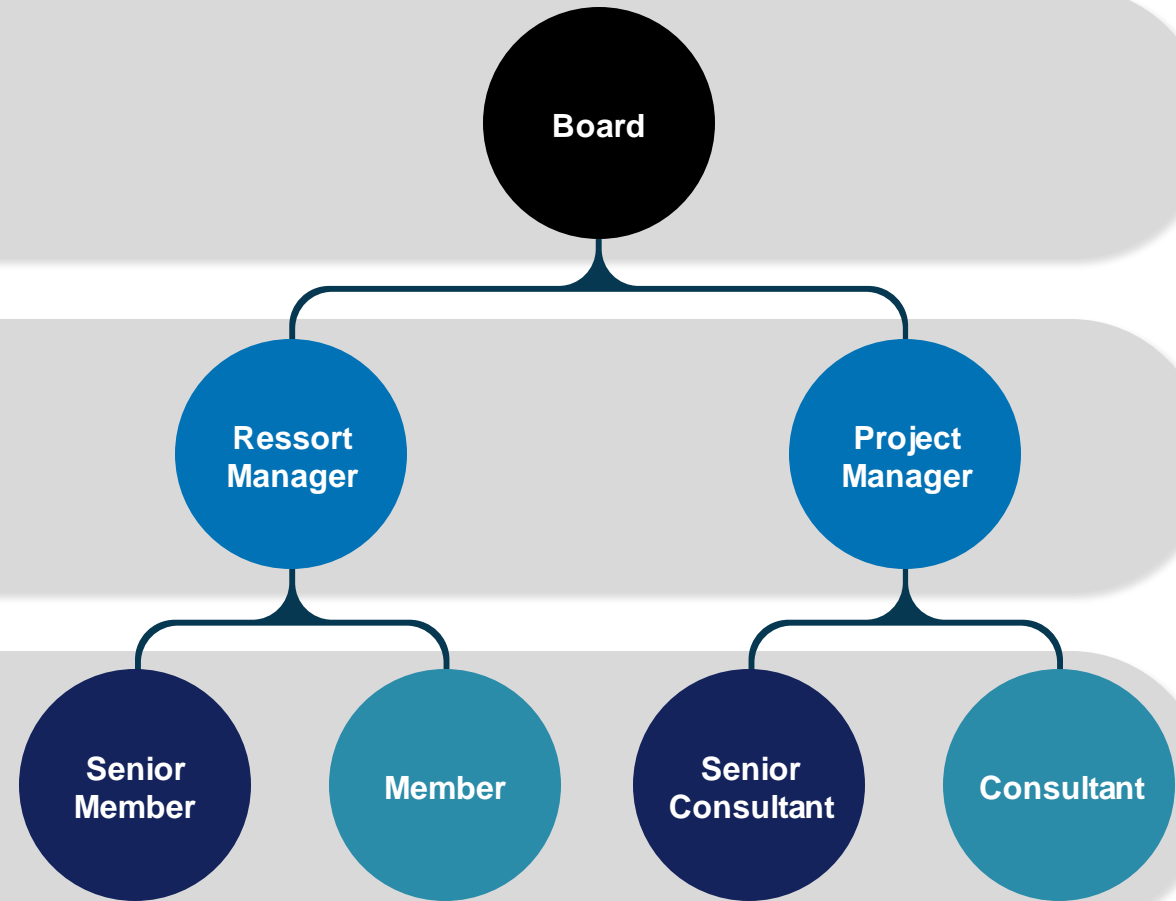
## Manager

- Managing client relationships
- Overseeing project teams
- Providing strategic guidance and advice to clients
- Presenting recommendations to clients



## Member

- Conducting research and analysis
- Identifying opportunities for clients
- Collaborating with project teams
- Developing recommendations to clients



# Difference between Seniors and Juniors

Seniors have already gained practical experience while Juniors are rather new to Consulting

## Senior Consultant / Senior Member

1

**Experienced Professional:** A senior consultant is an professional who has already gained experience in consulting or a project relevant field. They have a understanding of industry-specific knowledge and/or consulting methodologies.

2

**Expertise:** They are considered subject matter experts in their area of specialization. Clients and junior consultants often turn to senior consultants for advice and insights.

3

**Leadership:** Senior consultants may be responsible for specific project components. They provide guidance to junior team members and ensure that specific components meets its objectives.

4

**Mentorship:** Senior consultants often mentor and train junior consultants, sharing their knowledge and helping them develop their consulting skills.

5

**Quality Assurance:** They play a role in quality assurance, ensuring that project deliverables meet high standards of accuracy, relevance, and professionalism.

## (Junior) Consultant / (Junior) Member

**Entry-Level Position:** A junior consultant is typically an entry-level. It's often the first step in consulting.

**Learning and Development:** Junior consultants are expected to learn and develop their skills on the job. They often receive training and mentorship from more experienced colleagues.

**Supporting Role:** Junior consultants usually work under the guidance of senior consultants or project managers. They assist in various aspects of consulting projects, such as data collection, analysis, research, and creating presentations.

**Problem Solving:** They are involved in problem-solving activities and may be responsible for specific tasks or components of a project. Their work contributes to the overall success of consulting engagements.

**Report and Presentation Preparation:** Junior consultants often assist in preparing reports and presentations to communicate findings and recommendations to clients. This includes data analysis and creating visualizations.

# The consultancy offers 4 departments and 6 extraordinary projects

Take the opportunity to take responsibility and to impact global players

Do not screenshot!

## Departments



**Lead & Account  
Management**



**Finance & Legal**



**Marketing & HR**



**Business Improvement & IT**

## Projects

**Global  
Manufacturer**

**Strategy  
Consultancy**

**E-Commerce**

**Outdoor Power  
Tools**

**Local  
Consultancy**

**Luxury Car**



# Departments

*Meet the structure that holds our team together*

# Business Improvement & IT

Improvement of all processes in order to get a flawlessly functioning consultancy

## Mission

- “The BI & IT department focuses on the smooth running of internal and external processes and the management of the IT infrastructure. In addition, future innovations of the association always start in this department”

## Skills

- Ready to learn new things
- Helpful, open, communicative
- Initiative, creativity
- Optional technical know-how (Excel, WordPress, HTML, SEO)

## Tasks

- IT Management
- Improve Knowledge Management
- Implement actual consulting processes
- Enhance PowerPoint slide deck and other Tool usage
- Main Project of the term: Website

## Interests

- Consulting processes
- Technical topics
- Hands-On Problem Solving





# Finance & Legal

## Manage the financial and legal affairs of ESBSC

### Mission

- “The F&L department ensures the future viability of the association with regard to all legal and financial issues”

### Skills

- Conscientious, organized personality
- Attention to detail and accuracy
- Desire for responsibility
- Team player

### Tasks

#### Finance

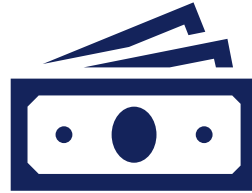
- Implementation of accounting
- Organization of taxation
- Automation of financial processes

#### Legal

- Check contracts and NDAs
- Adapt the association statutes
- Prepare for the future structures

### Interests

- Implementation of legal requirements of association accounting
- Risk identification and minimization
- Exchange and cooperation with all departments & projects



# Lead & Account Management

Acquire existing and new leads and lay foundation of the following semester

## Mission

- “The LAM department is responsible for all project acquisition and customer relationship management, with the goal of setting at least 20 new project applications for our successors”

## Skills

- Communicative skills (many client touchpoints)
- Basic sales skills → convincing the client
- Able to motivate people and set clear target indices
- Professional appearance



## Tasks

- Working with salesforce
- Contacting existing leads
- Creating new leads
- Find new projects for the WS24
- Manage workshops

## Interests

- Account Management
- Customer Relation Management
- Salesforce

# Marketing & Human Resources

## Managing the image of the ESB Student Consulting and culture development through events

### Mission

- **Marketing:** conveys a positive image of the association and increases awareness
- **Human Resources:** develops a positive culture in our association (through events) and is responsible for the well-being and personal development of members

### Skills

- **Responsibility**
- **Enjoy organization and communication**
- Team player & open personality
- Problem-solving-mindset
- Very good written German & English
- Creativity & first experiences in designing



### Tasks

#### Marketing

- Social Media Management
- Goodies and Merch orders
- Project: Marketing strategy

#### Human Resources

- Organizing Events
- Driving club culture further

### Interests

#### Marketing

- Content creation
- Corporate communications
- Tool: Canva / PowerPoint

#### Human Resources

- Event management
- Teambuilding and Socializing
- Enthusiasm for further development

# Projects

*Choose the ideal project for you*

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## Departments



**Lead & Account  
Management**



**Finance & Legal**



**Marketing & HR**



**Business Improvement & IT**

## Projects

**Global  
Manufacturer**

**Strategy  
Consultancy**

**E-Commerce**

**Outdoor Power  
Tools**

**Local  
Consultancy**

**Luxury Car**



# Global Manufacturer

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Strategic positioning of “Global manufacturer” in the USA to achieve next level growth

## The Company

- German manufacturer of products for showers, bathrooms and kitchens

## Your skills

- Research and analytical skills
- Creative problem-solving skills
- Practical experience

## Global Manufacturer



## The Project

- Reboot US has not yet archived the desired success
- After reaching the €1.5 billion sales target in Europe in 2022 Reboot US is now to be analyzed again
- Analyzing the progress of the "Reboot US" project and supporting the development of future strategies

## Your interests

- Internal and external analysis
- US market

# Strategy Consultancy

## Development of a database for sustainability projects

Do not screenshot!

### The Company

- Leading international **strategy consultancy**

### Your skills

- Research and **analytical skills**
- Evaluation of **industry and company practices**
- Creative **problem-solving skills**
- **Practical experience** (higher semester preferred)

### Strategy Consultancy

### The Project

- Building up a **database** for:
  - Create a better **understanding of existing problems and optimization potential** in connection with **sustainability**
  - The database should serve as a **basis for pitches and market insights**
- Consumer Goods & Retail

### Your interests

- **Sustainability**
- **Business analysis and research**
- **Building slides** 😊





### Selection criteria for project staffing

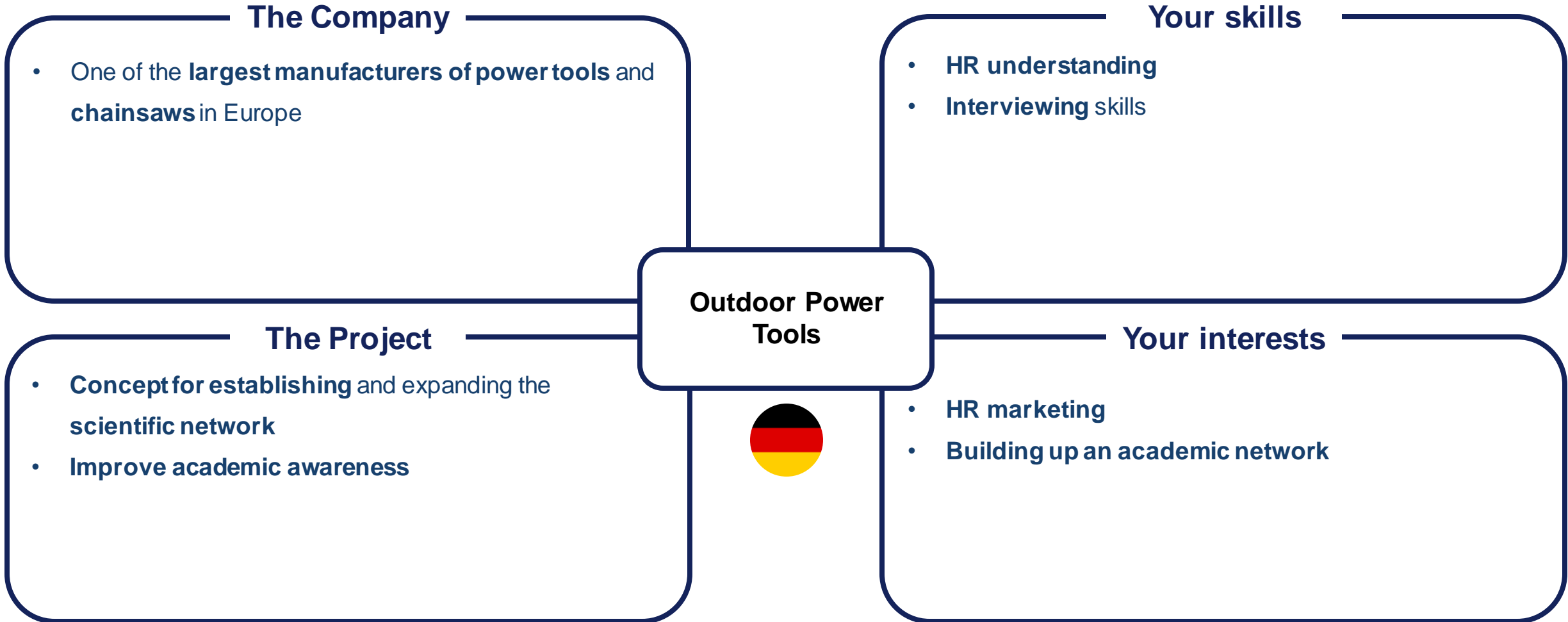
- Preferred degree programs: IMX, IB or already in the Master's program
- Consultants:
  - At least in the second semester (but preferably from the 3rd semester)
  - Stay abroad completed or upcoming
  - Abitur average better than 2.2
  - Current bachelor's degree grade better than 2.5

**Strategy  
Consultancy**

# Outdoor Power Tools

## Development of an academic network for the company

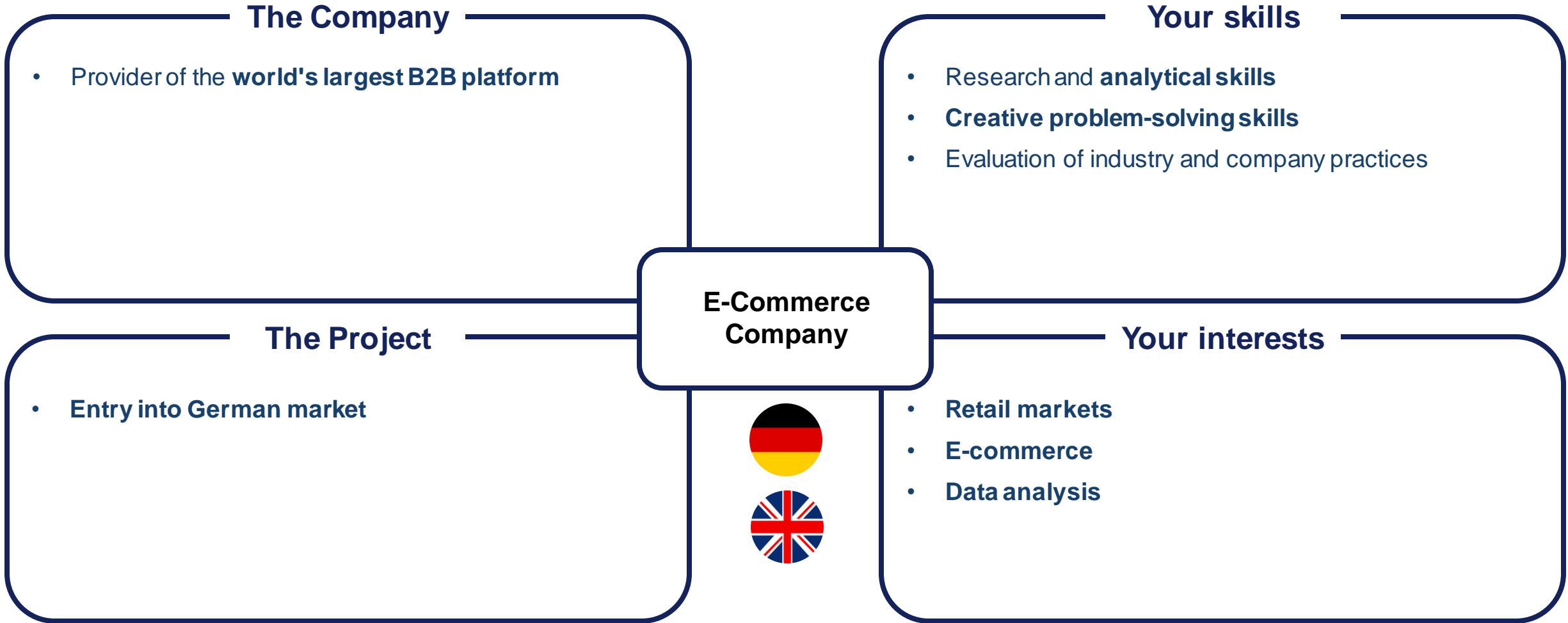
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# E-commerce

## Development of a strategy to connect to the German market

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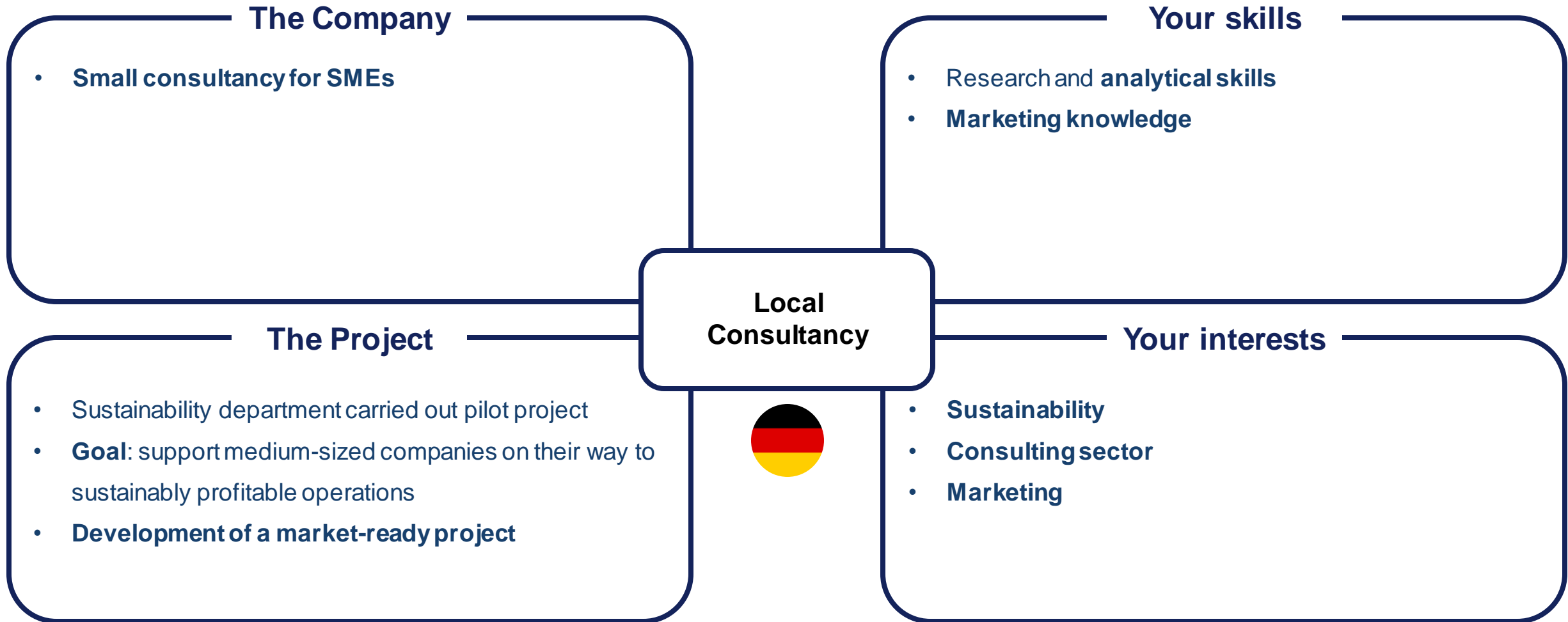




# Local Consultancy

Creation of a marketing strategy for the market launch and positioning

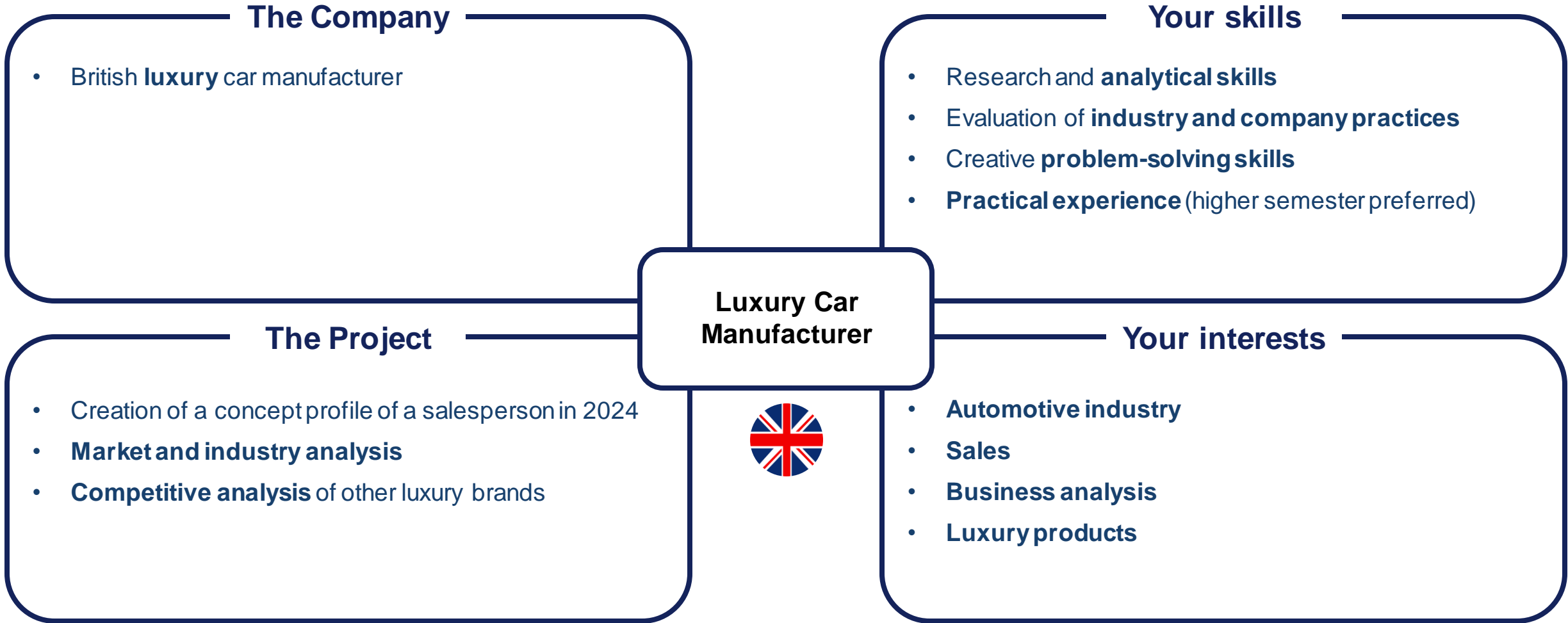
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# Luxury Car

## Creation of a skills matrix for a training roadmap for the sales team

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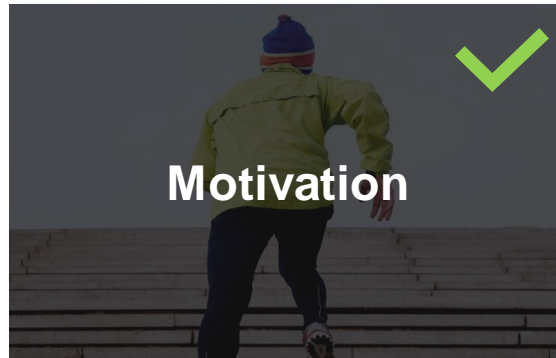
# Application

*Quick intro into our simple application process*

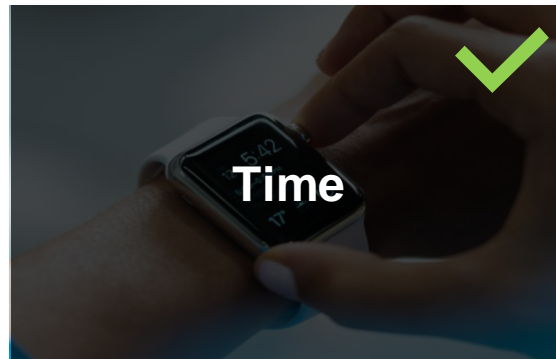
# Our selection process is evaluated by four factors

## The proper motivation and interest is the first step into the association

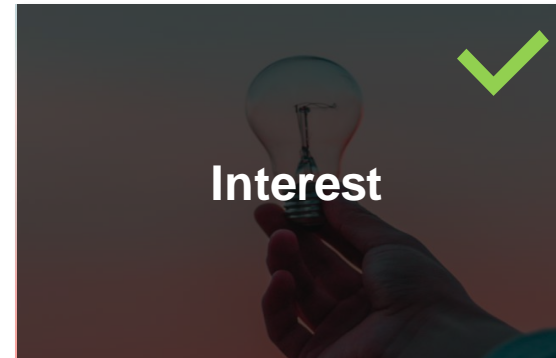
**Motivation** is the cornerstone of participation in **ESBSC**. No matter which faculty, which course of studies and which semester, **with motivation you are perfect for us!**



Of course, participation in the ESBSC **requires** that you **can invest the necessary time.**



**Interest**



We offer a **wide range of project and department** work. One of them will **surely arouse your interest!**

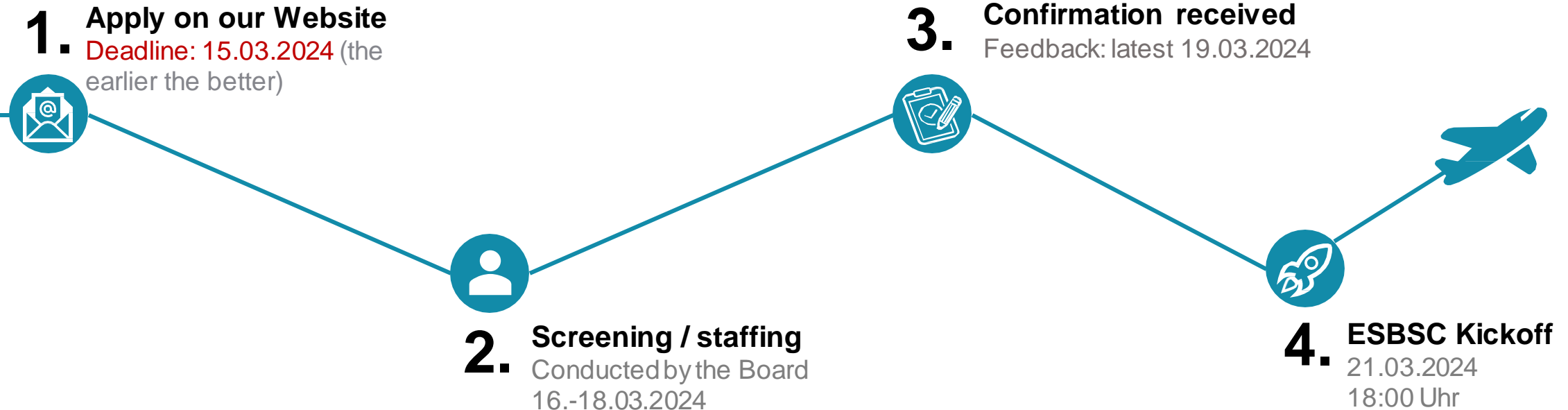
**Relevant Skills**



Ultimately, with complex or highly demanded projects, **your expertise will also have a significant impact.**

# Our application process summarized in 4 steps

## Your way to become a part of the ESB Student Consulting







# Q&A

*Get the answers to your final questions*

# Our contact information for further questions

Please feel free to contact us if you have any questions about the individual projects or departments



**Philipp Grün**

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LAM



**Lukas Laib**

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Finance & Legal



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BI & IT



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Marketing & HR