

Founded in 1998, **business@school**, the educational initiative of the international consulting firm Boston Consulting Group (BCG), now provides more than 1,000 students each year with the opportunity to learn about business in three phases over the course of a school year: First by analyzing one large and one small company, and then by developing their own business idea including a business plan. Besides business knowledge, they also acquire key skills over the course of a school year. They are supported in this by teachers and 400 professionals who volunteer as coaches.

#### Who takes part?

- More than 1,000 students each year at 70 schools in Germany, Austria, Italy, Great Britain, Albania and Switzerland
- Around 150 teachers
- Around 400 coaches from over 20 partner companies from the business world and from BCG who volunteer locally

#### What do the three phases of business@school cover?

- Phase I: Analysis of a large company with a focus on the company structure, market, and competitors
- Phase II: Analysis of a small business in the area of the school with a focus on strategy and positioning
- Phase III: Development of their own business idea including a business plan
- The students present the results of all three phases at school-internal competitions. In addition, they compete for the best business idea in regional finals, with the winners moving on to the international finals, where an expert panel of judges composed of high-ranking representatives of the business world awards the best business ideas.

#### Which companies and organizations participate besides Boston Consulting Group?

Bayerische Landesbank, Commerzbank AG, Deutsche Kreditbank AG, Deutsche Post DHL Group, Deutsche Telekom AG, Evonik Industries AG, Ford-Werke GmbH, Hogan Lovells International LLP, Linde plc, Lufthansa Group, Merck KGaA, Nehemiah Gateway gGmbH, NRW.BANK, ORACLE Deutschland B.V. & Co. KG, Otto Group, HARTMANN GRUPPE, Schaeffler Gruppe, SOS-Kinderdorf e.V., Statista GmbH, Stiftung Wertebündnis Bayern, "Unternehmergeist in die Schulen", Viessmann Werke GmbH & Co. KG, WHU – Otto Beisheim School of Management, Zurich Gruppe Deutschland

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