



## School of Management and Law

### International Business Projects MSc Student Projects for Companies

Zurich University of Applied Sciences (ZHAW) with its internationally recognized degree programs is among the leading Swiss business schools.

Among its great strengths are the practical applicability of its programs and the close ties to companies that become its business partners in the course of its consulting activities. Key objectives include providing support to the business community in its international activities while promoting the intercultural competence of its students.

This is why we are looking for projects for our students to handle on behalf of companies in the luxury or food industry. We will examine and address international challenges and guide our students in providing suitable solutions. This service is free of charge.

Our students work in groups to analyze the following topic areas:



#### **Global Leadership**

Analysis of intercultural leadership and management issues



#### **Internationalization**

Evaluation of market opportunities for Swiss companies abroad



#### **International Customer Behavior**

Analysis of intercultural consumer needs



#### **International Negotiations**

Development of ideal conditions for successful international negotiations



#### **Corporate Responsibility**

Evaluation of a sustainability strategy

Student projects involve environmental analysis, a detailed description of a problem, as well as the creation of an implementation plan and an applicable business plan.

To analyze the company's international activities, students will apply most current management theories and concepts. In return for your cooperation, you will receive a solution proposal from a student perspective in the form of a final report and a presentation in English.

For the participating company, involvement consists of a kick-off meeting, two interim meetings to receive information and clarify any questions, and a final presentation, which will require the attendance of a company representative.



From a challenge...



...to international success

#### **ZHAW School of Management and Law**

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