

HEC
PARIS

BUSINESS PROJECTS

2024 - 2025

WHAT IS A BUSINESS PROJECT?

A Business Project is a **real-life business case with an educational purpose**. It is proposed by a company or non-profit organization and executed by a team of **2 to 5 students in their last year of studies** under the supervision of a company mentor and an academic advisor. The Business Project should pertain to a key issue for the company's development, calling for a strategic analysis and innovative solutions in one of HEC Paris' fields of expertise (strategy, marketing, open innovation, finance, digitalization...).

The Business Project is also an Academic Project with an academic purpose. Thanks to the practical teaching applications, participating students are awarded credits for their degree completion.

WHAT ARE THE ADVANTAGES?

Companies benefit from the **cutting-edge knowledge** and **fresh perspective** of the students working on the **project** along with the support of an **experienced academic advisor**. It is an opportunity to interact with those **students**, to observe them in real-life scenarios and thereby discover their personal qualities for potential future hires.

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**, enhancing their professional integration.

PROGRAMS AND PROFILES

In 2024-25, 8 programs are offering 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)
- STRAT (Strategic Management).

The variety of their students' backgrounds and skills provides a true diversity of profiles among which companies can find a good match for their needs.

Future HEC Paris graduates distinguish themselves through their excellent academic credentials, language skills, and practical 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.

PROJECT CONDITIONS

• Duration

Maximum of 10 weeks
(December/January to March/April).

• Educational Rythm

7 to 20 hours per week.

• Language

The projects are conducted in English or French.

• Cost

€5.500 to €9.000, no tax included.

• Company Involvement

The project starts with a kickoff. During the project, regular exchanges with the company mentor should take place (e.g. every two weeks). An oral presentation closes the project.

• Location of the study

The students can occasionally commute to the company's premises. Projects implemented with international organizations will be carried out remotely.

KEY FIGURES 2023/24

122 

projects executed
in 2023-2024

350 

students participated

100 

companies and
6 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 by Program:

- AFM (Accounting, Finance & Management): **July 31st**
- Médias, Art et Création and MEF (Economics & Finance): **September 30th**
- All Other programs: **November 15th**

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 parties before January 15th**. The students and academic advisor are also required to sign a non-disclosure agreement.

N.B. The Business Project has 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's general purchasing terms and conditions are therefore not applicable**.

Assignment and presentation of projects

The Business Project proposals are presented to the students who express interest in the subjects.

The Academic and Executive Directors of the program will make the final assignment of the groups taking into consideration the company's profile preferences and the students' aspirations.

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 mentor and the academic advisor jointly provide support and assistance to the students. Regular sessions with the students ensure the smooth progress of the project and the relevance of the recommended solutions.

The students present the results in the form of a written report and a presentation. The company mentor 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 presentation.

To find out more, please visit our web page.



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

EXAMPLES OF TOPICS

ACCOUNTING & FINANCE

- Financial statement analysis
- Implementation of impairment tests for non-financial businesses according to IFRS and US GAAP standards
- Corporate risk analysis
- Financial modeling for a debt fund
- Case studies on ESG market failures
- Improvement of asset management reporting for an impact fund

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 economic sector or context
- Analysis of Performance Drivers within an industry
- Development of management tools: customer acquisition costs, breakeven analyses, KPIs,
- Analysis of the impact of the crisis on a specific sector and recommendations for matching offers for the customers.

BUSINESS PERFORMANCE MANAGEMENT

- Managing the Digital Transformation of the Business Model - Tools, KPIs and Cases
- Recommendations for budget management in an agile context
- 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 focused 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 DEVELOPMENT

- Environmental Accounting & Risk Management
- Development of a framework for CSR reporting
- Assessment of company performance based on international standards and development of a certification plan (e.g. B-Corp certification).
- Analysis of opportunities and threats and recommendations related to integrating sustainable practices into company activities
- Mapping and recommendation of sustainable solutions for specific functions: design & marketing, procurement, HR, finance, etc.
- Impact study of company CSR activities or practices



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