

8 How Students Manage Human Resources

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8.1 The BDSU: Students Consult Companies

The German Confederation of Junior Enterprises (**B**undesverband **D**eutscher **S**tudentischer **U**nternehmensberatungen – BDSU) is an incorporation of Junior Enterprises. These are autonomous operating organizations from all over Germany which are working in the consultative sector.

The idea of Junior Enterprises was established in France during the 1960s. Its main purpose was to connect theory with practice. This gave and still gives highly motivated students the opportunity to use their theoretical knowledge by independently carrying out consulting projects and thus gaining professional experience. Since the concept was successfully established in Germany in the mid 1980s, an increasing number of newly founded Junior Enterprises was recorded. In 1992 the BDSU was formed as the German Confederation of Junior Enterprises to encourage the continuous cooperation and the knowledge transfer of the different academic initiatives. The BDSU already includes 29 German Junior Enterprises with approximately 1,600 students today.

The initial idea and long-term tasks of the BDSU have been summarized into the following **mission**:

The BDSU as the incorporation of the leading German Junior Enterprises creates surplus value by

- Guaranteeing continuous transposition of knowledge and experience as a platform,
- demanding, encouraging and securing quality,
- supporting the interaction between students and the economy as well as
- arranging and developing actively the idea of “students consult companies”.

The **vision** includes business objectives and guidelines and thus presents the course of the BDSU’s strategic and operative planning:

- The BDSU thrives to become Germany's most recognized academic initiative.
- The membership in the BDSU stands for high graded, professional and innovative consulting performance.
- The established seal of quality of the BDSU serves for its members as a profitable reference.
- The BDSU guarantees a structured and organized transposition of knowledge and experience.
- The BDSU is a working network, which is marked by each individual student of the member initiatives.

In order to achieve the ambitious goals and guidelines, the BDSU needs high commitment, creativity and strategic thinking of the Junior Enterprises, their associates and Executive Boards. The Board of the BDSU consists of six students who honorarily take over responsibility of the confederation for one year. Every Board member undertakes and supervises independently one specific working scope during his tenure. There is also an advisory committee which supports the Executive Board in a controlling and advising way.

In addition the BDSU disposes of a widespread network, which consists of the following components:

1. JADE (Junior Association for Development in Europe)

At the moment, the JADE² represents confederations of seven European countries and four Consultative Members. Altogether the network is composed of more than 250 Junior Enterprises with over 20,000 students. A close co-operation with Brazilian Junior Enterprises makes the JADE the world's second largest academic network. With the objective of developing an international strategy, it provides the BDSU the opportunity to operate on a global basis.

2. Kölner Runde

The so called 'Kölner Runde' is an incorporation of the six most recognized academic initiatives of Germany.³ The national Board members are meeting up regularly to work out possible collaborations on a national level and to organize collective events such as symposiums.

3. Cooperations with existing companies

The BDSU has a close partnership to a range of well-known companies, which assist the confederation as curators and sponsors. The following companies are currently part of the curatorship: AXA, Cap Gemini Ernst & Young, Microsoft, MLP, PalmOne, Volkswagen Consulting as well as ZF Friedrichshafen.

²For further information see also www.jadenet.org

³The "Kölner Runde" includes MARKET TEAM, MTP, AIESEC, bonding, ELSA and the BDSU.