

## CEMS Business Project

MAPO\_001013

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Departments	Department of Marketing
Teaching Languages	English
ECTS	15
Teacher responsible	Ivana Casaburi - ivana.casaburi@esade.edu

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### Course Goals

#### Learning Points

- Learning the Methodology of a Consultancy Project:
  - Understand and apply the structured process of consultancy projects.
  - Conduct thorough research and data analysis to support project recommendations.
  - Develop and implement strategic business proposals.
  - Gain proficiency in project management tools and techniques.
- Maximizing the Potential of a Multidisciplinary and Multicultural Team:
  - Enhance team collaboration and communication across diverse backgrounds.
  - Share leadership roles effectively within the team.
  - Leverage the unique strengths and perspectives of each team member.
  - Foster an inclusive and supportive team environment.
- Managing Client Relationships:
  - Conduct comprehensive stakeholder analysis to identify and understand all parties involved.
  - Develop strong client management skills through regular, productive interactions.
  - Present findings and strategic proposals convincingly to clients.
  - Navigate client expectations and feedback to ensure project success.

### Prerequisites

There are no prerequisites for this course. Thematic workshops will be offered to ensure the minimum knowledge required to contribute to team work and meet client expectations.

### Teaching

Our pedagogical methodology focuses on a practical approach, which includes: 1) workshops on consulting methodology, project management, team leadership,

## methodology

and client management, aiming to equip all participants with the necessary tools and knowledge to contribute effectively to teamwork; 2) support from academic advisors throughout the project via weekly or bi-weekly tutorials; 3) client presentations; 4) reflection sessions on the learning process; and 5) an academic presentation.

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## Description

### Course contribution to program

Business projects are important aspects of everyday company operations. Depending on the organization, it may be entirely business-project-based. For this reason, it is also a key course in the CEMS program. It is not a final master's thesis but a team project where a multidisciplinary and multicultural group assumes the role of a consulting team for one of the CEMS Corporate Partners.

In this course, students will engage in real-world business challenges, applying their academic knowledge and skills to provide innovative solutions. The collaborative nature of the project emphasizes teamwork, cross-cultural communication, and professional consultancy practices, preparing students for dynamic roles in the global business environment. Additionally, students will be invited to include a sustainability impact reflection as part of their process.

### Short description

Now imagine you work worldwide in an international firm as a manager. Are you, or can you be, prepared for understanding and managing the level of complexity, dynamism, and uncertainty that are involved in a strategic business project? Imagine you are asked by one of the senior managers to face new challenges or capture new opportunities jointly with other departments and having the responsibility to contribute to or lead this project.

How do you start? How do you manage the project? Is there any process to follow in developing a business project? How do you develop a proposal and start the research activity? How do you manage meetings with the client during the project development? How do you support the strategic proposal using arguments and data? How do you present the results?

These and other questions will be part of your journey in this Business Project Course. During this journey, you will not be alone. You will be working in a team and supported by a tutor (Academic Advisor) as well as the entire faculty staff involved in this course. On top of that, you will have the privilege of working very closely with the managers responsible for the project in their company. They will be your client!

## Assessment

Tool	Assessment tool	Category	Weight %
Group project	Academic Presentation	Ordinary round	30.00%
Group project	Mid term Presentation & Final Presentation to the client	Ordinary round	40.00%
Teamwork with companies or other organizations	Project Management	Ordinary round	30.00%

## PROGRAMS

CEM23-CEMS Master of Lifelong Learning in International Management (Masters: MSc)  
CEM23 Year 1 (TFP)

S917S-Exchange Program CEMS (Masters: MSc)  
S917S Year 1 (TFP)