

## FOCUS: News

**Related Articles**

- ▶ [A useful guide to finding a job in Germany](#)
- ▶ [German technical universities on Promotion tour in Brazil](#)

...Not Least

15.05.08

### Student business advisors apply their studies to the job

**With more companies requiring experience for even entry-level positions, students have to balance the theoretical with praxis when planning for the future. An initiative is enabling student advisors to work on projects with leading businesses, helping them earn much-needed professional skills.**



Academy Consult, a student team of business advisors, was launched in part by an entrepreneur who wanted to create an air taxi service that would fly from town to town at low cost. Academy Consult was developed with the help of 19-year old student Jacqueline Schwenk.

Schwenk became part of an initiative of 80 student-consultants at the University of Applied Sciences – München which applies academic study to actual business situations. The participating firms are also pleased to have inexpensive consultants that bring a younger generation's insight.

Currently there are around 80-100 such associations in the Bundesverbandes Deutscher Studentischer Unternehmensberatungen (BDSU) and interest in them is growing.

Participating students take part in a seminar where they learn presentation techniques, project management and customer relations skills. Schwenk, who's worked on the air taxi business and another project for a year, has been able to put her political economy studies into practice. She's now the leader of a four-person team.

Academy Consult advisors principally help firms develop their concepts. They plan to use these experiences and problem solving skills in future roles as managers and team leaders. Each semester new members are chosen who then serve as interns on a four-month project such as developing a customer survey.

The Academy Consult earns a fee which they negotiate with the firm that is first used for operating costs and is then divided among the members who worked on the project. The student advisors learn how to build and lead a team, convince their customers, present analysis and manage budgets.

[www.academyconsult.de](http://www.academyconsult.de)  
[www.bdsu.de](http://www.bdsu.de)

< - Back

- ▶ Tell a friend
- ▶ Print

## BOOKMARKS

### GERMAN QUIZ

**Was bedeutet das? What does this mean - do you know?**

Olympische Spiele

1. Olympic Games
2. Olympic Rings

### COMMUNITY

**Alexander Fallier:** Hello Omer Khan, concerning your student visa issue: I guess the best help is the German Academic Exchange Service (Deutsche Akademische ... [\[more\]](#))

### XING

Check out the YG community in Xing and become instantly connected to millions of people! [\[more\]](#)

### BLOG

From living in Germany to our weekly Bundesliga review, check out our blog... [\[here\]](#)

### Water Festival '08

Watch more videos on water...[here](#)

### GALLERY

Pictures of German cities, photos of Flocke, Knut, Trabis and much more ... [\[here\]](#),

### SERVICES

**Check out the essential services for your stay in Germany**

- ▶ [University search](#)
- ▶ [Job search](#)
- ▶ [Apartment search](#)
- ▶ [Youth hostel search](#)
- ▶ [Car ride search](#)
- ▶ [YG e-cards](#)

## PHOTO COMPETITION

### WIN A STUDENTS OF EUROPE BOOK!

### DW-WORLD.DE DEUTSCHE WELLE

**Current Affairs**  
 ▶ [Mugabe Sworn In After Widely Condemned Vote](#)

Robert Mugabe was sworn in for a new term as president of Zimbabwe on Sunday while the international community widely condemned the vote. In Europe, officials urged Africa to play a bigger role in ending the crisis.

**Business**  
 ▶ [Germany's Daimler Pushes Ahead with Electric Cars](#)

German carmaker Daimler is pushing ahead with its program on electrically powered cars, aiming at producing around 10,000 vehicles by 2012, Thomas Weber, director for research and development said in Stuttgart Saturday.

**Culture & Lifestyle**  
 ▶ [Hollywood Helps Revive Berlin's Former Movie Glory](#)

Star-studded movie productions with Hollywood A-list actors and a bit of financial support from the German government are returning a film studio near Berlin to its long-lost glitz.



More knowledge  
about Germany



OUR  
YG  
PARTNERS

### This week's most read stories

- ▶ **Podcast: Sei kreativ!**
- ▶ **Barack Obama to deliver major public speech in Berlin**
- ▶ **German and Japanese firms cooperate for nanotechnology fair**

### MOBILE

---

YG is now available in a mobile version. Bookmark the page now! [\[more\]](#)

### PODCAST

---

Listen and learn! Check out YG's language-learning Podcast [\[more\]](#)

### LINK LIST

The German Education Server offers comprehensive information about the German education system.

[eduserver.de](http://eduserver.de)

A website offering lots of information for international students in Germany.

[internationale-studierende.de](http://internationale-studierende.de)

[ TOP ]