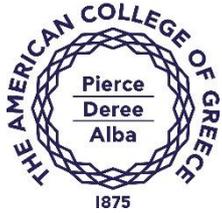




Field Consulting Projects 25 Years of Creating Value



**Alba 2019 Field Consulting Projects
Call for Proposals**

Overview

Alba's FCPs are highly professional projects that are specific and of practical use to the client company. Every spring, leading companies in Greece compete for a student team by submitting a proposal to Alba. Using a standard form, companies propose projects across a range of management functions, from accounting and finance to HRM, production management and marketing. Because the projects run at the end of the Alba MBA program, students have a wide range of skills at their disposal to help create company value.

We are interested in challenging projects, which demand advanced analytic, research and planning skills from our students. Due to our emphasis on being aligned with current trends in the broader economic environment and with the needs of the Greek business community, we encourage proposals of projects with a strong *international* dimension. Alba's firm intention is to increase the number of such projects, and, eventually for ALL FCPs to be international in nature.

Once projects have been submitted, groups of students "bid" for their 3 preferred proposals. Competition is always fierce, and many very strong proposals do not proceed to the next stage. By early May, student teams are formed, and are allocated an ALBA professor to guide them through the FCP process. After developing and agreeing a clear workplan, student teams implement their project, combining desk research and literature review with professional field work. Round-table presentations in July contribute to keeping the projects on time and to standard, and allow for any necessary adjustments to be made. In early September, final reports are delivered, and presentations are given at ALBA to an audience of client partner staff and professors.

All Alba classes are taught and assessed in English, and many of our students are also very competent in other languages.

Client confidentiality remains a priority throughout the process.

Field Consulting Projects

25 Years of Creating Value

Creating Value

In 1992 Alba Graduate Business School became the first graduate business school in Greece to have teams of MBA students deliver practical value to a selected group of Greek companies, through our Field Consulting Projects (FCPs). Each student team brings a great amount of **hands-on, solution-driven** work to their project, under the careful supervision of both an advisor from inside the partner company, and a member of Alba faculty.

We are very proud of the achievement of our student teams, and enormously grateful to the companies which have provided the teams with this chance to excel.

The story so far

- More than 200 projects successfully completed.
- Projects in a wide range of areas: Marketing Strategy - New Opportunity Business Plan - Financial Analysis - Business Process Modeling - Human Resource Management – Organizational Culture and Change – Corporate Social Responsibility – Supply Chain Management
- More than 160 companies, the A to Z of the business environment. The FCP alphabet starts like this: Aspis Group – Adel / Saatchi & Saatchi – American Express Bank – Arthur Andersen – A.B. Vassilopoulos Alpha Bank – ABN AMRO – Athenian Brewery- Athens Stock Exchange

Student teams have worked in all kinds of countries: Algeria, Bulgaria, Croatia, Cyprus, Germany, Ghana, Greece, FYROM, Kenya, Morocco, Netherlands, Rumania, Saudi Arabia, Serbia, South Africa, Tanzania, United Kingdom

Examples of Past Projects

In the last years, a great number of projects were proposed from multinational and Greek companies. The list below describes some of the projects our students selected and successfully completed in the past two years.

MICROSOFT HELLAS

"Cloud Services Penetration in the Greek Hospitality Industry "

EURONAV

""Euronav's branding as a global employer of seafarers"

LEROY MERLIN

"Leroy Merlin Store Operational Excellence".

NOVO NORDISK

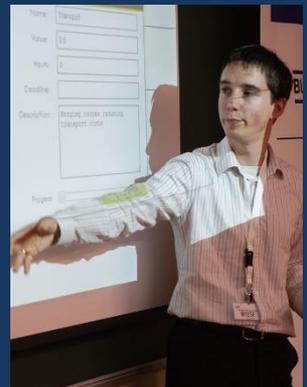
"Medicinal Anti-Obesity Program Launch in the Greek Market"

PERNOD RICARD

"Identify consumer and market trends that will re-shape the spirit business and the prerequisites to win."

What makes a great project?

- Clear objectives
- Real anticipated benefits for the company
- Committed company supervisor
- Challenging the teams intellectually
- Demanding both technical and practical skills
- Holistic, cross-functional project
- International perspective
- Achievable in the timescale



The projects engage the students intellectually, as well as practically, and their work on the FCPs will begin with an analysis of the project, its context and its main objectives. This will involve a professional and thorough review of academic research in the field. Development of a sound methodology for addressing the project's objective is also a key early task, which demands a significant amount of critical analysis, and detailed consideration of possible approaches.

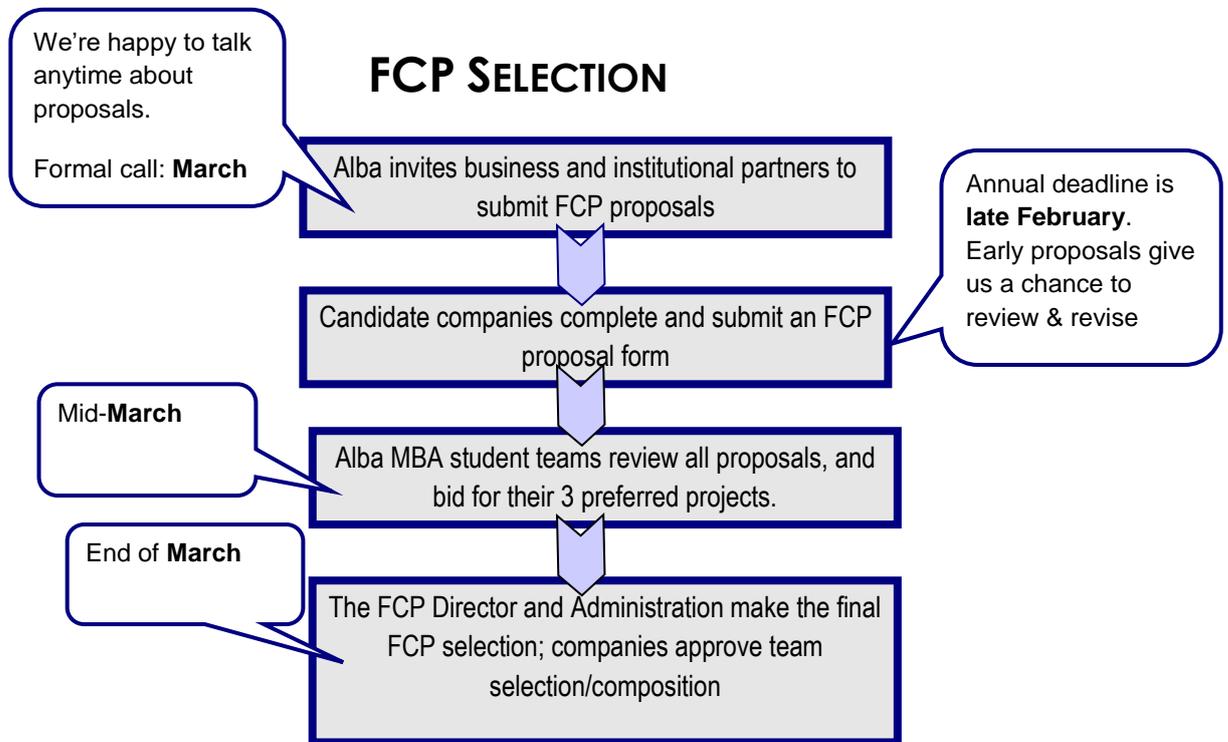
Company Responsibilities

- We ask for company commitment to the FCP project. Companies, as partners:
 - define the project's objectives,
 - develop their proposal
 - approve the assignment of their proposal to a specific team
 - guide the team through their work, from May to August.
 - attend the team's final presentation in September.
- All relevant information, and any access to employees or customers needed for the project's analysis, must be cleared before the project commences.
- Project objectives and deliverables are agreed with the team, its academic supervisor and the Field Director of FCPs at Alba to ensure the proper academic focus and scope of the project.
- Any agreed travel expenses are partner companies' responsibility. Partner companies are also asked to cover any visa, health insurance and vaccination costs associated with international field trips.
- We do not charge companies for participation in the FCPs. However, if partners are delighted with the results, they may wish to consider making a donation to Alba. These donations are typically around € 3,000 to € 5,000.
- An overview of the FCP process from Alba's call for proposal to the final submission and presentation of the projects is presented diagrammatically on the next page (Figure 1).

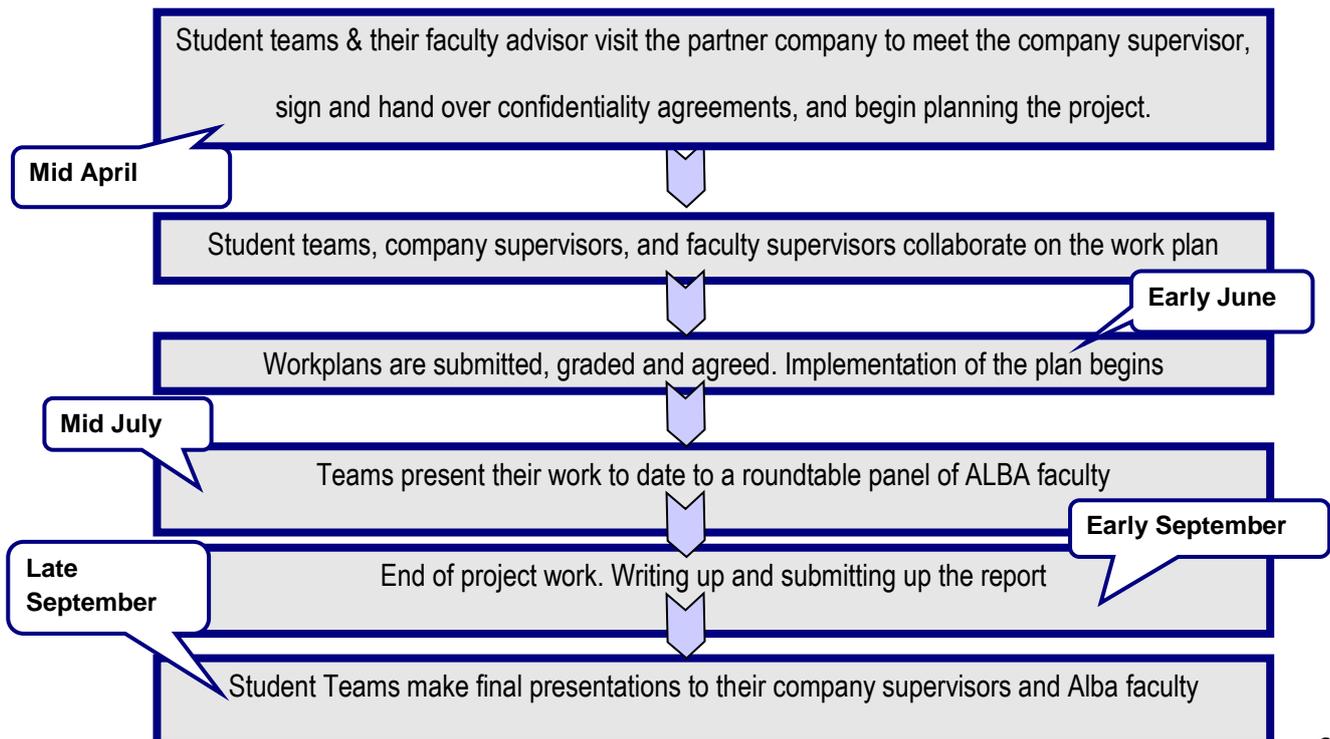
Confidentiality

All students sign a standard Alba confidentiality agreement, before commencing work on a specific project. A strong confidentiality protocol provides further protection to all projects. Should a topic be particularly sensitive, a range of additional confidentiality options are available, which should be discussed with the Alba FCP team when your proposal is submitted.

Figure 1: Overview of the FCP Process



FCP Implementation & Assessment



Comments from company supervisors highlight what student teams achieve

"The team has combined analytical approach with results orientation and to my satisfaction succeeded to conclude with an exceptional deliverable, comparable to those from consulting firms."

"We would like to express our warm thanks upon the completion of the project...to the whole student team, for the most excellent collaboration and the development of the study."

"For the company and for me personally, the deliverable of the team is extremely valuable, as it recommends how to organize available cost data and provides a practical guide on how to use them."

"With the help of young executives studying at Alba, we discover new areas for action and explore new ideas."

"This fresh look helps us differentiate by focusing more on what we have to offer to our customers and increase our added value and less on competition"

*Erick Moatsos,
Managing Director, AXA Greece*



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