

Integrated Impact Project [IIP]

The Integrated Impact Projects (IIPs) of the [MBA International Program](#) at the [Athens University of Economics and Business \(AUEB\)](#) bring together teams of graduate students of the Part-Time program, who have advanced significantly in their extensive course work, with forward-looking companies and organizations -the IIP Partner Organizations- to work on applied strategic issues for mutual benefit and enrichment.

The aim of the IIP, normally conducted in teams of 3-5 individuals, is for the students to consolidate their experiences and recently acquired new knowledge from the MBA and implement them in the analysis of a business or organizational problem of inter-disciplinary and strategic nature. The partner organizations will benefit from collaborating with highly motivated students with a broad background in different academic disciplines, and substantial experience from different fields of management.

The student teams are self-selected, and the teams then also self-select an organization and a topic area for their project. A faculty tutor is assigned to each project to supervise the advancement and co-evaluate, together with the Partner Organization representatives, the final deliverables.



PARTNER ORGANIZATION'S INVOLVEMENT AND BENEFITS

Student teams will come in contact with potential companies / organizations for executing their project. The company representative(s) will suggest a specific topic to be investigated and come to an agreement with the students on the project's scope and intended outcomes.

The company representative(s) will also agree to provide the necessary information and data to make the analysis and suggestions relevant and true to the reality and objectives of the organization. Depending on the nature of the work to be done, the students can conduct the project under a clause of confidentiality that the company / organization may suggest and that the university and organization then jointly deem appropriate to apply.

As suggested by the title "Integrated Impact Project" the topic must be cross-disciplinary, involving analysis and integration of data and information from different parts of a business, e.g., marketing and finance, operations and HR, Sales and IS/IT. The project should be situated at the strategic level of the organization with an impact beyond its operational day-to-day activities. It would typically involve some element of innovation, new business development, change and/or transformation, which corresponds to the impact that the results of the project will have on the company/organization. It can relate to new products or services, new markets, change of business model, transformation towards more sustainable operations, digitalization, etc...



By bringing together teams of graduate students, with significant experience and progress in their MBA studies, with forward-looking companies and organizations to work on a specific well-framed topic, new knowledge and innovation value are created. This will be demonstrated by the students producing and presenting professional deliverables –report and presentation- to the collaborating organization containing their analysis and recommendations.

PROJECT SCHEDULE AND DELIVERABLES

The Integrated Impact Project counts for two academic credits and is conducted during the last part of the second year of the MBA International Part-Time Program. The projects can start running from March and must be completed by end October / early November the same year.

The first phase of the project -the Project Definition- involves students' self-selection of teams and of the organization and the topic area for the project. The selected organization should be a company or other organization where at least one of the team members is working or has good contacts and some knowledge about operations and functioning. Based on the professional profile of the student team and their intended topic area, initial contacts are made with potential organizations.

The second phase -Project Planning- involves meeting(s) between the student team and the partner organization to define the scope, target, main steps of execution and expected outcome of the project. In this process, the faculty tutor is also appointed. A project plan is defined and approved by all; partner organization, student team and tutor.

The third phase -Project Execution- consists of the implementation of the project according to the project plan. It includes periodic progress reviews that take place at the convenience of the partner organization, the student team and the faculty tutor. The reviews are gateways in which preliminary results and further steps of the project are discussed.

Towards the end of October / early November, the student team submits the report to the partner organization and to the faculty tutor (indicatively a report of 7.000-10.000 words). An oral presentation of the results and recommendations takes place soon thereafter, at the premises of the University. For the presentation, students develop and deliver a final presentation slide deck.

Upon completion of the report and the presentation by the student team, the partner organization is kindly asked to evaluate the project, using an evaluation form where the company / organization representatives make an appreciation of the work done. The report and presentation are then subject to formal marking.

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For comprehensive information about the MBA International Program: <https://imba.aueb.gr/>