

HEC  
PARIS

**BUSINESS PROJECTS**

2021 - 2022



## What is a Business Project?

A Business Project is a **study with an educational purpose, based on a concrete real-life business** case suggested by a company or non-profit organization and executed by a team of **2 or 3 students in their last year of studies** under the supervision of **a company referent** and **an academic advisor**. The Business Project pertains to a key issue for the company's development, calling for an

## What are the advantages?

You will benefit from the cutting-edge knowledge and fresh perspective of the students working on the project defined by your company with the support of an experienced academic advisor. At the same time, you will have the opportunity to interact with those students, to

## Programs and profiles

In 2021/2022, 8 programs will offer Business Projects : **AFM** (Accounting & Financial Management) ; **CEMS** (International Management); **Digital** ; **Marketing** ; **MAC** (Médias, Art et Création); **MFE** (Managerial & Financial Economics); **SASI** (Sustainability and Social Innovation) and **STRAT** (Strategic Management). The variety of their backgrounds provides a true diversity of profiles among which companies are sure to find a good match for their needs.

agile approach and innovative solutions in one of HEC Paris' fields of expertise (strategy, marketing, open innovation, finance, digital...).

The Business Project follows an academic purpose, which is to find practical applications for the teachings delivered by HEC Paris. The participating students are awarded credits, which count towards their graduation.

observe them in real-life scenarios and thereby discover their personal qualities. For the students, Business Projects offer the opportunity to get hands on experience on strategical cases in their field of expertise, and to work with a multicultural team.

Future HEC Paris graduates distinguish themselves through their excellent academic credentials, language skills, and applicative abilities. They are team players gifted with strong adaptive potential, a true appreciation and understanding of cultural differences. The students are in their final year of Master studies. Most of them possess previous work experience and a strong motivation for pursuing a career in their field of specialization.

### DURATION

2 to 2.5 months  
(December/ January  
to March/April).

### EDUCATIONAL RHYTHM

1 to 4 days per week.

### LANGUAGE

The projects are mainly done in English. Some projects can be carried out in French, with the approval of the Academic Director of the chosen program.

### COST

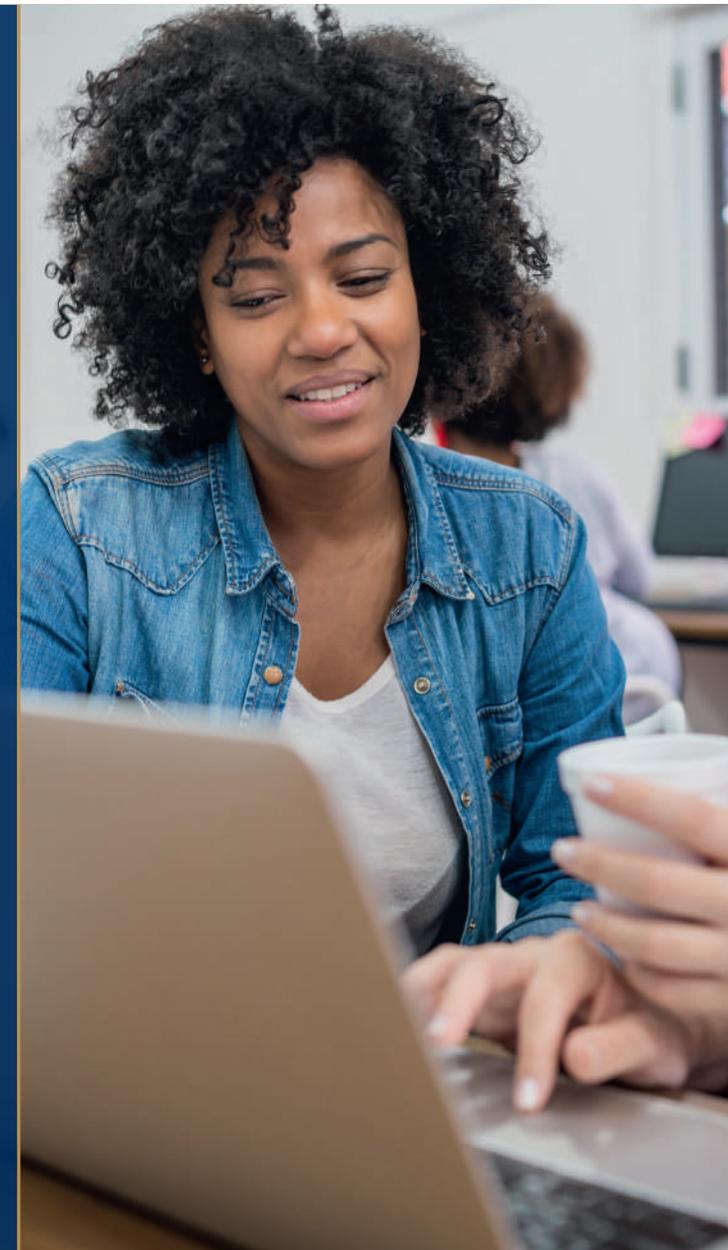
€5.500 to €9.000  
no tax included.

### INVOLVEMENT

Sessions with the company referent should take place regularly (e.g. every other week).

### LOCATION OF THE STUDY

The students can occasionally come to the company's premises.



## SEPTEMBER TO NOVEMBER

### *Business project submission*

Business Projects should pertain to a key issue for the company's development. The company mentor fills in the application form with the required information (clear title, detailed description, objectives, expected deliverables, name of the company mentor etc.). Companies can do several Business Projects.

## OCTOBER TO BEGINNING OF JANUARY

### *Presentation and student assignment*

The Business Project proposals are presented to the students. The Academic Director assigns groups to match as best as possible to the specific company's requests in terms of student language skills and background with the aspirations of the students.

## OCTOBER TO JANUARY

### *Formalize the Business Project*

The Business Project is formalized through a study agreement between HEC Paris and the company. After confirmation from the company's legal service, the contract is signed electronically by all signatories before January 15<sup>th</sup>. The students and academic advisor also sign a non-disclosure agreement.

N.B. The Business Project follows an academic purpose, which is to find practical applications for the teachings delivered by HEC Paris. The pertaining contract is not a service provision contract ; the company General Sales Conditions do not apply.

## DECEMBER/JANUARY TO MARCH / APRIL\*

### *Kick off, follow up and final presentation*

During the kickoff, the roadmap and methodology of the project are established. The company then provides the students with access to the necessary material and information for the study.

Throughout the project, the company referent and academic advisor are responsible for supporting and assisting the students. Regular sessions with the company referent will insure the smooth running and of the project and the relevancy of recommendations.

The students present the results in the form of a written report and a presentation. The company referent and the academic advisor attend this final presentation and evaluate the students' performance. The company can invite representatives from management or coworkers from other teams to the presentation of the recommendations.

\* The start and end dates depend on the schedule of the relevant program.



### KEY FIGURES

90\*



projects

270\*



students

81\*



companies and  
9 nonprofit organizations

## Examples of topics

### COVID-19 CRISIS-RELATED TOPICS

- Analysis of the consequences of the crisis on a specific branch and recommendation for matching offers for the customers
- Study of the company process' and recommendation for digitalization

### ACCOUNTING & FINANCE

- Financial statement analysis
- Study for the implementation of accounting regulations
- Recommendation regarding the corporate disclosure strategy
- Fair Value measurement of financial instruments taking into account illiquidity discount
- Enforcement of asset impairment tests in nonfinancial firms under IFRS and US GAAP

### BUSINESS DEVELOPMENT

- Analysis and business model proposals for the development of a new product
- Recommendation for the launch of a digital brand
- Recommendation for the company's development on a new geographical market

- Analysis of opportunities on a specific economical sector
- Analysis of Performance Drivers
- Development of management tools: customer acquisition costs, breakeven analyses, KPIs...

### BUSINESS PERFORMANCE MANAGEMENT

- Managing the Digital Transformation of the Business Model - Tools, KPIs and Cases
- Implementing Beyond Budgeting or Agile Budgeting
- Recommendation on how to manage the integration of newly acquired companies
- Analysis of cost management in high reliability organizations
- Study of performance management of R&D or knowledge intensive companies
- Implementing (rolling) forecasts as a management tool

### CORPORATE SOCIAL RESPONSIBILITY / SUSTAINABILITY

- Environmental Accounting & Risk Management
- Sustainability Reporting
- Diagnosis of a company's performance

based on leading international frameworks. Recommendations or definition of a leverage plan for certification (e.g. B-Corp certification).

- Analysis of opportunities and threats and recommendation on how to integrate sustainable practices in the company
- Mapping and recommendation of sustainable solutions for specific functions: design & marketing, procurement, HR, finance, etc.
- Impact assessment of your activities or sustainable practices

### MARKETING AND COMMUNICATION

- Construction of a communication strategy through specific channels: cross-media, digital, social networks...
- Development of a marketing strategy to address a specific target group
- Marketing strategy for launch of a product on a new geographical market
- Recommendation for the company's (re)positioning
- Customer experience's study and recommendation for improvement
- Creation of packaging taking specific constraints into account (sustainability, branding, price, ...)



## CONTACT

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