

HEC MONTRÉAL

CONSULTING FIELD PROJECT

MARCH 2019



MBA
HEC MONTRÉAL



CONSULTING FIELD PROJECT

Are you, like so many other organisations, facing challenges for which you would like to explore a variety of solutions?

Why not benefit from the solid knowledge and diverse experience of HEC Montréal MBA students? Thanks to their cutting-edge knowledge of what is being done here and abroad, they will be able to recommend best practices and accompany you in finding an ideal strategy.

Since 1996, nearly 600 consulting projects have been completed for private-and public-sector firms as well as for non-profit organizations. Your company can take part in the project by assigning a task to a multidisciplinary team of students for a period of 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 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 effective management.

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.

EXAMPLES OF PROJECTS

- Acquisition strategy for buying out a partner or competitor
- Action plan for using e-commerce
- Changes in human resources management
- Communication strategy using social media
- Continuous quality improvement initiative
- Development of a product marketing strategy
- Integration of new technologies for services industries
- Process re-engineering to include new technologies
- Analyses of business opportunities
- Developing business relations – identification of suppliers or retailers or partners
- Projects with humanitarian organizations

Claudie Laberge, MSc
Advisor - Consulting Projects and MBA Community Relations

OUR BUSINESS PROPOSAL:

- ✓ A four-student multidisciplinary team
- ✓ The expertise of a supervising professor
- ✓ Personalized support offered by an advisor from the MBA office throughout the project
- ✓ Around 800 hours of work spread over a 5-week period
- ✓ A formal contract between the client, the students and the supervising professor

All this at a cost of \$ 8,000

The sums collected will go in large part towards academic and extracurricular activities held by students in the MBA program

DEADLINE

NOVEMBER / DECEMBER / JANUARY / FEBRUARY

Reception and assignation of the projects

AT THE LATEST, MARCH 8, 2019

Final approval of the project and signing of the contract

BEGINNING MONDAY, MARCH 25, 2019

UNTIL FRIDAY, APRIL 26, 2019 INCLUDED

Project realization

Formal presentation to the client and delivery of the final report

For more information, contact:

Claudie Laberge

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Community Relations

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TESTIMONIALS

COMPANIES



AIMIA

“We were impressed by the high level of professionalism throughout the project. The students showed a very deep level of research and thinking effort to bring net new insights and recommendations to the project. The final presentation was very insightful, very nicely packaged and very well delivered. We also really much appreciated the fact that the MBA professor was present at key touchpoints along the project. This showed a lot of engagement from the MBA team, and dedication to ensure that the project was truly value-add to our business. We would welcome the opportunity to work with the MBA Program of HEC Montréal without hesitation.” (2018)

Elisabeth Quinton, SVP, Strategy, Program Optimization and External Engagement, Aimia Inc.



LA COOP FÉDÉRÉE

« L'équipe de la Coop Fédérée a hautement apprécié le travail réalisé par les étudiants. Pour réaliser leur mandat, nous leur avons donné pleinement accès à nos contacts. Les étudiants ont démontré un grand professionnalisme dans l'utilisation de ces accès. Ils ont présenté leurs constats et recommandations aux dirigeants du comité de direction agricole. Leurs recommandations nous ont permis de jeter un regard nouveau sur le processus que nous utilisons et de déceler des opportunités d'amélioration. D'ailleurs, plusieurs de ces recommandations ont été priorisées dans notre plan de développement du programme numérique. C'est avec grand plaisir que nous recevrons à nouveau des étudiants de HEC Montréal. » (2017)

Saad Chafki, Vice-président, Technologies et Projets agricoles



CGI

« Tous les membres du groupe étaient très impliqués, très professionnels. Ils étaient également très ouverts aux commentaires/suggestions. Pendant notre conférence annuelle au début du mois de juin où plus de 800 leaders étaient présents, nous avons utilisé leur matériel pour le lancement de notre planification stratégique 2017. » (2016)

Julie Godin, Vice-présidente exécutive – Ressources Humaines et Planification stratégique



SUN LIFE FINANCIAL ASIA

“The MBA team put forth a significant effort to make this project a successful one. The students picked up a wealth of insurance knowledge (from sales to product to general operation) in a very short time and were able to identify the deficiencies in our current processes as well as make recommendations to improve. Their willingness to learn, adapt and be creative was much appreciated by the company.” (2014)

Clement Lam, Chief Product Actuary, Asia, Sun Life Financial Asia



HEC Montréal – MBA

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