

Supervised Strategic Project

Intensive interdisciplinary consulting project



PROGRAMME
Master 2

SEMESTER
Semester 1

CREDITS
2 ECTS

CONTACT HOURS
35h Project week

Course Description

This intensive one-week professional project immerses students in a real-life business challenge proposed by an organisation. Students work in multidisciplinary teams composed of BDEEM students specialising in **Competitive Intelligence** and **Business Intelligence**, together with Master 2 E-Achat students specialising in **Procurement**.

Throughout the week, teams define the problem, collect and analyse relevant information, develop evidence-based recommendations and present their conclusions to a professional jury. The project reproduces the main stages and constraints of a consulting assignment, including time pressure, task allocation, client-oriented deliverables and collective decision-making.

The interdisciplinary composition of the teams is a central feature of the project. It encourages students to exchange methods, learn from complementary areas of expertise and combine strategic intelligence, data analysis and procurement perspectives when addressing complex organisational issues.

This course is shared with Master 2 E-Achat

Learning Outcomes

- Apply competitive intelligence, business intelligence and procurement methods to a real organisational challenge.
- Work effectively in a multidisciplinary team composed of students with complementary expertise.
- Collect, assess and interpret strategic, market and organisational information under time constraints.
- Integrate qualitative and quantitative evidence into coherent strategic recommendations.
- Develop professional consulting skills, including project planning, coordination and client-oriented reporting.
- Communicate findings convincingly through a professional written report and oral defence.
- Learn from peers' methods and perspectives while contributing one's own specialist knowledge.
- Reflect on team dynamics, individual contribution and transferable professional skills.

Indicative Project Themes

1. **Strategic and competitive diagnosis:** market structure, competitors, risks and opportunities.
2. **Business intelligence:** data collection, dashboarding, indicators and decision support.
3. **Competitive intelligence:** monitoring, source assessment, information synthesis and strategic alerts.
4. **Procurement strategy:** supplier markets, sourcing, cost drivers, risks and purchasing performance.
5. **Market and environmental analysis:** trends, stakeholders, regulation and emerging disruptions.
6. **Cross-functional recommendations:** integration of intelligence, data and procurement expertise.
7. **Implementation roadmap:** priorities, responsibilities, resources, risks and performance measures.

Professional Project Format

The project runs over one intensive week. Mixed teams organise their work as a consulting unit: they clarify the brief, distribute responsibilities, interact with available stakeholders, test assumptions, prepare deliverables and defend their recommendations. Cooperation between BDEEM and E-Achat students is designed to create genuine skills complementarity and reciprocal learning.

Assessment

Written consultancy report and oral team defense

Assessment considers the quality of the analysis, the relevance and feasibility of recommendations, the professionalism of the deliverables, the clarity of the oral presentation and the effectiveness of teamwork.