



2012

**SUPERVISED CONSULTING  
FIELD PROJECT**

# SUPERVISED CONSULTING FIELD PROJECT



Your organization, like others in this new millennium, faces a changing business and societal environment. These changes require developing the best strategies possible to arrive at the most appropriate solutions. Why not give our MBA students the opportunity to work with you and apply their recently acquired skills in analyzing problems related to organizational change.

Since 1997, students have carried out over 455 consulting mandates for private- and public-sector firms and for non-profit organizations hosted HEC Montréal MBA students by participating in the Supervised Consulting Field Project. Your company can be part of the Project by accepting to assign a task to a multidisciplinary team of students for five weeks. Under the guidance of an HEC professor, students will conduct an in-depth analysis of your company's needs, evaluate various strategies and then propose concrete solutions.

Students in the HEC Montréal MBA program form a mosaic of abilities and experience. Added to a wide-ranging base of academic knowledge, is an equally impressive cultural diversity, with more than half of the students in the program from abroad. This wealth of expertise is complemented by a state-of-the-art education that focuses on integration and mastery of skills, concepts and techniques essential to managing in a more demanding economy.

It is an opportunity for your company to benefit from the expertise and know-how of HEC Montréal, and at the same time to help today's MBA students become the managers and leaders of tomorrow.

Élaine Lamontagne, MBA  
Coordinator,  
Supervised Consulting Field Projects

## TYPES OF PROJECTS

(The projects listed here are merely examples)

### Managing change

- Changes in human resources management
- Development of a product marketing strategy
- Continuous quality improvement initiative
- Action plan for using e-commerce
- Co-operative project with humanitarian organizations
- Process re-engineering – purchasing, shipping, customer service, etc.
- Acquisition strategy for buying out a partner or competitor

### International

- Analyses of business opportunities – detailed analysis of the market for a product or service
- Developing business relations – identification of suppliers or retailers or partners
- Projects with humanitarian organizations

# A BUSINESS OPPORTUNITY



- A four to five-student team (multidisciplinary and a mix of national and international students)
- A five-week duration
- Between 800 and 1000 hours of work
- A coordinator who approves the general subject of the project
- A supervising professor who approves the content of the project
- A cost of \$7 500 payable to HEC Montréal (as a contribution to the activities of the MBA program)
- Sometimes, some direct costs are incurred by the students in completing the mandate (including travel costs) and these costs are to be reimbursed by the hosting organization, providing that the costs are discussed beforehand by the students and the client and included in the contract.
- The signature of a contract between the client, the students and the supervising professor.

## DEADLINE

### **March / April / May**

Reception and assignation of the projects

### **At the latest the June 1st**

Final approval of the project and signing of the contract

### **Beginning Monday, July 9th until Friday, August 10th included**

Project realization  
Formal presentation to the client and delivery of the final report

For more information, see our Website [www.hec.ca/mba/projects](http://www.hec.ca/mba/projects) or contact:

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# TESTIMONIALS

## STUDENTS

« J'ai participé à un projet de consultation en stratégie au Maroc pour le compte d'une association qui soutient l'éducation des enfants nécessiteux en milieu rural (Association pour un Maroc Meilleur). Notre équipe a vécu une aventure humaine, culturelle et intellectuelle des plus intenses et des plus enrichissantes. Ce projet nous a permis de confronter nos acquis académiques à la réalité du terrain tout en participant à une cause noble. C'est de loin un des moments les plus marquants de ma formation MBA. »

### **Bachir Boumediene**

MBA 2011, HEC Montréal  
Marketing Manager  
Medi1TV

"The supervised consulting field project was a great hands-on experience. I was part of a team that was very diverse culturally (China, Mexico, Canada) and professionally (Engineering, Finance, IT). We made a strategic and financial analysis around aluminium recycling. We looked at demand and supply, customers, competition, regulation, sustainability and environmental impact. The experience also allowed me to get a full time position with the company when I graduated!"

### **Jean-Philippe Rheault**

MBA 2011, HEC Montréal  
Climate Change and Energy Advisor  
RioTinto Alcan

« Le projet de consultation supervisé en entreprise nous a permis de plonger concrètement dans l'univers d'une entreprise d'envergure mondiale et de mettre en application les concepts appris tout au long du MBA. Nous avons eu la chance de travailler sur un mandat stratégique et d'analyser les pratiques d'une entreprise leader dans son domaine. Grâce au support d'une équipe de gestionnaires de l'entreprise, nous avons pu interagir avec des personnes influentes de l'organisation, découvrir différentes facettes d'une entreprise multinationale et mettre en pratique notre rôle de consultants externes. Ce fut une expérience très enrichissante! »

### **Jacinte Roy**

MBA 2010, HEC Montréal  
Responsable de communications  
marketing en développement durable  
Van Houtte

## COMPANIES



**Rolls-Royce**

**RioTinto Alcan**



### **THE BANFF CENTRE**

"The STP team brought with them an expanse of knowledge and, in learning about the publishing industry in a short period of time, provided some quick short-term recommendations as well as a viable long-term outlook. They helped us to see some "low hanging fruit" that The Banff Centre Press could capitalize on quickly."

**Tamara Ross**, Director of Programming Operations, THE BANFF CENTRE

### **LIGHT FM S.A.L.**

"The team was very professional in its approach towards the project, and was able to quickly understand the intrinsic dynamics of the business, especially considering the generation gap in the members of the owning family, and came out with a solid recommendation that was very impressive especially considering the short time frame of the project."

**Karim Mansour**, Managing Partner, LIGHT FM S.A.L., Libanon.

### **ROLLS-ROYCE CANADA**

"This was my first experience hosting students from the HEC, MBA program; I would recommend this experience to companies that appreciate a fresh approach. The team choice I made was multi disciplined and extremely enthusiastic, each of these teams disciplines were complementary to the project in many different ways. From day one the focus on the end goal was clearly in sight. In my opinion this service offered by HEC Montreal has valuable benefits for both Student and Employers. I will consider HEC options on future projects."

**Alastair Macfarlane**, Trent R&O integration manager, ROLLS-ROYCE CANADA

### **POMERLEAU INC.**

« Nous avons été très satisfaits du travail fait par cette équipe qui a démontré un professionnalisme en approfondissant tous les aspects reliés au mandat et en nous laissant un outil fort utile pour le futur. Nous pouvons recommander à toutes les entreprises d'utiliser ce service offert par HEC Montréal pour des besoins futurs. »

**Daniel Arguin**, Vice-président finances et administration, POMERLEAU INC.

### **RIO TINTO ALCAN**

« L'équipe a démontré beaucoup de leadership et de détermination en réalisant la recherche des meilleures pratiques sociales dans les différents systèmes de « stewardship ». Elle était dynamique et dévouée. RTA a beaucoup appris et retiendra les recommandations des étudiants dans les prochaines étapes de ses projets. »

**Marie Lapointe**, RTA Global Strategic marketing Director, RIO TINTO ALCAN

### **FULLER LANDAU**

For the second consecutive year, Fuller Landau, a full service chartered accountancy and business advisory firm, is proud to have sponsored a Consultation Project in conjunction with HEC Montreal. Congratulations to all the students!

## **HEC Montréal – Master of Business Administration**

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