

HEC  
PARIS

BUSINESS PROJECTS

2023 - 2024

## 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 strategic analysis 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 toward their graduation.

## 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 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**.

## PROGRAMMES ET PROFILS

In 2023/24, 8 programs will offer Business Projects: **AFM** (Accounting, Finance & Management) ; **IBCEMS** (International Business [CEMS]) ; **DIA** (Digital Innovation & Acceleration) ; **MKG** (Marketing) ; **MAC** (Médias, Art et Création) ; **MEF** (Economics & Finance) ; **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.

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.

## CONDITIONS

### • Duration

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

### • Educational Rythm

7 to 20 hours per week.

### • Language

The projects are conducted in English. The program Médias, Art et Création can carry out projects in French.

### • Cost

€5.500 to €9.000, no tax included..

### • Involvement

The project starts with a kickoff. During the project, sessions with the company referent should take place regularly (e.g. every other week). An oral presentation closes the project.

### • Location of the study

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

## KEY FIGURES 2022/23



101

projects in 2022-23

300



students

85



companies and  
16 nonprofit organizations



## TIMELINE

### JULY TO NOVEMBER

#### **Business Projects Submission**

The Business Project must address a key issue for the company's development. The project owner completes the application form with the required information (title, detailed description, objectives, expected deliverables, company project supervisor etc...).

#### **Deadline for submission:**

- AFM (Accounting, Finance & Management) and MEF (Economics & Finance): July 31<sup>st</sup>
- Médias, Art et Création: October 15<sup>th</sup>
- Other courses: November 15<sup>th</sup>

### OCTOBER TO BEGINNING OF 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.

#### **Presentation and student assignment**

The Business Project proposals are presented to the students. The Academic Director assigns the 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.

### 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 students 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.

## EXAMPLES OF TOPICS

### 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,
- Analysis of the consequences of a crisis on a specific branch and recommendation for matching offers for the customers

### 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

### 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, ...)

### 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



### CONTACT

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