



Internship and/or Master Thesis @ SAP Research Switzerland in the Field of Electric Vehicle Business Models

LOCATION

Zurich, Switzerland

WORK AREA

Software - Research

EXPECTED TRAVEL

0% - 10%

CAREER STATUS

Student

EMPLOYMENT TYPE

Limited Full Time

CONTACT INFORMATION

Ms. Lueber (+41 58 871 6013)

REFERENCE CODE

CH-54930432-EN-11-001

ADDITIONAL INFORMATION

Start: February 01st, 2012

Duration: 6 months

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PURPOSE AND OBJECTIVES

• ABOUT SAP RESEARCH

SAP Research Centers in Zurich and St. Gallen support SAP's long-term strategy through technology research. Located to the campus of ETH Zurich and University of St. Gallen (HSG), the SAP Research Center in Zurich focuses on application-oriented research in the areas of Electric Mobility as well as Business Research in the automotive industry. This combines SAP's technological know-how with the expertise of ETH Zurich and the leading business school of St. Gallen.

• THE PROJECT ELVIRE

ELVIRE is an Electric Mobility research project supported by the European Commission and is laying the groundwork for the shift to sustainable mobility via full electric vehicles (FEV). With a customer centric view on electric mobility, this project is aiming to solve acceptance issues stemming from Full Electric Vehicle's limited range. In order to optimize the exploitation of the scarce resource and to cope with limited battery capacity, advanced mobility management systems and electric vehicle services will be defined. Usability tests will conclude that the results are qualified for commercial real world adoption. SAP's contributions to the ELVIRE project include the evaluation of Full Electric Vehicle business models for the European Market of the defined E-Mobility use cases, services and range anxiety aspects from a customer centric perspective.

More Information:

www.sap.com/research, www.elvire.eu

ELVIRE Project Partners:

www.sap.com, www.betterplace.com, www.vw.com

www.renault.com, www.conti-online.com

EXPECTATIONS AND TASKS

• OUR OFFER

We offer an Internship and or Master thesis writing within a research project in the area of sustainability and automotive industry. Companies such as Better Place, VW, Renault, SAP, SAP Research, Motorola, Continental and Clean Tech firms are involved in this research project. The selected student (f/m) will be involved in an international project and supported by dedicated mentors from the industry and St. Gallen University.

The project tasks to be involved in are:

Evaluation of future Electric Mobility Business Models for the European Market in the automotive industry:

- Determination of the limits to conceivable business models, i.e. estimating technical, infrastructural or behavioral barriers and limits to electric mobility concepts and deriving recommendations to necessary policy adjustments in order to foster electric mobility business models.
- Member state-specific model characteristic and interoperability study for the European business context i.e. pricing models, contractual agreements, etc.



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● MASTER THESIS – OVERVIEW

- Topic Area: Definition of Electric Vehicle Business Model characteristics for the European Market
- Begin: from 1st of February 2011
- Type of Contract: Limited Full-time with a level of employment from 50% (=21hours per week) until 75% (=31,5h per week)
- Duration: 6 months

● OUR EXPECTATIONS

In the context of ELVIRE, we are looking for a motivated student interested in working at and /or writing a master thesis in a highly qualified and international environment. Existing content, reports and literature related to the project and access to project partners can be given.

EDUCATION AND QUALIFICATIONS / SKILLS AND COMPETENCIES

- Studies in the field of Business, Innovation, Strategic Management, Business Information Systems, Information Systems Management (For thesis Master students only).
- Knowledge in business models.
- Numeracy: Ability to calculate and interpret numerical and statistical information as part of an argument in a report.
- Competencies (or willing to learn) in one of the stats software packages (SPSS, R, MATLAB).
- Strong analytical skills and a proven record of getting things done.
- Knowledge of the automotive industry (Beneficial).
- Ability to work both independently and in an international team.
- Very good English language skills – written and spoken.

APPLICATION REQUIREMENTS & PROCESS

Your set of application documents should contain:

- a CV
- academic achievements to date (grades)
- a Cover Letter, which states your interests, relevant experience and skill-set developed to date
- Copies of your references from former employers (e.g. internships).

Once we have reviewed your application and seen a potential match, you will be invited to a Web Meeting, where the project will be introduced in more detail and where we can clarify first questions. In case that your - and our expectations are met we will conduct a final interview round with you in person.

PLEASE APPLY ONLINE AT <http://bit.ly/CareersSAPSwitzerland>

If you are interested in receiving cutting-edge information about SAP please register for our XING-Group "SAP DACH" and explore the various opportunities SAP will offer you at <http://www.xing.com/group-62468.d4bd0f>

SAP'S DIVERSITY COMMITMENT

To harness the power of innovation, SAP invests in the development of its diverse employees. We aspire to leverage the qualities and appreciate the unique competencies that each person brings to the company.