Syllabus
Behavioral and Digital Economics for Effective Management (BDEEM)

Course title	Supervised Project
Teacher	-
shared course	X No ☐Yes, with
Hourly volume	
Evaluation methods	Written project and oral defense
Course summary	As part of a team assignment, students are required to manage an end-of-studies project for an entire week based on a real-life business scenario. This project encompasses various domain-specific skills as well as cross-functional competencies. They will directly compete with other teams and must demonstrate strong cooperation and coordination within their own team.
Skills	The objectives behind this supervised project may include: Apply theoretical knowledge acquired in the field of strategic analysis and economic intelligence to real-world cases. Develop practical skills in collecting, analyzing, and interpreting strategic data to support decision-making. Gain an in-depth understanding of the economic and competitive challenges within a specific organization or industry. Identify internal strengths and weaknesses of an organization as well as external opportunities and threats that may impact its performance. Propose strategic recommendations based on the analysis of data and market trends. Collaborate in a team setting and develop communication and collaboration skills within a professional environment. Enhance research skills, information gathering, and presentation of findings. Gain hands-on experience in implementing strategic analysis methods and tools within the context of economic intelligence. Foster the development of transferable skills such as critical thinking, problem analysis, and informed decision-making. Encourage a reflective approach, allowing students to assess their own learning and progress in the field of strategic analysis and economic intelligence.