UA1719 - Interactive Group Project

Présentation

Programme

Contenu

The objective of the MIM Integrative Group Project (IGP) is to provide students, by the end of the first year, with an opportunity to consolidate and apply some of the theoretical acquisitions of the different courses into an integrative project bounded to the real world.
IGP is a combination of academic and applied processes, to manage the knowledge acquired in fields such as accounting, finance, marketing, human resources, operational and strategic management, and in organization theory, and to apply this knowledge to a real situation.

Content:
The project will consist in studying a firm practical problematic or small project (like launch of a new product, an ad campaign for a product, a small event in a store, etc …) from different perspectives (marketing, financial, human resources etc…) and delivering a diagnostic of the implementation of the project, and lessons learned for the next project. The final deliverable will be a study report including recommendations for similar projects in comparable contexts.

Mis à jour le 01-09-2011

Code : UA1719

Unité d'activité de type projet

15 crédits

Responsabilité nationale :
EPN15 - Stratégies / Christelle PEZON