

# Our Siemens Project - and what the teacher thinks about it...

My students already described their impressions about the simulation-project FACTORY. Please, allow me a further comment:

After the project we discussed in class how we could apply our newly acquired knowledge. The Business-English-students had a lot of ideas and could agree on the following:

They wanted to **design a new mobile phone** taking into consideration some of the stakeholders' positions as well as financial aspects a company has to integrate in a business plan. The students came up with the idea of a meeting in which each member should present different aspects: These are the ones they chose:

- product features (incl. design of the new mobile phone)
- financing the project - analysing a balance sheet
- strategies of international marketing - creating a global product
- competitors and their products
- target groups for a new mobile phone
- suppliers and cooperations
- risk management
- customer service and customer satisfaction
- advertisement
- environmental issues

Last but not least, the students agreed on a company: **Nokia**.

Based on facts and figures Nokia publishes about its business plans, products and marketing strategies, the students prepared their tasks adding personal ideas which turned out to be quite creative.

During a 90-minute-meeting (which was our term test actually) the students presented in a five-minute-presentation the information and ideas they had developed related to their chosen topic. Everybody had to provide an information sheet which included notes, statistics and photos or drawings.

After that all of them had to agree on various business questions. Which design to choose? Which material? Which apps? Does the financing allow such options? etc...

Everybody had to bear in mind his or her own topic.

Leading a discussion efficiently, paying attention to time, interrupting and contradicting politely...these are only some points the students had to manage during this assessment center. It goes without saying that the whole discussion was in English only.

All in all I can say that the Business-English-students did a marvellous job. Not only was I impressed by the knowledge they had acquired and the vocabulary they had

applied but also by the ideas they developed. Here are only some key-words the student who was responsible for the minutes wrote down:

As a Nokia-team that wants to launch a new mobile phone they want to pay attention to:

- a combined software
- apps that should be included
- solar energy for battery
- LEDs on the backside
- optional design possibilities - the customer has the choice
- global advertisement strategies - special focus on environmental issues
- more factories all over the world - lower transportation fees
- no child labour

Perhaps, one day...

I would like to sum up that the project was a big success. I do not want to forget to say THANK YOU to the SIEMENS-team that made our participation in this project possible. It was a huge enrichment in our daily school routine. As the students could decide on their own how they wanted to go on working, which product they wanted to design and how they had to present it, they developed an amazing creativity. Thank you all.

Dr. Martina Batteux  
Business-English-teacher  
Carl-Friedrich-von-Siemens-Gymnasium  
Berlin-Spandau