

CONSULTING CASE CHALLENGE 2025

Company Information Brochure

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WORD OF WELCOME

We are students from Maastricht University School of Business and Economics, organizing the **Consulting Case Challenge** in its fourth consecutive year. We are excited to support creative and innovative **strategic solutions for small and medium-sized companies** in Limburg. This event is an initiative from SCOPE Maastricht with the support of Maastricht University School of Business and Economics. In this brochure, you will find the most relevant information on the Consulting Case Challenge.

The Consulting Case Challenge aims to allow students to put their knowledge and skills taught at university into practice to **tackle real and relevant business issues**. By involving local companies, we offer your company the opportunity to receive help and support on actual problems and current issues. The problem-based learning method in all degree programs emphasizes skill development, problem-solving, group collaboration, and independent study. It only makes sense to test and use these skills to assist small and medium-sized local enterprises.

The challenge officially **starts on the 21st of February, 2025**, and **ends on the 16th of May, 2025**. A team of five talented students will be assigned to each participating company. They will work independently but will be assisted by academic and professional coaches available for weekly meetings. The results and findings of each group will be presented during a final closing dinner with all participating company representatives and academic and professional coaches present.

We hope to have fired up your interest in participating in this unique and special opportunity. Please feel free to contact us in case you have any questions.

We are looking forward to hear from you!

Sincerely,



Tizian Aisenbrey, Academic Commissioner 2024 -2025

The Consulting Case Challenge Team 2025

THE CONSULTING CASE CHALLENGE

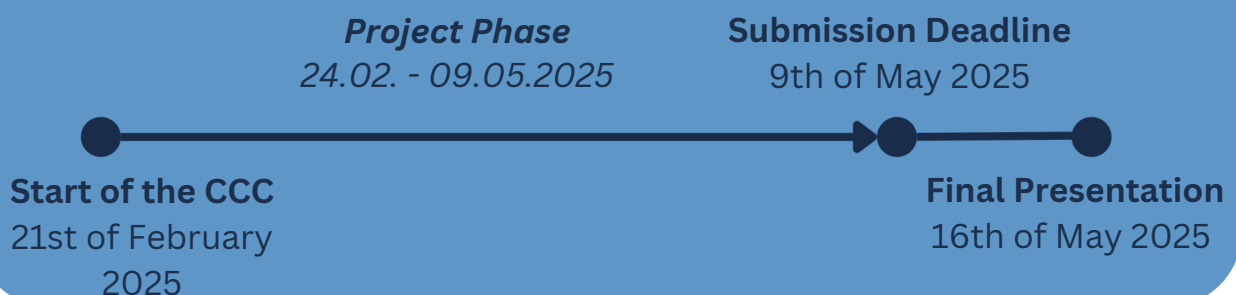
The Consulting Case Challenge aims to give back to the community by offering local businesses facing **strategic issues** an opportunity to work closely with **highly driven and skillful students** from the Maastricht University School of Business and Economics. Participation of the companies is free of charge. All that is required of your company is to provide us with an issue you are currently facing and **a total of 8 hours** for three on-topic meetings with the participating students (note that these meetings will be scheduled as one meeting per week, for three consecutive weeks). At the end of the competition, a **final closing dinner** will take place where the **company-specific solutions** are presented and handed over to your company. The output will include visual materials, making the solutions easy to understand and implement. If necessary, an NDA can be provided to those students who might have to handle sensitive company information.

If this interests you, we would love to schedule a **first online or in-person meeting** with one of our committee representatives. This first meeting aims to discuss open questions about the challenge and **determine a strategic issue** participating students could focus on. We would kindly ask you to brainstorm possible ideas for this meeting. Based on the information gathered during this call, a central case will be identified for the participating students to work on and find a solution.

KEY FACTS

- 6 Companies
- 30 Students
- 12 Student Coaches
- Two-month project-phase
- Hands-on solutions/concepts
- Free-of-charge consultancy
- Low effort for participating companies (app. 8 hours total)

TIMELINE



FEEDBACK AND EXPERIENCES

Companies

“The quality of the cases handed in was remarkable. The solutions were very well written and resembled the business development plans that we get from professional consultancy firms. We were highly satisfied with the outcome and would like to participate in further editions of the Consulting Case Challenge.”

“It was a great experience to work with the students. It gave us new and helpful insights that would’ve been hard for us to gain otherwise.”

Students

“We were able to help a company through these challenging times (COVID-19). It was a helpful introduction to crisis management and helped to understand the challenges that companies face in such unpredictable circumstances. It helped me in narrowing down my choice for my major in my bachelor’s as well.”

“Being able to provide ideas to businesses that we know around Maastricht and being able to apply what I learned over the last three years was an experience I really valued.”

“My team and I had the opportunity to see some of the implementations we provided to the owner, and I can confidently say that the challenge was beneficial for both me and the business. I would definitely recommend other businesses and students to participate in it.”



MAASTRICHT UNIVERSITY & SCHOOL OF BUSINESS AND ECONOMICS

Maastricht University is one of the youngest universities in the Netherlands with more than 22,000 students and is growing at a rapid pace.

Maastricht University takes the 13th place in the 2023 Times Higher Education (THE) “Young Universities” ranking for best young universities in the world.

In the 2021 QS “Top 50 under 50” (best universities in the world under 50 years old), UM rose from 23rd to 19th place.

Maastricht University is famous for its innovative problem-based learning system, providing its students with exceptional analytical and presentation skills making them particularly attractive to future employers.

Accreditations

The higher quality of the School of Business and Economics is proven by three important accreditations. The Faculty is one of the very few business schools that have been awarded the Triple Crown Accreditation which comprises of three important accreditations and is only awarded to 1% of all business schools worldwide:



SCOPE MAASTRICHT

SCOPE Maastricht is the official study association of the School of Business and Economics at Maastricht University. It is one of the largest study associations in Europe, counting over 5000 members. Being the strongest intermediary between the student population and potential future employers, the purpose is to bridge the gap between academia and praxis. Due to its extensive collaboration with a multitude of international and multinational enterprises, the association can provide students with a wide variety of career events and establishes an exclusive recruitment platform to the benefit of all parties involved.

Furthermore, SCOPE Maastricht's purpose is to support the student population in the best way possible academically and to provide career orientation in all study fields. The students are therefore exposed to relevant topics, both linked to and outside of their respective study programmes, stimulating further personal growth and development. To impact students' life and career orientation in the best possible way, SCOPE Maastricht works intensively with the university, its alumni and its partner companies.



CONTACT DETAILS

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We are looking forward to meeting you!