

ESB Student Consulting e.V.

Winter Semester 2025/2026

Agenda

Manager Info Session

Online via Teams

Topic	Info	Presented by
1 Association	Get to know the ESB Student Consulting e.V.	All Board Members
2 Ressorts	Meet the structure that holds our team	All Board Members
3 Projects	Choose the ideal project for you	Richard Wurster, Raphael Pillot
4 Application & Recruiting	Overview of our application & selection process	Leonie Wurst
5 Q&A	Get the answers to your final questions	All Board Members

Executive Board of ESB Student Consulting e.V.

Vision: With the help of the BDSU, alumni, and current students, we are creating a platform for exchange and learning.

Mission: Through clear goals and transparent communication, we achieve long-term success for the association.



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ESB Student Consulting e.V. at a glance

ESB Student Consulting was founded in 2009 as a pro bono student consulting firm and exclusive partner of Reutlingen University. At present, it has more than 100 members.



**Student
management consultancy**



**100+
Members**



**Pro-Bono
Work**



**6-8 Projects
every semester**



**Established in
2009**



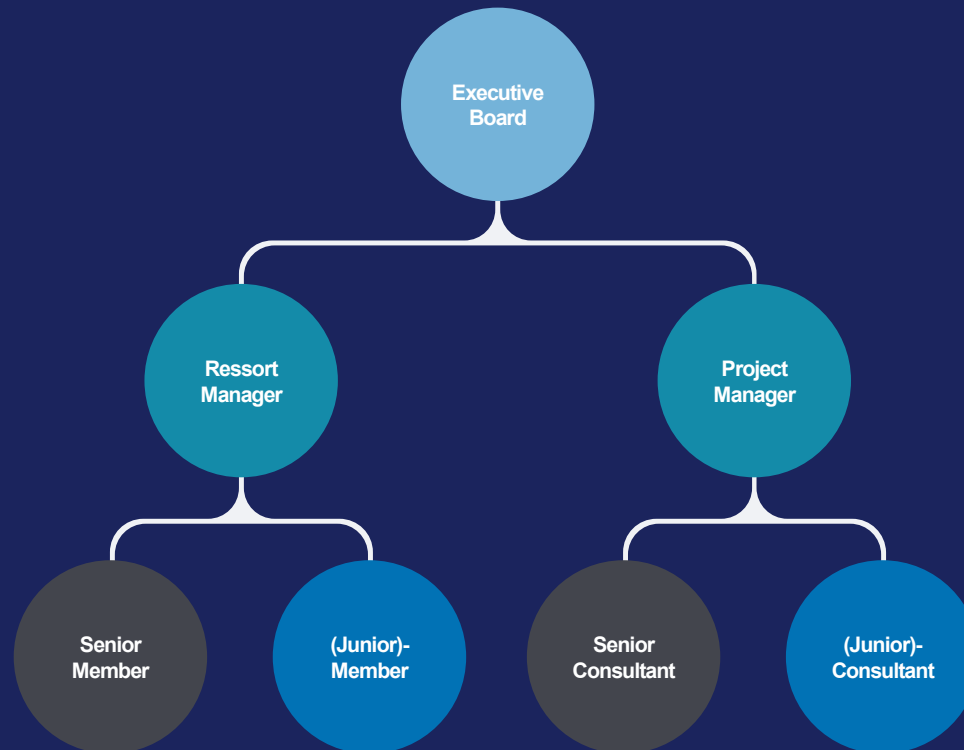
**Experience &
Knowledge**

The ESB SCs organizational structure

You have the opportunity to develop both: personality and professionalism

Learning and developing @ESB

Organizational Structure



Level of Engagement

- **Executive Board (elected, senior students)**
 - Developing a business plan
 - Implementing the firm's strategy
 - Leading business development efforts
 - Ensuring the delivery of high-quality client work
- **Manager (selected, experienced students)**
 - Managing client relationships
 - Overseeing project teams
 - Providing strategic guidance and advice to clients
 - Presenting recommendations to clients
- **Member (selected, entry level students)**
 - Conducting research and analysis
 - Identifying opportunities for clients
 - Collaborating with project teams
 - Developing recommendations to clients

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The Ressorts of ESB SC

Lead & Account Management

The Lead & Account Management ressort is responsible for all project acquisitions and customer relationship management, with the goal of acquiring new project applications for our successors

Skills for members

- Communicative skills (many client touchpoints)
- Basic sales skills to convince potential clients
- Able to motivate people and set clear target indices
- Professional appearance

Interests you should have

- Account Management
- Customer Relation Management
- Salesforce

Tasks you will do

- Contact existing leads
- Create new leads
- Source project applications for the summer semester 2026

Finance & Legal

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

Skills for members

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

Interests you should have

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

Tasks you will do

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

Business Improvement & IT

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 for members

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

Interests you should have

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

Tasks you will do

- IT Management
- Improve Knowledge Management (Create a wiki)
- Implement actual consulting processes
- Improve OneDrive

Marketing & HR

Marketing strengthens the association's image and awareness, while Human Resources promotes a positive culture through events and supports the well-being and development of members

Skills for members

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

Interests you should have

Marketing:

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

Human Resources:

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

Tasks you will do

Marketing:

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

Human Resources:

- Organizing Events
- Driving club culture further

Quality Management

The QM department is responsible for all quality related actions, with the goal of increasing the standards for a high professional student consultancy

Skills for members

- Communicative skills
- Analytical skills
- Ability to design processes
- Structural thinking

Interests you should have

- Quality Management
- Process development
- Process design

Tasks you will do

- Process development
- QM-Controlling
- BDSU-Audit preparation
- BDSU connection



Our Projects for WS25/26

Social Media Strategy

Project No. 1

Candidate Profile

- Analytical skills
- Interest in SEO optimization
- Familiar with state-of-the-art social media content in professional contexts
- Interest in the development of marketing strategies

About the Project

- Employer branding strategy for social media
- Competitor analysis
- Best Practice analysis
- User analysis
- Recommendations for content (free and paid)

After Sales Strategy

Project No. 2

Candidate Profile

- Analytical skills
- Financial skills
- Conceptual skills
- Interest in the development of marketing & (after) sales strategies

About the Project

- Market analysis
- Competitor analysis
- Customer analysis
- Business case calculation
- Development of customer journeys
- Prioritized recommendations for action

ESG-Strategy

Project No. 3

Candidate Profile

- Analytical skills
- Interest in ESG related topics
- Basic knowledge of production & supply chain
- Interest in the development of a ESG communication strategy

About the Project

- Identification of emission sources and environmental impacts
- Evaluation of supply chain
- Identification of alternatives in procurement and production
- Development of sustainability measures
- Recommendations for ESG communication

Cultural Transformation Strategy

Project No. 4

Candidate Profile

- Interpersonal skills
- Analytical skills
- Conceptual skills
- Interest in the development of a transformation strategy

About the Project

- Identification of success factors for cultural change
- Market analysis
- Competitor analysis
- Recommendations for transformation measures
- Development of KPIs

Market Entry Strategy

Project No. 5

Candidate Profile

- Analytical skills
- Conceptual skills
- Interest in the development of marketing & sales strategies
- Interest in current innovations

About the Project

- Market Analysis
- Development of a value proposition & customer persona
- Development of a customer journey
- Recommendations for market entry

HR-Strategy

Project No. 6

Candidate Profile

- Conceptual skills
- Basic knowledge in business administration
- Interest in the development of HR strategies

About the Project

- Development of a new HR strategy
- Optimization of the company's attractiveness to potential applicants
- Recommendations for adaptations to sub-company's

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Your Application & Recruiting

Application process in WS25/26

After an initial CV review and subsequently convincing Assessment Center to start at ESB Student Consulting for First-Hand Consulting Experience

ESB SC's Selection Process from Info-Session to Kick-Off in October

1. Get latest information by joining our info sessions
 - Latest updates about upcoming dates
 - Detailed information about selection process
2. Apply on Our Website
 - Easy Online-application via jobs.esbstudentconsulting.de/
3. Get invited for the Online Assessment Center
 - Your interview with one board member of ESB SC
4. Receive Feedback from Admission Committee
 - Your feedback will be submitted to the e-mail used for the application
5. Join our Kick-Off
 - Experience your first insights of ESB SC at the Kick-Off with Accenture on October 1, 2025



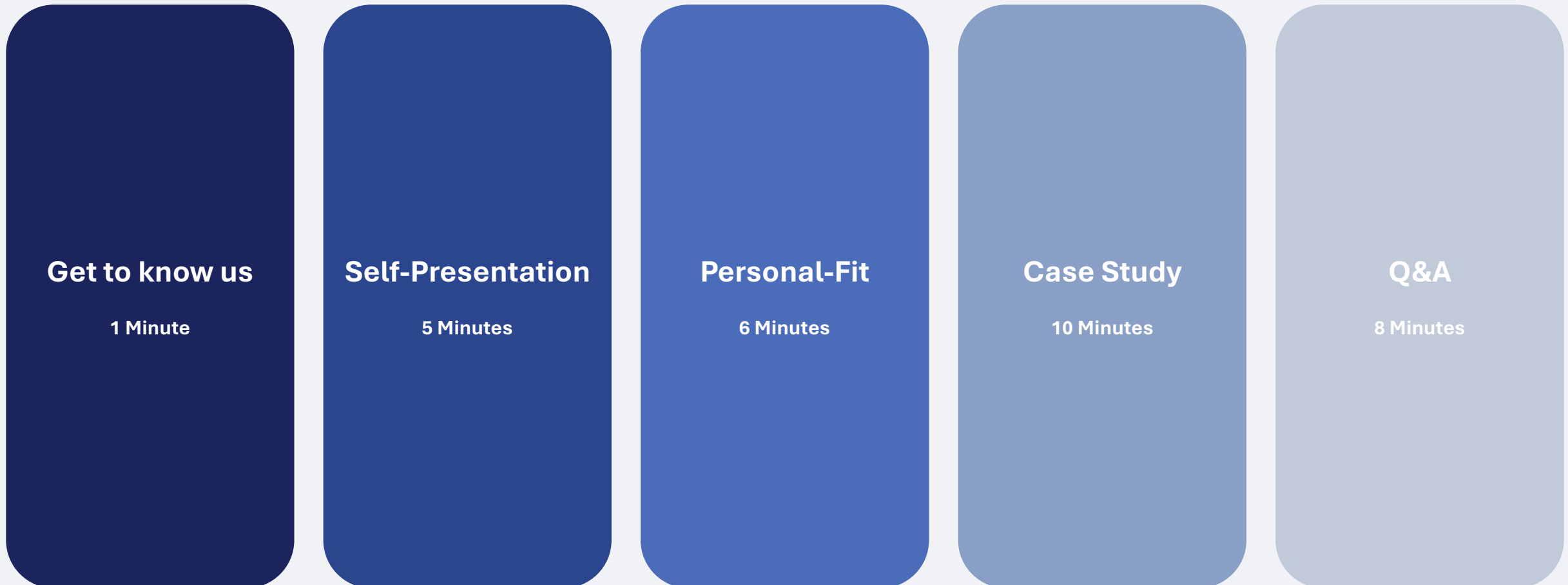
Overview of Deadlines

- **Info Sessions:**
 - 28.08.2025 – 8 PM
 - 03.09.2025 – 8 PM
- **Deadline Application Managers:**
 - 04.09.2025 – End of Day
- **Dates of Assessment Center (online):**
 - 06.09.2025 – to be announced
- **Receive Feedback:**
 - 07.09.2025 – End of Day
- **Kick-Off @ESB with Accenture:**
 - 01.10.2025 – 6 PM

Our Agenda for the Assessment Center Day

From introduction to Q&A within 30 minutes – a structured interview to get to know you and your skills.

You will receive your feedback on Sunday, September 07.





Q & A

Thanks for your attention!

Feel free to ask any question 😊

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