

# ESB Student Consulting e.V.

Consultant / Member Info Session 09/09/25

Winter Semester 2025/2026

# Agenda

Consultant / Member Info Session

Online via Teams

Topic		Info	Presented by
1	Association	Get to know the ESB Student Consulting e.V.	All Board Members
2	Ressorts	Meet the structure that holds our team	All Board Members
3	Projects	Choose the ideal project for you	Richard Wurster, Max Kleinert
4	Application & Recruiting	Overview of our application & selection process	Jasmin Grimm
5	Q&A	Get the answers to your final questions	All Board Members

# Executive Board of ESB Student Consulting e.V.

Vision: With the help of the BDSU, alumni, and current students, we are creating a platform for exchange and learning.

Mission: Through clear goals and transparent communication, we achieve long-term success for the association.



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# ESB Student Consulting e.V. at a glance

ESB Student Consulting was founded in 2009 as a pro bono student consulting firm and exclusive partner of Reutlingen University. At present, it has more than 100 members.



**Student  
management consultancy**



**100+  
Members**



**Pro-Bono  
Work**



**6-8 Projects  
every semester**



**Established in  
2009**



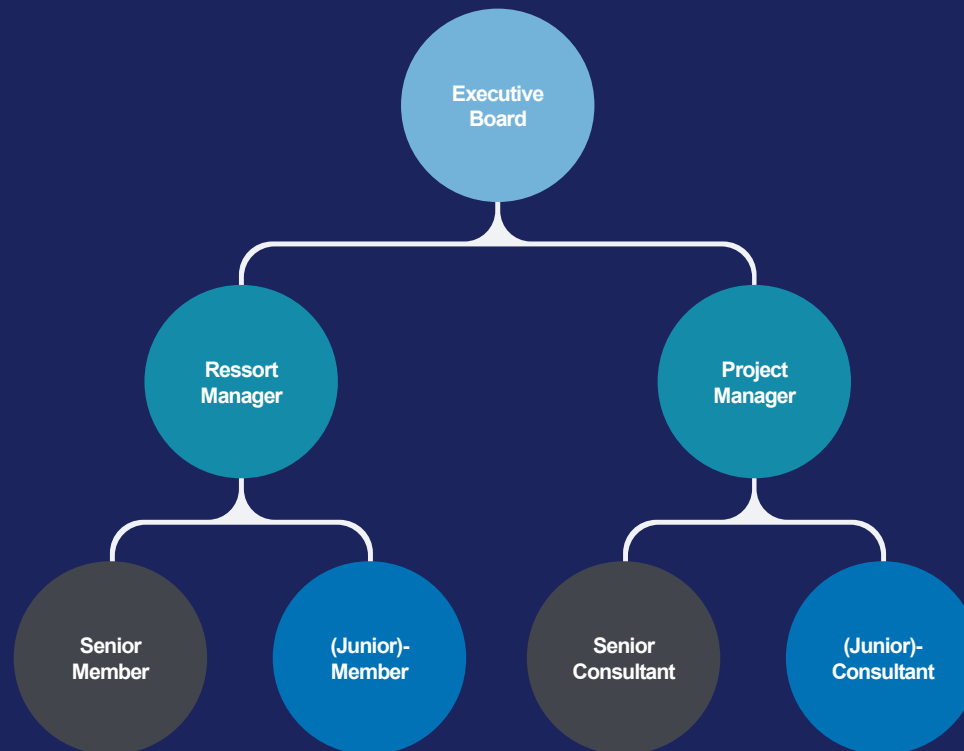
**Experience &  
Knowledge**

# The ESB SCs organizational structure

You have the opportunity to develop both: personality and professionalism

Learning and developing @ESB

## Organizational Structure



## Level of Engagement

- **Executive Board (elected, senior students)**
  - Developing a business plan
  - Implementing the firm's strategy
  - Leading business development efforts
  - Ensuring the delivery of high-quality client work
- **Manager (selected, experienced students)**
  - Managing client relationships
  - Overseeing project teams
  - Providing strategic guidance and advice to clients
  - Presenting recommendations to clients
- **Member (selected, entry level students)**
  - Conducting research and analysis
  - Identifying opportunities for clients
  - Collaborating with project teams
  - Developing recommendations to clients



# The Ressorts of ESB SC



# Lead & Account Management

The Lead & Account Management ressort is responsible for all project acquisitions and customer relationship management, with the goal of acquiring new project applications for our successors

## Skills for members

- Communicative skills (many client touchpoints)
- Basic sales skills to convince potential clients
- Able to motivate people and set clear target indices
- Professional appearance

## Interests you should have

- Account Management
- Customer Relation Management
- Salesforce

## Tasks you will do

- Contact existing leads
- Create new leads
- Source project applications for the summer semester 2026

# Finance & Legal

The F&L department ensures the future viability of the association with regard to all legal and financial issues

## Skills for members

- Conscientious, organized personality
- Attention to detail and accuracy
- Desire for responsibility
- Team player

## Interests you should have

- Implementation of legal requirements of association accounting
- Risk identification and minimization
- Exchange and cooperation with all departments & projects

## Tasks you will do

### Finance:

- Implementation of accounting
- Organization of taxation
- Automation of financial processes

### Legal:

- Check contracts and NDAs
- Adapt the association statutes
- Prepare for the future structures



# Business Improvement & IT

The BI & IT department focuses on the smooth running of internal and external processes and the management of the IT infrastructure. In addition, future innovations of the association always start in this department

## Skills for members

- Ready to learn new things
- Helpful, open, communicative
- Initiative, creativity
- Optional technical know-how (Excel, WordPress, HTML, SEO)

## Interests you should have

- Consulting processes
- Technical topics
- Hands-On Problem Solving

## Tasks you will do

- IT Management
- Improve Knowledge Management (Create a wiki)
- Implement actual consulting processes
- Improve OneDrive

# Marketing & HR

Marketing strengthens the association's image and awareness, while Human Resources promotes a positive culture through events and supports the well-being and development of members

## Skills for members

- Responsibility
- Enjoy organization and communication
- Team player & open personality
- Problem-solving-mindset
- Very good written German & English
- Creativity & interest in designing

## Interests you should have

### Marketing:

- Content creation
- Corporate communications
- Tool: Canva / PowerPoint

### Human Resources:

- Event management
- Teambuilding and Socializing
- Enthusiasm for further development

## Tasks you will do

### Marketing:

- Social Media Management
- Goodies and Merch orders
- Marketing strategy

### Human Resources:

- Organizing Events
- Driving club culture further

# Quality Management

The QM department is responsible for all quality related actions, with the goal of increasing the standards for a high professional student consultancy

## Skills for members

- Communicative skills
- Analytical skills
- Ability to design processes
- Structural thinking

## Interests you should have

- Quality Management
- Process development
- Process design

## Tasks you will do

- Process development
- QM-Controlling
- BDSU-Audit preparation
- BDSU connection



# Our Projects for WS25/26

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# Social Media Strategy

## Project No. 1

### Candidate Profile

- Analytical skills
- Interest in SEO optimization
- Familiar with state-of-the-art social media content in professional contexts
- Interest in the development of marketing strategies

### About the Project

- Employer branding strategy for social media
- Competitor analysis
- Best Practice analysis
- User analysis
- Recommendations for content (free and paid)

# After Sales Strategy

Project No. 2

## Candidate Profile

- Analytical skills
- Financial skills
- Conceptual skills
- Interest in the development of marketing & (after) sales strategies

## About the Project

- Market analysis
- Competitor analysis
- Customer analysis
- Business case calculation
- Development of customer journeys
- Prioritized recommendations for action

# ESG-Strategy

Project No. 3

## Candidate Profile

- Analytical skills
- Interest in ESG related topics
- Basic knowledge of production & supply chain
- Interest in the development of a ESG communication strategy

## About the Project

- Identification of emission sources and environmental impacts
- Evaluation of supply chain
- Identification of alternatives in procurement and production
- Development of sustainability measures
- Recommendations for ESG communication



# Cultural Transformation Strategy

Project No. 4

## Candidate Profile

- Interpersonal skills
- Analytical skills
- Conceptual skills
- Interest in the development of a transformation strategy

## About the Project

- Identification of success factors for cultural change
- Market analysis
- Competitor analysis
- Recommendations for transformation measures
- Development of KPIs

# Market Entry Strategy

Project No. 5

## Candidate Profile

- Analytical skills
- Conceptual skills
- Interest in the development of marketing & sales strategies
- Interest in current innovations

## About the Project

- Market Analysis
- Development of a value proposition & customer persona
- Development of a customer journey
- Recommendations for market entry

# HR-Strategy

Project No. 6

## Candidate Profile

- Conceptual skills
- Basic knowledge in business administration
- Interest in the development of HR strategies

## About the Project

- Development of a new HR strategy
- Optimization of the company's attractiveness to potential applicants
- Recommendations for adaptations to sub-company's

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# Your Application & Recruiting

# Application process in WS25/26

After an initial CV review and subsequently convincing Assessment Center to start at ESB Student Consulting for First-Hand Consulting Experience

## ESB SC's Selection Process from Info-Session to Kick-Off in October

1. Get latest information by joining our info sessions
  - Latest updates about upcoming dates
  - Detailed information about selection process
2. Apply on Our Website
  - Easy Online-application via [jobs.esbstudentconsulting.de/](https://jobs.esbstudentconsulting.de/)
3. Get invited for the Assessment Center (online or in-person)
  - Your interview with board members or managers of ESB SC
4. Receive Feedback from Admission Committee
  - Your feedback will be submitted to the e-mail used for the application
5. Join our Kick-Off
  - Experience your first insights of ESB SC at the Kick-Off with Accenture on October 1, 2025



## Overview of Deadlines

- **Info Sessions:**
  - 09.09.2025 – 8 PM
  - 12.09.2025 – 8 PM
  - 17.09.2025 – 8 PM (optional)
- **Deadline Application Consultants / Member:**
  - 17.09.2025 – End of Day
- **Dates of Assessment Center:**
  - 20. & 21.09.2025 – to be announced
- **Receive Feedback:**
  - 24.09.2025 – End of Day
- **Kick-Off @ESB with Accenture:**
  - 01.10.2025 – 6 PM

# Our Agenda for the Consultant Assessment Center (in-person)

From introduction to Q&A within 50 minutes – a four-person group case interview to get to know you and your skills.

You will receive your feedback on Wednesday, September 24.

**Introduction of the  
interviewers & case**

**5 Minutes**

**Preparation of the  
case study**

**30 Minutes**

**Presentation of the  
case study**

**5 Minutes**

**Time for your  
questions**

**10 Minutes**

# Our Agenda for the Consultant Assessment Center (online)

From introduction to Q&A within 20 minutes – a individual case interview to get to know you and your skills.

You will receive your feedback on Wednesday, September 24.

**Introduction of the  
interviewers & case**

**2 Minutes**

**Preparation of the  
case study**

**8 Minutes**

**Presentation of the  
case study**

**2 Minutes**

**Time for your  
questions**

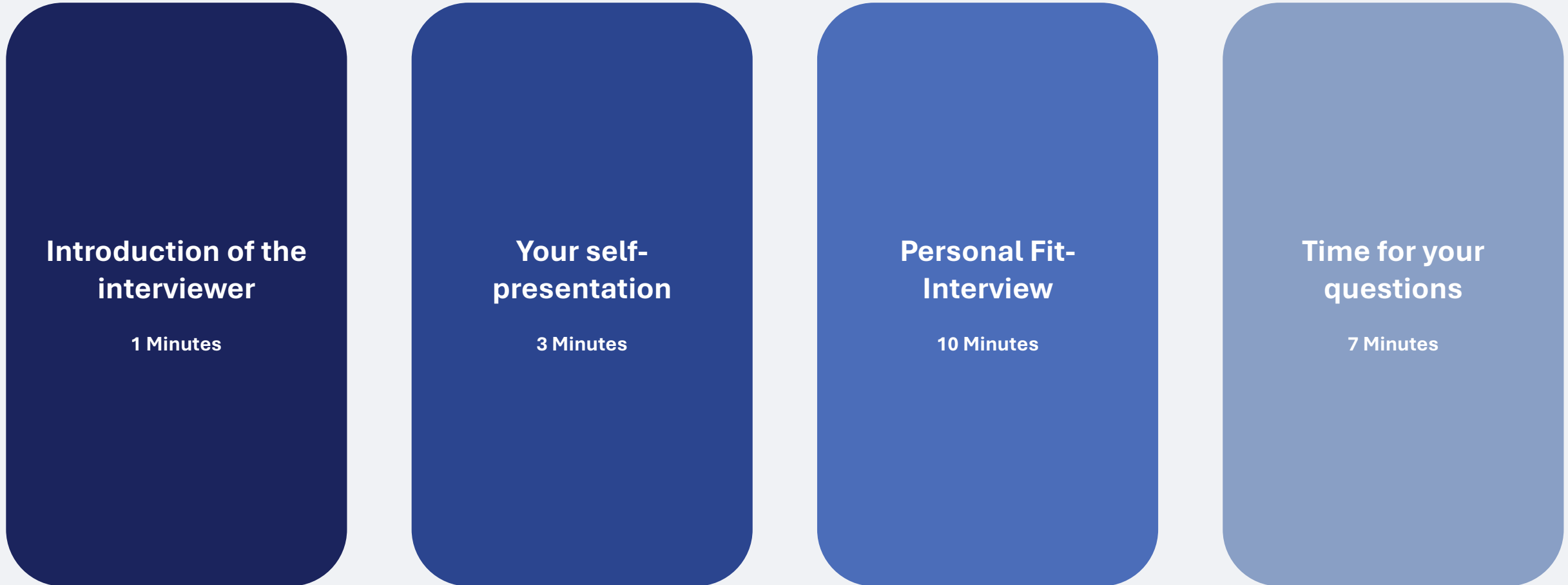
**8 Minutes**



# Our Agenda for the Member Assessment Center (online only)

From introduction to Q&A within 20 minutes – a individual personal fit interview to get to know you and your ambition.

You will receive your feedback on Wednesday, September 24.





# Q & A

Thanks for your attention!

Feel free to ask any question 😊

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