

Master Project

Ignasi Alguero
ICP track coordinator
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Master Project

What are you planning for next summer?

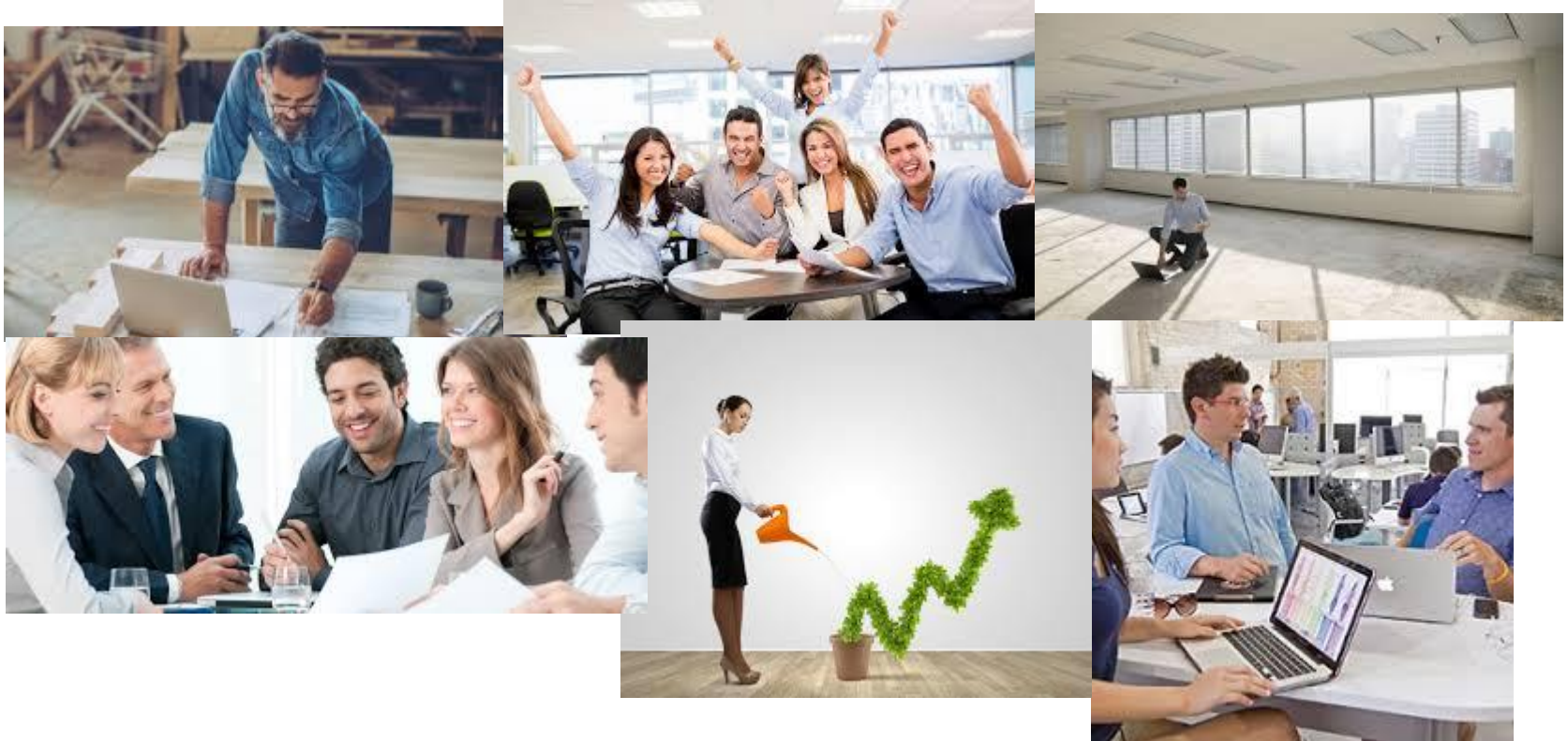
Holidays? A Trip?



Master Project

Or will you profit to acquiring some professional experience?

An Internship? Helping a friend's company? Or the family company?



What is an In-Company Project?

An In-Company Project is an **academic work** aimed at **adding value in an organization**.

This contribution can consist on **any study** that could **positively impact** the organization in which projects are conducted.

A list of examples, among other:

could be solving a real problem; analyzing a business opportunity; developing a new idea, solution, product or service; improving performance; increasing results; identifying business criteria.



Some problem examples

- Development and Implementation of the control system within Sunsglasshut Iberia
- The Six Sigma framework at HCC Global Financial Products
- Professional Yacht Delivery - Entry Strategy for the Mediterranean Market
- Launching of a New Product in Asian Markets and Brand Management (Rough outline)
- PUIG Entry Strategy in South Africa (TBC)
- Entering the Austrian Market of CNC wood-carving machines
- Innovative Internationalization of Palila - a start-up case
- Red Bull Gold Edition: Strategic Marketing Plan for new product launch
- The expansion plan of Burger King in Nigeria
- Purchasing consultant project at Damm Group
- Online Direct Selling for a Small-Scale Winery in France
- Vocational trainings in tourism in India: a mean for underprivileged youth to access to jobs
- KPIs for the Modern Retail Environment
- Tonga - an undiscovered island

Objective



The In-Company Business Project aims to **acquire business experience** through an internship.

During this internship, the participants in the MSc Programmes in Management are expected to **conduct a management or business project** which should be presented as an **academic written report**.

What is an In-Company Project?

If you plan to do **an internship**, or start working in a **permanent job**, **In-Company Project is the most efficient option**

The project developed in the company can be presented as ICP adapting the report to **academic requirements**.

There are no minimum requirements in time or length for the internship.

The project based on an internship will be an individual work.

Examples

Optimal Channel Strategy For a Schwarzkopf Professional Hair Care Brand

Credit Risk Modeling: Pooled AIRB models

Papaya Pods: Marketing strategy for U.K. market entry

Unibail-Rodamco: Innovations for the Mall of the Netherlands

What is an Ex-Company Project?

As an alternative, an **“Ex-”Company Project**:

Develop a consultancy project for a company **without requiring an internship.**

The family, or relative companies maybe also eligible.

The Ex-Company project can be done in **TEAMS OF TWO STUDENTS.**

Some examples:

Expansion plan for Koenig Heinrich

*Value Chain Organization and Data Management System Development –
Hopsters*

Process of optimization in Marie Madeleine Pastry

SUD Solidarity Internship Programme

- In-Company management consultancy projects in developing economies (Africa – Asia – Latin America).
- SUD project will serve as your final degree project.
- SUD projects follow In-Company guidelines and will be defended as ICP.

1 Skills seminar
“Managing Development
in
Emerging Countries”
(14th to 18th January, 2019)

**2 Competitive
selection process**

Candidacy
Interviews
Academic track

3 On duty

≥10 weeks on site
(June to Sept 2019)
Non-paid internship

4 ICP scheme

Tutor
Deliverables
Defense



UCOOPAL (DRC)
*Pushing
community
development in
DRC's rural West*

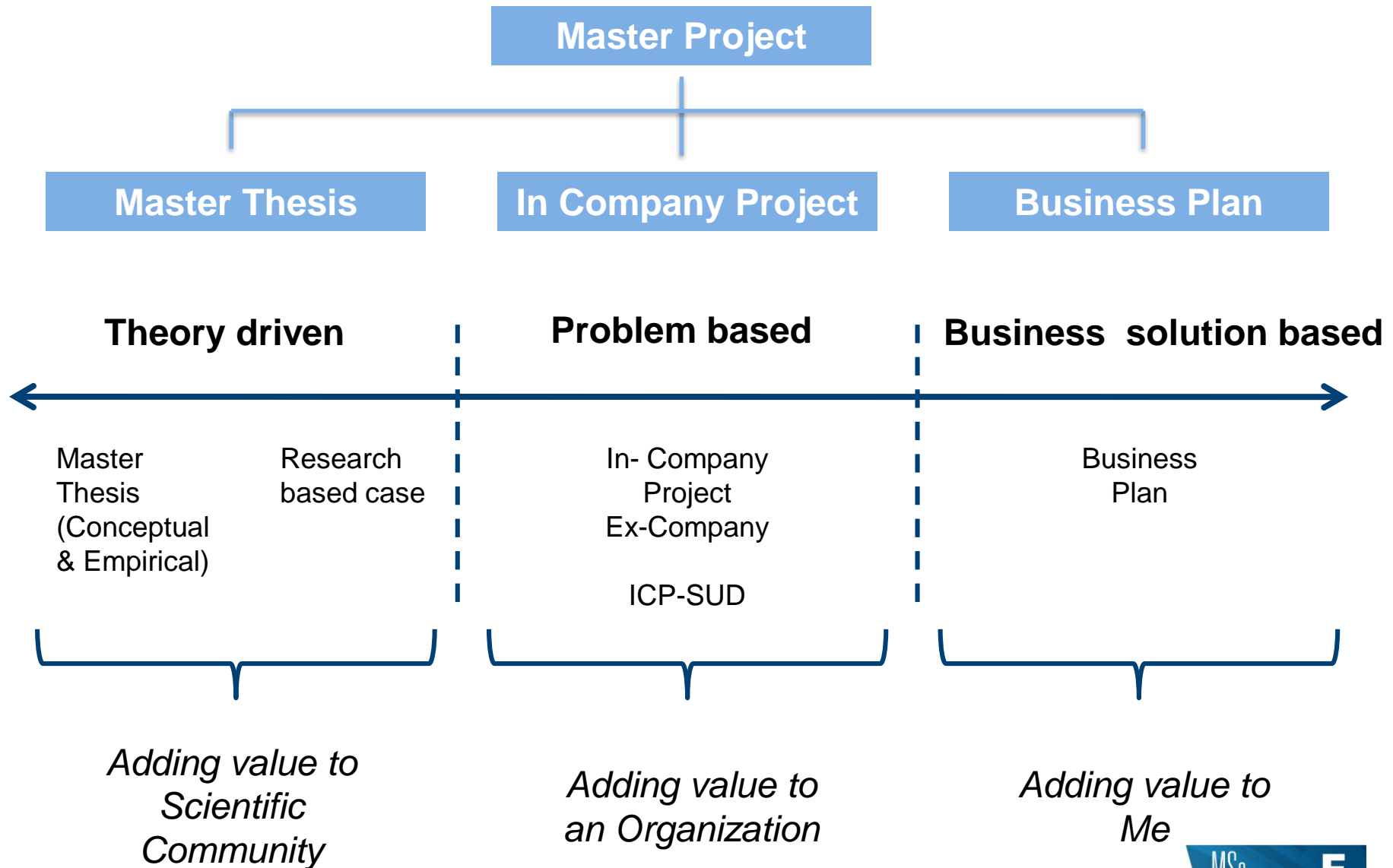


OPEN EYES (India)
*Creating a
marketing plan for
sustainable tourism
trip*



**FDL Microfinance
(Nicaragua)**
*Introducing IT to
improve FDL's
efficiency*

Master Project



The company

Organizations



Procedure

Students must find an organization and identify a relevant project.

Potential companies

- 1: Target companies or sectors to work with after the Master.
- 2: Start Ups, NGOs, Consultancies, ESADE.
- 3: Suggested companies.

Within the subject, ***resources will be provided to find internships***

Assistance

- The tutor
- Organization representative



Role

The academic tutor guides and assists the student

Helps to follow the planning

Approves the draft prior to its submission

Evaluates the content of the final project

Potential tutors

1: Pool of tutors (several experience and industries).

2: Faculty or second-tier professor.

Organization representative



Role

The organization representative will provide the information and data will guide and support the participant with the professional perspective.

Potential representatives

- 1: Direct boss.
- 2: Project responsible.

The course

14th February 2020 (highly recommended)

Detailed information

Guidelines

Resources

Internship search

March - April – May - June

Tutoring sessions



The project

Master project



Estimate workload: around 400 h

350 h internship

60 h writing the paper

Written academic report

Around 25 – 30 pages plus annexes

English is compulsory

Public defence

Consistency

Rigor

Relevance

Knowledge integration

Knowledge application

Deadlines

Selection of Master Project type

February 2020

Project Proposal

1st July 2020

Internship

Summer 2020 (duration depending on the project)

Written work submission

2nd October 2020

Graduation Date

16th October 2020

Master Project defence

14th, 15th, 16th and 19th October 2020

Grading the ICP

Organization (20%)

Added value
(Organizational impact)
Contribution
(Student's contribution)

Tribunal (30%)

Content
Presentation
Q&A

Tutor (50%)

Level of difficulty
(Sources of information)
Added value
Consultancy model
Effort and regularity

Further contacts

Ignasi Alguero

Track coordinator

Ignasi.alguero@esade.edu

Xavier Aurox

Tutors' coordinator

xavier.aurox@esade.edu

Sara Torras

Programme Manager

sara.torras@esade.edu

Jaume Maranges

SUD Programme

jaume.maranges@esade.edu





**Thank you for
your attention!**

Any Questions?