

SSE Field Project in Business Creation and Development

Get qualified help from our talented master students on your innovation, business model or entrepreneurial challenges

Get involved in the SSE Master program that focuses on the future of organizations



A real innovation consulting project

You are the client, who wants advice and solutions on how to **create and develop new business in the future.**

An international team of 4-5 SSE master students acting as consultants, analyses your current **business model** and product/service offering, explores **new market and technological trends**, and proposes solutions to **grow your business** through **new products, markets** and **strategies.**

What you get

1

CONCRETE DELIVERABLES

In-depth analysis
Innovation solutions

Roadmap and
implementation
insights

2

FRESH, THEORY- BASED PERSPECTIVE

on your challenge, by
talented students who
are studying
innovation,
entrepreneurship,
strategic management

3

EXPERT COACHING

by SSE faculty, on
top of the
extensive work
and commitment
by SSE students



When?

From September 2018 to
mid-December 2018

What types of business challenge qualify for the field project?

Many types. The key is that
the field project is about
how you can create and
capture more business
value in the future.

Exemplary topics

Business model innovation
New product development
Targeting new market or
customer segments
Digitalization
Corporate entrepreneurship

About the course

The SSE Field Project in Business Creation and Development is the backbone of the first semester of the Master of Science in Business and Management (<https://www.hhs.se/en/Education/MSc/mbm1/>).

In this program, students learn to become problem solvers, innovative thinkers and change agents. They study key theories and models in strategic management, entrepreneurship, project management, product development, digital marketing, allowing them to take sound decisions in highly uncertain and turbulent business contexts.

The Field Project gives students the chance to integrate their theory-based innovation knowledge and to put it into action and practical use in a real context; and it gives you the opportunity to benefit from their commitment to learn and their ambition to hone their management skills.

Key dates

- June 21st: inform us of your interest to provide an SSE Field Project in Fall 2018
- August 15th: send us a one-page max. description of the business challenge to be addressed in the Field project
- August 30th: one student team will be assigned to your Field project.
- September-December 2018: the assigned student team works as consultants on your business challenge. The amount and frequency of interaction, the exact contents and the deliverables are decided by the client organization, in agreement with the team.
- Mid December: the final deliverables are submitted and the Field project ends.

Field projects from past years

- Develop a new value proposition and business model for a calling app
- Devise a go-to-market strategy for an innovative service by a major Nordic bank
- Propose an internationalization plan for a Swedish importer of organic food
- Help an online platform increase the trial-to-paid-user conversion rate
- Re-segment the music-listening market

To express your interest and/or for more information, please contact us!

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