



**School of
Management and Law**

International Business Projects BSc 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 and business partners. Key objectives include providing support to the business community in its international activities while promoting the intercultural and business competence of the International Management students.

This is why we are looking for business projects / live cases for our students. We examine and address your international challenges and guide our students in providing suitable solutions.

Our students work in groups and have competencies in analyzing the following 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 Sustainable CR Strategies

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

To analyze the company's international activities, students will apply current management theories and concepts. The companies will receive a solution proposal from a student's perspective in the form of a final report and a presentation in English.

Involvement of the partners consists of participating at the kick-off meeting, one to two interim meetings to receive / give further information and clarify any questions, and the attendance at the final presentation, as well as a small contribution fee.

More Information can be found here: www.zhaw.ch/imi/business-projects-en



From a challenge...

**ZHAW School of
Management and Law**
International Management Institute
Theaterstrass 17
P.O. Box
8401 Winterthur - Switzerland
www.zhaw.ch/imi



...to international success

Contact:
Maya Gadgil
International Management Institute
Senior Project Manager
Deputy Head CLM
maya.gadgil@zhaw.ch
+41 58 934 46 03



AACSB is the most significant
international accreditation for
business schools