



The **Chair of Operations Management** at **TUM School of Management**, together with **Munich Airport International GmbH (MAI)** invites interested and qualified students to conduct the project study

Corporate Strategy – Scenario planning exercise –

About Munich Airport International GmbH:

Munich Airport International GmbH (www.munich-airport.com/international) is a wholly-owned subsidiary of Flughafen München GmbH (FMG), the operator of Munich Airport – Europe's first and only 5 Star Airport. At MAI we spread the expertise and service excellence of Munich Airport into the world by offering airport management, consulting and training services all around the globe. Next to the operation, maintenance and concession management at Terminal One at Newark Liberty International Airport (USA) and Sofia (Bulgaria) we are currently consulting amongst others in the Middle East, Iceland and Central America.

Problem description: Munich Airport International is currently revising its corporate strategy. In order to define the new target operating model a scenario planning exercise is required. By means of creating 3-4 different scenarios of how our industry will evolve the company intends to foresee events, trends and risks that have an impact on the business model and the respective strategy. This is where we need you help! You conduct a scenario planning exercise for MAI this consist of mapping and informing on drivers and trends for change and bringing those together into viable framework. Based on that you produce initial mini-scenarios that describe the business environment of MAI in 2050. You include strategic risk matrix and impacts on macro, meso, and micro level. Your developed scenarios will outline feasible operating/business models for MAI and point out trends, triggering effects. This allows us to assess sustainability of our business models, strategies and strategic initiatives within and across each chosen scenario

Requirements: You should be interested in global trends and corporate development. As we operated globally our company language is English, which shouldn't be a problem for you.

Beginning date:	as soon as possible
Number of students:	2 - 4
Language:	English
Project supervisor (TUM):	Thomas Hagspihl (thomas.hagspihl@tum.de),
External supervisor:	Veronika Bussewitz (veronika.bussewitz@munich-airport.de)