

The Field Study Projects (FSPs) of the [MBA International Program](#) at the [Athens University of Economics and Business \(AUEB\)](#) bring together teams of graduate students of the Full-Time program, who have finished their extensive course work, with forward-looking companies and organizations -the FSP Partner Organizations- to work on applied strategic issues for mutual benefit and enrichment.

The aim of the FSP, 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 select an organization and a topic area for their project, relevant to their background and career aspirations. 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**

The Career Office of the MBA International communicates with potential companies / organizations for project proposals. The company representative(s) will suggest a specific topic to be investigated and come to an agreement with the program and the assigned student team 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.

The topics of the Field Study Projects 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 completed MBA coursework, 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 Field Study Project counts for 10 ECTS credits and is conducted during the third and last semester of the MBA International Full-Time Program. The projects last for three months, between June and November each year, followed by a presentation in December.

The first phase of the project -Project Definition- involves students' self-selection of teams and the matching of student teams to project proposals.

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.

By the end of November, the student team submits the report to the partner organization and to the faculty tutor. An oral presentation of the results and recommendations takes place soon thereafter. 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 by the Faculty Tutor and the Graduation Project Evaluation Committee.

### CONTACT

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

