

MSc

Programmes
in Management

MASTER
PROJECTS





THE MASTER PROJECT

the most select group of students ready to collaborate as your "consultants"

The Master Project is a key component of the MSc Programmes in Management. It is the final stage of each programme, which participants must complete before being awarded their degree.

A Master Project aims at adding value to an organisation. This contribution can involve any study that positively impacts the organisation in which projects are conducted.

Diversity, Internationality, and Academic

Distinction are the words that best define this selected group of first level students.

Multicultural aptitude and multilingual

skills are critical in this demanding

programme. The students' young age results

in intrinsic energy, fresh perspectives and

ambition. **Result orientation** is a natural

consequence of the rigorous filtering

process. All these elements combined,

ensures eventual success.

The companies collaborating with **ESADE** in **MSc Company Projects** are usually trying to **solve problems** or explore **new projects**.

Whether the goal is to **solve a real problem**, **analyse a business opportunity**, **develop a new idea**, **solution**, **product** or **service**, **improve performance**, **increase results**, **identify business criteria** or **KPIs** or **configure Balance scorecards**, these projects can assist with the entire process.

Nevertheless, the most successful projects have been those that take full advantage of the unique characteristics of this special group of students. **Internationalisation** (incorporating a more global approach and ideas from other markets), **web 2.0 communication campaigns** (Google, Facebook & Twitter developments), or very simple and general analysis of key products and services from a fresh and sophisticated perspective.

AREAS OF INTEREST

a whole range of potential projects to achieve corporate needs





COMPANY BENEFIT

an opportunity to get an 'out-of-the-box' perspective

Students are fully motivated with the company projects as they represent the conclusion of their master studies and the main component of their final grade. The benefits for the company are not only the possibility to access high quality students but also:

- You will access to an **outstanding group** of Master in Science students, guided by an **ESADE** tutor member.
- Students will be supported by other **specialised faculty members** if required.
- Students follow a rigorous **project management process**
- The candidate provides the company with the **final report of research results**.



YOUR PROJECT

“the more we give, the more we get”

Undoubtedly the principal beneficiary of the project is the partner company. However, company commitment is not only necessary, it is essential. In order for projects to be correctly carried out, a clear preliminary plan should be defined, to establish scope and identify specific issues.

We ask the companies to provide:

- A contact person, **responsible for the project**, able to support the student.
- A previous **introductory activity** to provide the necessary related information.
- **Access** to people, data or any **relevant information** required.
- Authorisation to **share the information internally** within the faculty and with tutors. ESADE can provide you with a **Confidentiality Agreement** to ensure that your internal data will be protected.
- A **working place** or equivalent facility in the case of In-Company Projects.
- A **letter of recommendation** for the student if the results are satisfactory.



ESADE FACULTY

the best professional guidance

The expert guidance of ESADE tutors ensures companies receive results of the highest **calibre**. **ESADE information systems** are a valuable resource when searching for data from an industry, a sector or information about a company.

We can provide you with a well-defined project management process from the onset, with definition of objectives, problem diagnosis, the identification of milestones and subsequent application plan. Everything has been carefully defined to establish a **well-founded methodology**.

ESADE's faculty is made up of some 125 members from a broad range of academic backgrounds and areas of expertise, together with more than 250 external lecturers, academic collaborators and 50 visiting lecturers, ensure that all knowledge areas are well covered.

CONTACT TEAM

The perfect combination of academic background and professional experience

For more information, examples of previous projects or to collaborate with **ESADE** in the **MSc Company Projects**, please contact the responsible team directly or consult the appropriate websites offered below.



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<http://www.esade.edu/web/eng>

MSc Programmes in Management

<http://www.esade.edu/management/eng/>



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