










MBA Field Projects

Company		Project
	B. Braun Melsungen AG	Alternative business models for B. Braun Melsungen
	Biomatum e.V.	Bio- and nanotechnology cluster
	cliMECS GmbH	Bio start up. Extraction and filtering of technology
	Coca Cola GmbH	Brand Management in Digital Media
	CRM Emergency GmbH	CRM – Best Practices in small and medium enterprises (SME)
	Daimler Chrysler AG	Africa 2015-2050: Our future, Our vision. In cooperation with SIFE
N/A	Deutsch – Chinesische Gesellschaft	China Gate Start Up
	Dornier Consulting GmbH	Research, strategic advisory and transaction service for the infrastructure sector

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	<p>Dow Chemical</p>	<p>International Procurement at BSL plant</p>
		<p>Ideas and alternatives in customer oriented logistics</p>
		<p>Optimization of eastbound Logistics at Dow Chemical</p>
		<p>Market Analysis of job recruiting tools and benchmark with DOW's competitors activities in Europe</p>
		<p>Models of an effective application of the ISO 14001 requirements by means of the internal guidelines of DOW</p>
	<p>Dr. Heuser AG</p>	<p>Market Potential for Regional Development Projects in Poland</p>
	<p>Foundation for Görlitz</p>	<p>Teleworking as a development option for the Görlitz/Zgorzelec region</p>
	<p>GE Capital Vendor Services GmbH und Co KG</p>	<p>Competitor and Product Analysis: Office equipment, IT and Telecoms leasing market in Germany</p>
	<p>HF Sensor</p>	<p>Evaluating growth fields for a microtechnology cluster in Leipzig</p>






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	<p style="text-align: center;">HHL Leipzig gGmbH</p>	<p style="text-align: center;">Marketing Plan for HHL's MBA Program in cooperation with McKinsey and Co.</p>
		<p style="text-align: center;">Designing an entry strategy for the German Executive MBA market</p>
	<p style="text-align: center;">IBM Business Consulting Services</p>	<p style="text-align: center;">The economic impact of IP technology on the major telecommunications companies</p>
	<p style="text-align: center;">Internationale Fachzeitschrift für Journalismus</p>	<p style="text-align: center;">Development and implementation of a business strategy and a marketing plan</p>
	<p style="text-align: center;">JenAcon GmbH</p>	<p style="text-align: center;">Research, strategic advisory and transaction service for the infrastructure sector</p>
	<p style="text-align: center;">JetFilm GmbH</p>	<p style="text-align: center;">How to tackle Video on Demand</p>
	<p style="text-align: center;">Krystall Palast Varieté Leipzig</p>	<p style="text-align: center;">Krystallpalast Athens 2004</p>
	<p style="text-align: center;">Labor Dr. Reising-Ackermann und Partner</p>	<p style="text-align: center;">Finding IT solutions for a Health Care Laboratory</p>
	<p style="text-align: center;">Leipzig 2012 GmbH</p>	<p style="text-align: center;">How to mobilize volunteers for the Olympic Games Leipzig 2012- conceptual and operational framework</p>

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	<p>Lycos Europe GmbH</p>	<p>How to Make Money on Premium Internet Services</p>
	<p>McKinsey & Co.</p>	<p>Marketing Plan for HHL's MBA Program in cooperation with HHL-Leipzig</p>
	<p>Mellow Message Medien Produktion GmbH</p>	<p>Developing a strategic customer acquisition concept for a multimedia-agency</p>
<p>N/A</p>	<p>Neurogene</p>	<p>Development of a business plan for therapy to treat Parkinson's disease</p>
	<p>PC Ware Technologies AG</p>	<p>Internationalization strategy development</p>
	<p>Preussag Group</p>	<p>Development of an international HR-communication strategy to position Preussag as an attractive employer</p>
	<p>Reinforcement Control</p>	<p>Development of a market-entry concept for the self-learning online-optimizing tool RCOptimizer®</p>

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	<p>Seecon GmbH</p>	<p>LEIPZIG BOAT – From a concept to a product</p>
	<p>Stadtwerke Leipzig GmbH</p>	<p>Strategy Recommendation for Expansion into Turkey</p>
	<p>Students in Free Enterprise (SIFE)</p>	<p>Africa 2015-2050: Our future, Our vision in collaboration with the Daimler ChryslerAG</p>
	<p>The Boston Consulting Group</p>	<p>Update and development of a more sophisticated database platform for future applications</p>
		<p>Creating Value in Banking 2004</p>
		<p>Creating Value in Banking 2006</p>
	<p>TUI AG</p>	<p>Repositioning and Rebranding of the Student Organization Market Team</p>
	<p>Veolia Wasser GmbH</p>	<p>Energy efficiency services in the industrial sector</p>
		<p>Sustainability Index for Towns</p>