



HEC
MONTRÉAL



Consulting mandates in

International Business

Master of Science (MSc)

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MSc Graduates

hec.ca/en/msc

A solution to your management challenges, especially in times of crisis

Each year, businesses and organizations like yours benefit from the expertise of HEC Montréal's [Master of Science \(MSc\)](#) students by welcoming them to their offices to provide targeted consultation.

In the midst of the ongoing crisis caused by **COVID-19**, our students, with support from HEC Montréal faculty, are part of your company or organization's solution. They can help you better understand the impact of the crisis on your company or organization, suggest innovative solutions and strategies to help you manage the effects, and plan better for what is to come.

More generally, our students can help you solve a management problem, or identify business opportunities in the market.



Ting Wu
MSc Graduate

More than an internship

- A professional service offering, under the supervision of an HEC Montréal professor
- Access to best practices, and a strong understanding of current management issues
- Fingertip access to expertise in the various fields of management covered in the 20 program specializations
- 405 hours of work performed over one term (12 weeks)

When you offer a student the opportunity for a consulting mandate within your company or organization, you are offering them the chance to conduct a large-scale project that is tailored to your needs and can take on different forms:

- Assessment of the situation;
- Support in planning and implementing management practices;
- Design of tools and models that can serve as a basis for decision making;
- Performance analysis of company activities;
- Recommendations to address a problem;
- Support in other problem areas your company has identified.

Recruitment and compensation assistance

It is strongly recommended to provide compensation to students who provide your company or organization with consulting services. Several incentive programs offer internship hiring assistance. The government also offers a [tax credit for an on-the-job training period](#).

[See our webpage for further information on internship hiring assistance programs](#)

Examples of consulting mandates in International Business

- Forecast of political, economic, financial, sociocultural or technological changes (e.g., country risk, big data, ecological footprint, drones) in a global business context
- Selection and preparation of government funding programs (federal, provincial and municipal) for exporting and foreign direct investment activities
- Design of knowledge management and innovation improvement plans
- Opportunity evaluation for bottom-of-the-economic-pyramid initiatives and recommendations for sustainable development and inclusive social innovations practice
- Analysis of the internationalization process and issues specific to “born-global” companies; recommendations for sound international business development strategies
- Analysis of foreign market opportunities (e.g., size, profitability) and recommendations on market entry and exit
- Optimization of global value chains and organizational structures for international operations.

Student training

[Learn more about the Master of Science \(MSc\) – International Business](#)

Skills of our students in International Business

Students in International Business can provide analysis to support cross-border decision makers in relation to foreign activities. Our students can help your organization:

- Anticipate the impact of major international changes (e.g., regulations, trade barriers, and environmental legislation) on global value chains and develop corresponding strategies;
- Identify potential market opportunities, assess current markets and prioritize the entry/exit of markets;
- Identify and define entry modes, such as exporting, licensing, franchising and foreign direct investment, and design internationalization processes;
- Identify and assess the financial risks and opportunities of international operations;
- Contribute towards the design and implementation of programs on innovation, knowledge management, knowledge transfer, global/virtual team collaboration and business networks;
- Evaluate competitive rivalry and develop suitable strategies, including the optimization of corporate governance and organizational structures;
- Assist government and non-government organizations in responding to global issues (e.g., poverty, pandemics and climate change);
- Strengthen corporate social responsibility within the firm through social innovation and international development initiatives.



Charlotte Douillard and Ivan Cédric Dabiré
MSc students

Areas of activity

Whether you run a non-profit organization, an SME or a company that operates in Canada or abroad, our students will provide consulting services that are tailored to your area of activity. The following table gives a few examples of projects carried out in recent years.

Industry	Company/Organization
Aerospace	<ul style="list-style-type: none"> Pratt and Whitney Canada Bombardier
Financial services and insurance	<ul style="list-style-type: none"> Caisse de dépôt et placement du Québec National Bank of Canada Desjardins Group PSP Investments Business Development Bank of Canada Laurentian Bank of Canada Intact Insurance
Consulting services	<ul style="list-style-type: none"> Talsom Deloitte Accuracy EY
Agri-food and retail	<ul style="list-style-type: none"> L'Oréal Metro Sobeys ALDO Reitmans SSENSE Danone Nespresso Canada Keurig Lassonde Industries
Communications	<ul style="list-style-type: none"> Vidéotron Bell Canada Radio-Canada
Other	<ul style="list-style-type: none"> AIMIA Statistics Canada Société de transport de Montréal Loto-Québec Cirque du Soleil Radio-Canada McKesson Canada gsk

Responsibilities of the company/organization

- Identify a facilitator within your company/organization to provide support throughout the mandate
- Give an overview of the company/organization and the problem at hand
- Provide the student with the data and information needed to carry out the mandate
- Help the student integrate into a team, if necessary

To propose a consulting mandate, email HEC Montréal's Career Management Services Centre at sgc@hec.ca