

ESB Student Consulting e.V.

Manager/Consultants Info Session 09/30/2026

Winter Semester 2026/2027

Agenda

Manager/Consultants Info-Session

Online via Teams

Topic	Info	Presented by
1 Association	Get to know our club	Noemi Schuster
2 Departments	Meet the structure that holds our team	All
3 Projects	Choose the ideal project for you	All
4 Application	Quick intro into our simple application process	Noemi Schuster
5 Assessment Center	Overview of our selection process	Noemi Schuster
6 Q & A	Get the answers to your final questions	All

Executive Board of ESB Student Consulting e.V.

ESB Student Consulting e.V. empowers future consultants by providing a hands-on learning journey and a dedicated space for continuous expertise sharing.



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ESB Student Consulting e.V. at a glance

Established in 2009 as a pro bono student consultancy and exclusive partner of Reutlingen University.



**Student
management consultancy**



**100+
Members**



**Pro-Bono
Work**



**3-8 Projects
every semester**



**Established in
2009**



**Experience &
Knowledge**

ESB Student Consulting e.V. benefits

Gain real experience, grow your network and stand out from your peers. The ESB SC provides opportunities to develop and sharpen your skills.



1

Soft Skills

Exclusive workshops with leading consulting firms, hands-on case studies and targeted training in key soft skills such as presentation and rhetoric.



2

Network

Connect with 100+ ambitious students across disciplines and expand your professional network through access to national and international corporate partners.



3

Personal development

Work on diverse consulting and internal projects, gain hands-on business insights, and build practical experience that sets you apart in the job market.



4

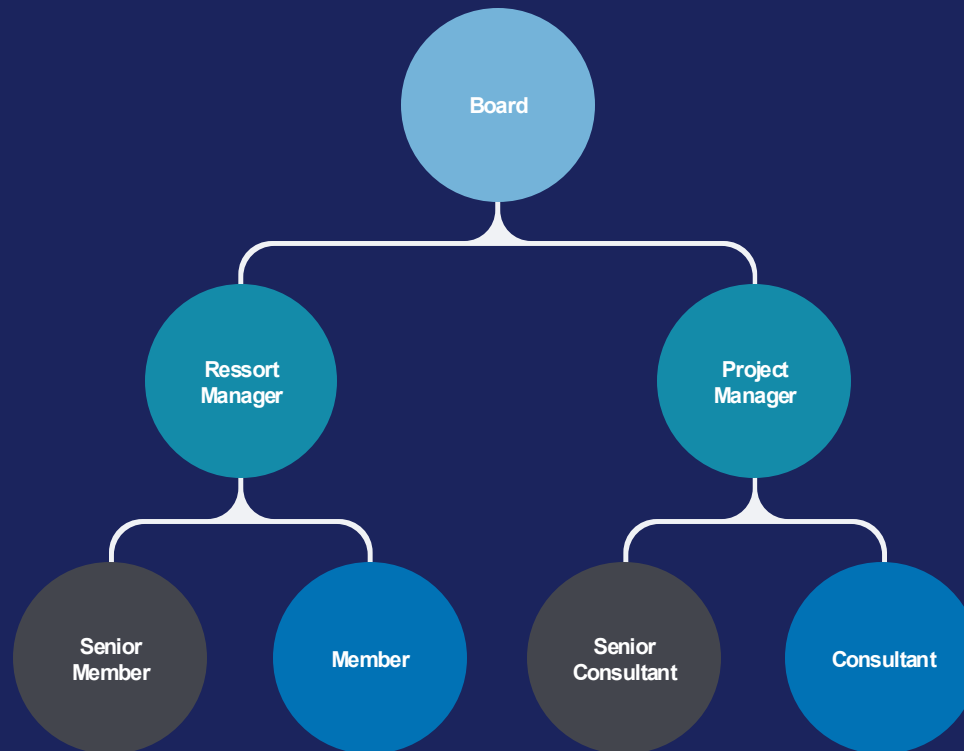
Reference

Receive an official reference letter documenting your contribution and extracurricular commitment, strengthening your future applications.

The ESB SCs organizational structure

Development of both personality and professional skills through a structured organization.

Organizational Structure



Level of Engagement

- **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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Our Departments for WS26/27

The Department: 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 Website of ESB SC
- Manage Knowledge Base

The Department: 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

The Department: Lead & Account Management

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

Skills for members

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

Interests you should have

- Account Management
- Customer Relation Management
- HubSpot
- Working with LinkedIn

Tasks you will do

- Contacting existing leads
- Creating new leads
- Source new projects for the SS27
- Manage workshops

The Department: Marketing & Events

“Marketing strengthens the association’s image and awareness, while Events bring members together and strengthen the community.”

Skills for members

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

Interests you should have

Marketing:

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

Events:

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

Tasks you will do

Marketing:

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

Events:

- Organizing events
- Driving club culture further

The Department: ESB Case Club

“Within the ESB Case Club Department you can engage in a broad range from organizing a whole case competition as our flagship event or you can represent our university at international case competitions”

Skills for members

- Responsibility
- Team player & open personality
- Motivation to learn
- Problem-solving-mindset
- Critical thinking

Interests you should have

Competition Organization:

- Organizing events
- Project management
- Meeting new people

Competition Team:

- Continuous learning
- Teambuilding and socializing
- Cracking tricky business problems

Tasks you will do

Competition Organization:

- Acquiring partner companies
- Participant management
- Resource management

Competition Team:

- Competition preparation
- Teambuilding
- Networking



Our Projects for WS26/27

Defense Market Entry

Project No. 01

Scope of Work

- Market analysis of the defense industry
- Identify applications where the client's main technology is relevant
- Map relevant supply chains
- Research key industry trade fairs/events
- Identify potential target companies in the DACH region
- Develop an outreach strategy for potential clients

Relevant Skills

- Interest in market research & industry analysis
- Interest in technical / engineering topics
- Strategic thinking & structured approach to unfamiliar markets

AI Investment Advisory

Project No. 02

Scope of Work

- Analyze how AI-driven information sources are changing customer decision-making behavior
- Current-state analysis: where does the client stand today in this new landscape
- SWOT analysis on the impact of changing information behavior
- Derive concrete, actionable recommendations to remain a relevant advisory partner
- Explore how the bank can become visible/discoverable through AI-driven information channels

Relevant Skills

- Interest in AI, digital transformation & fintech trends
- Interest in banking / financial services
- Strategic & analytical thinking
- Creativity in developing forward-looking, customer-centric concepts

SEO & GEO Content Strategy

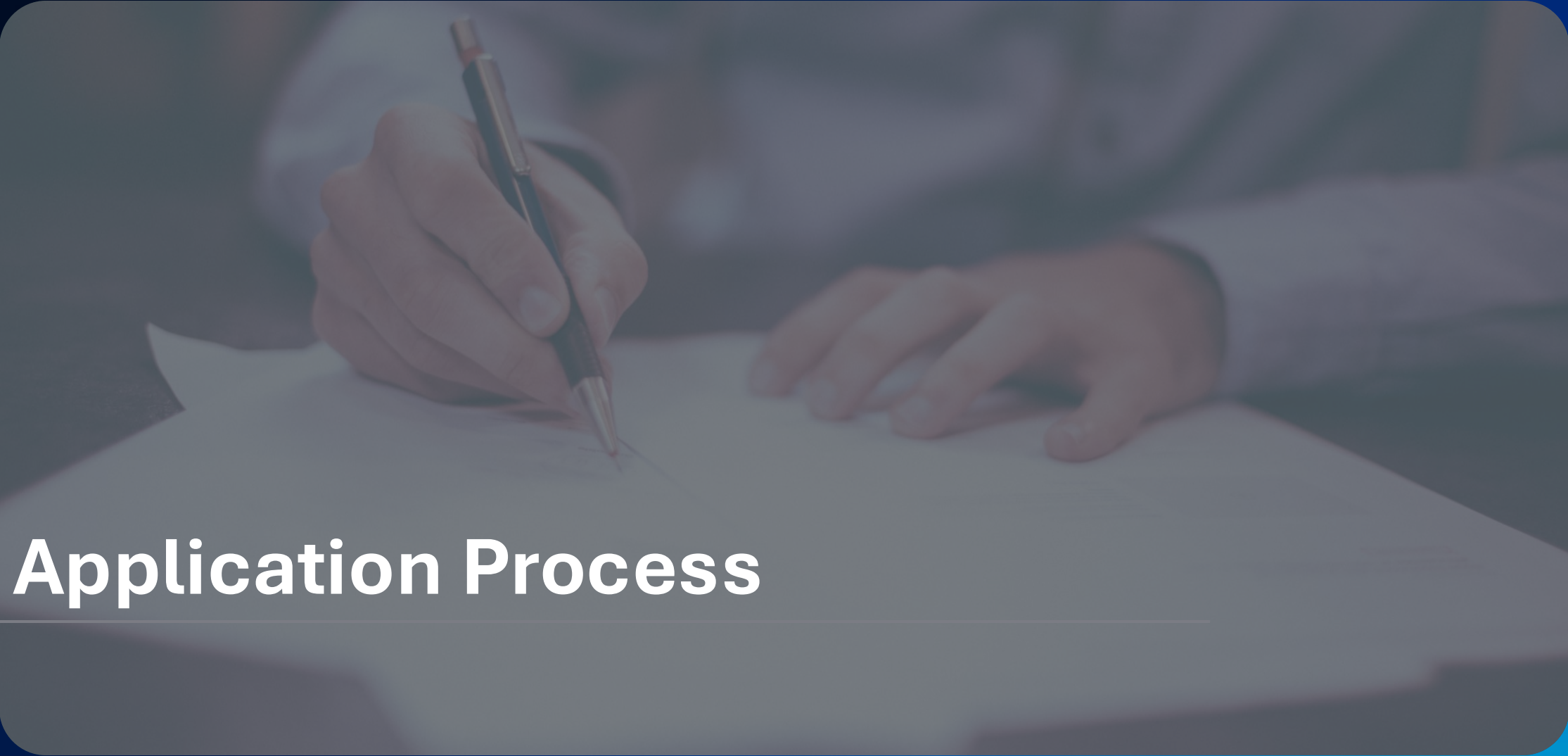
Project No. 03

Scope of Work

- Content audit of existing website content against SEO & GEO criteria
- Identify content gaps vs. competitors and actual US target audience search queries / AI prompts
- Develop and implement content measures
- Evaluate blog strategy & content formats for the US market

Relevant Skills

- Interest in SEO / GEO (Generative Engine Optimization) & AI-driven search
- Interest in content strategy & copywriting
- Analytical mindset (audits, competitive benchmarking, prioritization)
- Interest in e-commerce / Direct-to-Consumer brands and US market expansion

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Application Process

Application process in WS26/27

After an initial CV review and a subsequent successful Assessment Center, starting 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 @jobs.esbstudentconsulting.de/
3. Time Slot for the Assessment Center
 - You will be assigned a fixed time slot, unfortunately no alternative slots can be offered
4. Receive feedback from Admissions Committee
 - Based on predefined selection criteria
5. Join our Kick-Off
 - Experience your first insights in consulting @kick-off meeting



Overview of Deadlines

- **Info Sessions:**
 - 23.09.2026 – Manager & Member
 - 30.09.2026 – Manager & Member
- **Deadline Application:**
 - 01.10.2026 18:00 o'clock
- **Date of Assessment Center:**
 - 03.10.2026
- **Kick-Off @ESB:**
 - 12.10.2026 (time to be announced)

Selection Criteria

For becoming a Member of ESB Student Consulting

Criteria	Impact	Must Have
1 Time Management	HIGH	YES
2 Basic knowledge in business administration, strategy and finance	HIGH	YES
3 Structured and analytical thinking	HIGH	YES
4 Communication Skills	HIGH	YES
5 Reliability	HIGH	YES
6 Conflict management	HIGH	YES
7 Experience in project related work	MEDIUM	OPTIONAL
8 Experience Semesters @ESB Student Consulting e.V.	MEDIUM	OPTIONAL
9 Specific Consulting Experience	MEDIUM	OPTIONAL

Agenda for the Assessment Center Day at Campus I Manager

From introduction to Q&A within 30 minutes – an interactive assessment to get to know you and your skills.

Get to know us

1 Minute

Personal-Fit

10 Minutes

Brainteaser

10 Minutes

Q&A

5 Minutes

Agenda for the Assessment Center Day at Campus I Member

From introduction to Q&A within 40 minutes – an interactive assessment to get to know you and your skills.

Get to know us

1 Minute

**Group Case
Study**

20 Minutes

**Individual
Feedback**

10 Minutes

Power Point

5 Minutes

Q&A

4 Minutes



Q & A

Thanks for your attention!

Feel free to ask any question 😊

