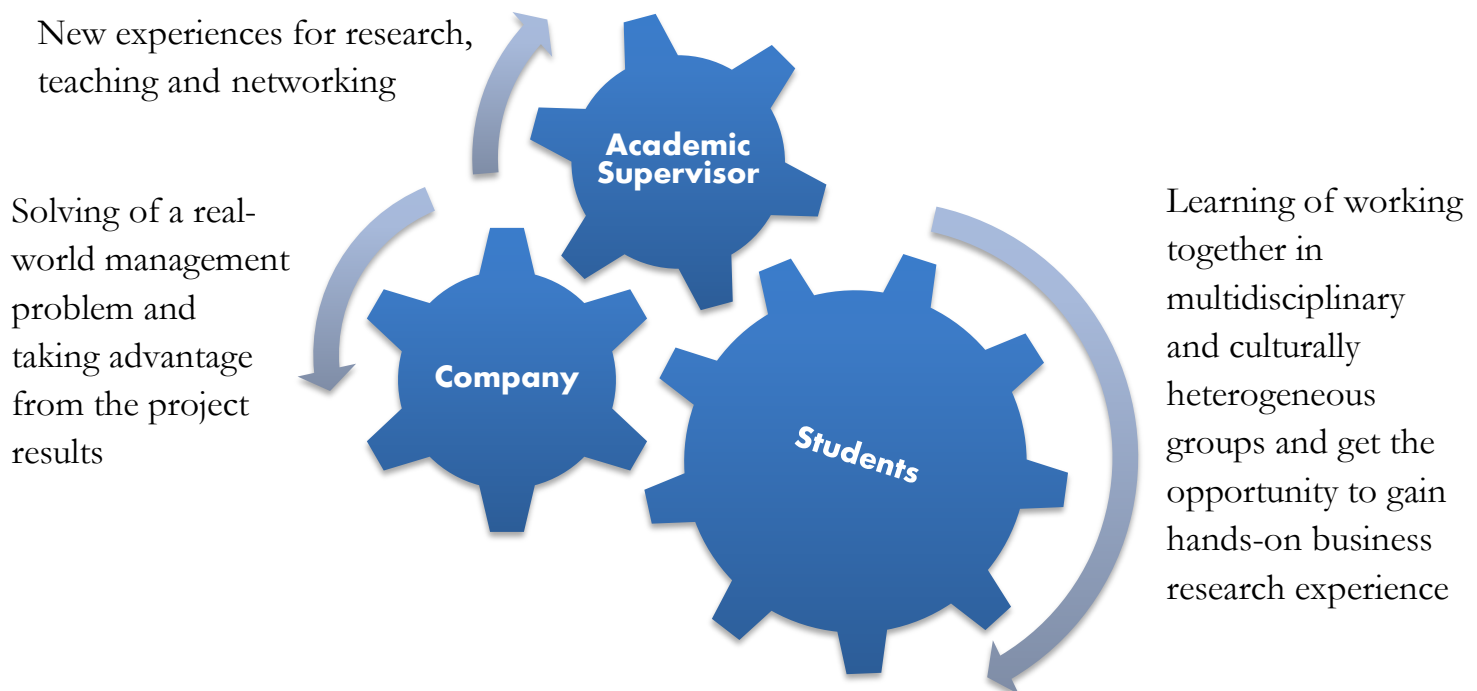## Business Projects Overview

- CEMS programme requires the realization of a compulsory business project during Term 2 which represents 50% of the workload (**15 ECTS**);

- At the SGH Warsaw School of Economics projects run from March to end of May;

- Attendance of all the team members at kick-off meeting, mid – term presentation, final presentation, BP conclusion meeting is <u>mandatory</u>;

- Business Project is a part of the academic term during which students have compulsory classes. They are not hired by company as employees or interns (internship is a separate part of the CEMS degree);

- Projects will be conducted in 3-5 person teams;

- Project can be submitted to a confidentiality clause if required by company.

Win-win-win concept

New experiences for research, teaching and networking

Solving of a real-world management problem and taking advantage from the project results

Academic Supervisor

Company

Students

Learning of working together in multidisciplinary and culturally heterogeneous groups and get the opportunity to gain hands-on business research experience

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Evaluation of Business Projects

- Company Business Project Coordinator(s) and SGH Academic Advisors supervise the project.
- The scope of work (similar to a half-time job), encounters calendar, intermediate reports, global timing and other practical details are defined by company (Company Business Project Coordinators) and SGH Academic Advisors.
- Business Project evaluation is based on:
  - ➢ an oral presentation
  - ➢ a written report (if required by the company).
- Company Business Project Coordinator(s) and Academic Advisors will evaluate the project on the basis of the written report and oral presentation. SGH Business Project Coordinator is responsible for grading the project.

CEMS Business Project proposal for Spring 2023

Company & Contact Information	
Organisation Name	Hilti
Primary Industry	Construction industry
Company logo	

Project Information	
Business Project Title (short clear title)	Customer awareness of Hilti Lifetime Services
Business Project objectives (describe the project and desired outcome)	• Analyse the level of awareness that Hilti customers have about its inclusive services • Conduct market research of similar services provided by Hilti competitors • Measure the impact of the above-mentioned awareness on the overall sales performance and customer loyalty • Come up with a plan/recommendation on how to raise awareness within customers about Hilti inclusive services
Business Project background information and key challenges	• Hilti possesses a competitive advantage of providing inclusive services within 2 years and beyond of selling tools • There is a lack of communication from Hilti regarding provision of inclusive services • Hilti takes pride in a customer centric approach, however oftentimes competitive advantages are overlooked • With the rapid market development and progress made by competitors, Hilti needs to ensure that it always remains on top and maintains sustainable competitive advantage regarding its unique services

Expected outcome (describe what outcomes do you feel would confirm the project was a success)	- Gathering information from Hilti customers given the wide customer base and industry specifics - Benchmark of inclusive services in the construction tool manufacturing industry - The outcome should be easily implementable by the people who serve as the main touchpoint for the customers (salesforce) Knowledge and skills to be gained by the students during BP: - Deep understanding of construction industry in the Czech Republic, Hungary, Poland, and its peculiarities - Opportunity to practice theoretical knowledge of conducting market research and analysis - Make a real impact with the outcome given that the topic is of key importance to Hilti
Planned Timeline (your project timeline should be in line with the proposed timeline of our school – already put forward)	Kick off meeting at the company- second half of February 2023 Mid –term presentation – till 14 April 2023 (TBC) Final Presentation (till end of May 2023) - late May BP conclusion meeting – 5-6 June 2023 (TBC) Weekly meetings of the student team are expected
Final outcomes will be in the form of:	x extensive Power Point presentation ☐ extensive Power Point presentation and written report ☐ written report ☐ other ……………………………
Expected number of students for the project	6 (2 from SGH, others from VSE and CUB)
Are there specific requirements and/or expertise necessary for students on this project (language/skills)? We will try to accommodate your request but cannot guarantee it.	At least one native speaker from each country required (PL, CZ, HU)
Confidentiality: **Are students required to sign a non-disclosure agreement?**	X Yes ☐ No
Other requirements and information about the project that you would like to share at this stage	This is x-border project that is done in cooperation between 3 countries: Czechs, Hungary and Poland. Special focus on this problematics in V4 countries.

Company & Contact Information

Organisation Name	L'Oréal
Primary Industry	Beauty Care- Cosmetics
Company logo	L'ORÉAL

Project Information

Business Project Title (short clear title)	KIEHL'S // RECYCLED GWP PROJECT
Business Project objectives (describe the project and desired outcome)	RECYCLED Gift with Product (GWP) DEVELOP COOPERATION WITH LOCAL START-UP FOR PRODUCTION OF SUSTAINABLE GWP'S USING RECYCLED KIEHL'S PACKAGING WE ARE LOOKING FOR COOPERATION WITH LOCAL PRODUCER TO START COOPERATION WHAT CAN WE DO? GWP OR MAYBE SOMETHING ELSE? IS IT RELEVWNT FOR SKIN CARE CATEGORY? WHAT? WITH WHOM? HOW MUCH? WHAT PRICE? WHAT WILL BE THE BUSINESS IMPLICATION? CREATIVITY OF IDEA + RELEVANCY FOR IMPLEMENATION + BUSINESS IMPLICATION
Business Project background information and key challenges	Kiehl's is finest apothecary skincare, launch in 1851. Our values are guiding principles that have always and will always drive everything we do. The values are service, nature & science, giving, respect, education and quality. 2030 COMMITMENTS are to restore resources, no waste, no trace and communities in action.
Expected outcome (describe what outcomes do you feel would confirm the project was a success)	• The team consisting of students will be working on the topic in close cooperation with Kiehl's team. • Collect best practices • Identify key focus areas regarding recycling

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	• Propose strategy and action points
Planned Timeline (your project timeline should be in line with the proposed timeline of our school – already put forward)	Kick off meeting at the company (1-12 March 2023) TBC Mid –term presentation – till 14 April 2023 (TBC) Final Presentation (till end of May 2023) - TBC BP conclusion meeting – till 7 June 2023 (TBC)
Final outcomes will be in the form of:	☐ **extensive Power Point presentation** ☐ extensive Power Point presentation and written report ☐ written report ☐ other ……………………………
Expected number of students for the project	3-6
Are there specific requirements and/or expertise necessary for students on this project (language/skills)? We will try to accommodate your request but cannot guarantee it.	English is sufficient. Polish is advantage.
Confidentiality: **Are students required to sign a non-disclosure agreement?**	☐ **Yes** ☐ No
Other requirements and information about the project that you would like to share at this stage	We offer a lot of internal market and consumer research, market data, consultation with the L'Oréal mass market division to explore the topic.

Company & Contact Information

Organisation Name	Siemens Healthineers (Global Headquarters)
Primary Industry	Med-Tech; Healthcare
Company logo	**SIEMENS** **Healthineers**

Project Information

Business Project Title (short clear title)	Shaping the Future of Education in Healthcare: Go To Market Re-Evaluation of Learning Platform Content: Creation of new Monetarization Streams
Business Project objectives (describe the project and desired outcome)	**Project Objective:** Analysis of the current Go To Market Strategy of the Siemens Healthineers online learning platform PEPconnect/PEPconnections, and provide

	recommendations to fully exploit its revenue potential
	Desired Outcome: Revisited Go To Market Strategy for PEPconnect/PEPconnections, improving customer satisfaction and generating new monetarization streams
Business Project background information and key challenges	**Background Information:**
	• At Siemens Healthineers, our purpose is to enable healthcare providers to increase value by empowering them on their journey towards expanding precision medicine, transforming care delivery, and improving patient experience, all enabled by digitalizing healthcare.
	• An estimated five million patients globally everyday benefit from our innovative technologies and services in the areas of diagnostic and therapeutic imaging, laboratory diagnostics and molecular medicine, as well as digital health and enterprise services.
	• We are a leading medical technology company with over 170 years of experience and 18,000 patents globally. With more than 65,000 dedicated colleagues in over 70 countries, we will continue to innovate and shape the future of healthcare.
	• PEPconnect is a learning platform set up by Siemens Healthineers for healthcare professionals, containing extensive education content which is partially Siemens Healthineers specific, partially vendor-neutral. The offering embraces more than 19,000 engaging learning activities – including e-learnings, webinars, job aids, videos, virtual classrooms, and more.
	• PEPconnections is a premium sub-scription allowing the education managers at health care providers to manage the institution's performance growth with integrated workforce management and administration features.
	• So far, PEPconnect is free, while PEPconnections is offered as a paid subscription. PEPconnections allows creation and management of learner cohortsspecific to hospital systems and free access to some content that has to be bought if the user has only a PEPconnect account.
	Key Challenges:
	• Hospital customers would like to have education for free as part of the capital-intensive medical

	imaging device purchase. For our academic customers, funding is a challenge. • The value that the customers seek from education products are difficult to be measured. • COVID was supposed to be a great accelerator of digital learning but that is yet to come true
Expected outcome (describe what outcomes do you feel would confirm the project was a success)	1) In-depth review of the current situation, including e.g. • Current GTM strategy • Product positioning • Current business model 2) Gap Analysis, e.g. • What are the opportunities that exists 3. Research and Recommendation • Based on the gap analysis formulate hypothesis • Validate the hypothesis through primary research or through testing onsite 4. Business Case formulation • Incremental revenue / margin
Planned Timeline (your project timeline should be in line with the proposed timeline of our school – already put forward)	Kick off meeting at the company (till 10 March 2023) Possibly online, proposal: March 7th Mid –term presentation – till 13 April 2023 (TBC) Proposal: April 11th Final Presentation (till end of May 2023) – Proposal: May 25th BP conclusion meeting - 5 June 2023 (TBC)
Final outcomes will be in the form of:	☐ extensive Power Point presentation X extensive Power Point presentation and written report ☐ written report ☐ other ……………………………
Expected number of students for the project	
Are there specific requirements and/or expertise necessary for students on this project (language/skills)? We will try to accommodate your request but cannot guarantee it.	Preferred student profile: Consulting, Market Research, Marketing, Digital technologies, Digital transformation, Business Analytics, Healthcare
Confidentiality: **Are students required to sign a non-disclosure agreement?**	X Yes ☐ No

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Other requirements and information about the project that you would like to share at this stage	Company coach will be available for bi-weekly or weekly alignment via MS Teams with the students (30min), further questions can be clarified by e-mail.