

# AUSSCHREIBUNG - MASTER THESIS

## TOPIC

Work together with a smart and versatile team in a start-up located in China's economic center, Shanghai, working in one of the latest tech industries: mobile development.

We are a mature start-up in the mobile development business, a rapidly growing and changing industry. We have had great success in app development, game development, and also work as a service provider, creating apps for world-class clients. However according to our own goals we believe we have stagnated in our progress, and want you to help identify the key factors which might cause this.

Thus, the aim of your work will be to create a model of business development that fits to the company. If the stakeholders are happy and agree with your results, they might apply them to the organization. This is an extraordinary opportunity for you to apply your knowledge in a real world setting, and to get empirical results to prove your findings.

The candidate will be asked to look at our mid-term and long-term goals, and with that analyze the company's set up, history, business model, structure and expenses. Following this overview, the candidate will be tasked with suggesting and applying business models that best fit the company.

The key challenge is to identify together with the founders what changes should be done on the business side to reach those goals.

We want this person to apply his theoretical knowledge of business development in this practical case to a very new and modern type of organization.



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## THE JOB

- You will be working full-time from our office in Shanghai.
- You will be writing your thesis in either German or English. If you are writing it in German, we will ask you to submit summary papers in English, deliverable on previously agreed milestones
- We will ask you to present your findings to the core team at those milestones as well.
- You will conduct your research, and any activities that relate to it: writing of occasional blog posts, interviews with the team

## YOUR PROFILE

- Good English skills and preferably experience abroad
- You are more of a business enthusiast than a tech-enthusiast, as we have plenty of those here: Techies with a good business understanding, but none of the founders have formal business training.
- You are driven, and someone who can manage himself - everyone in our team is, and each team member's input counts - this is a small sized company, not a educational institution.

## BENEFITS

- The internship will last 5 months
- There will be a monthly compensation of 2500 RMB
- ReignDesign will provide help to settle in Shanghai



ReignDesign

Shanghai

Date

15.5.12

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- ReignDesign provide visas and help organize the required visas

## TO APPLY

- Please send your application including cover letter and CV to [michael.gierczak@uni-kassel.de](mailto:michael.gierczak@uni-kassel.de) and to [jobs@reigndesign.com](mailto:jobs@reigndesign.com).
- Applications that do not either of the above (cover letter or CV) will not be reviewed.

