

CONSULTING ÉTUDIANTS

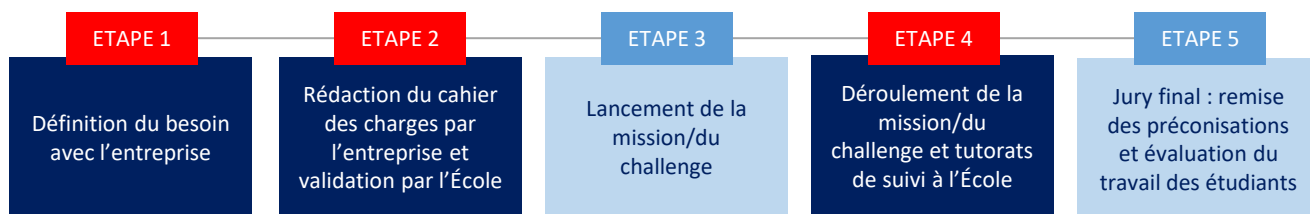
2025-2026



Bénéficiez gratuitement des services de consulting des étudiants de l'École : l'occasion d'apporter un regard extérieur et des idées nouvelles à votre entreprise.

Dans chacune des spécialisations de nos programmes, une période définie est dédiée au projet de consulting durant l'année scolaire.

Ainsi, les étudiants de M2/MS/MSc spécialisés et de 3^{ème} année (U3) du Programme Grande École (PGE), de Bachelor Management International (BMI) et de International Bachelor in Business Administration (IBBA) travailleront sur vos problématiques en fonction des sujets ci-dessous.



La présence de l'entreprise lors des étapes 3 et 5 est primordiale pour la réussite de la mission ou du challenge.

	CURSUS CONCERNÉ	SUJET (pour consulter la fiche disponible  , cliquer sur le titre)	DATE DE DÉBUT	DATE DE FIN	FORMAT
FINANCE	M2 Financial Data Management	Financial Data Management Préparer la transformation numérique du service financier de l'entreprise. 	13/10/2025	24/11/2025	 Challenge Paris
	M2 Audit et Finance d'Entreprise	Finance d'entreprise Analyser les ratios financiers de l'entreprise et proposer des pistes d'amélioration. 	03/11/2025	18/11/2025	 Challenge Le Havre
	M2 Financial Data Management	Digitization of the financial service Implanter des process de digitalisation au sein d'un service financier. 	12/01/2026	30/03/2026	 Challenge Paris
	M2/MSc Banking, Finance and Fintech	Fintech consulting project Réaliser une étude pour accompagner le développement d'un acteur de l'industrie Fintech. 	16/03/2026	27/03/2026	 Challenge Oxford
	M2/MSc Banking, Finance and Fintech	Digital Banking and Financial Inclusion Accompagner une banque dans la mise en place de nouvelles propositions de financement ou offres de services auprès de ses clients.. 	Dates à venir	Dates à venir	 Challenge Oxford
LOGISTIQUE	M2/MSc liés à la Supply Chain et Logistique*	Diagnostics des processus logistiques/Diagnostic of logistics processes Établir une cartographie des processus logistiques au sein d'une entreprise. <i>Le challenge se déroule en 2 temps, la phase de préconisation est en janvier 2025.</i> 	17/11/2025	28/11/2025	 Challenge Le Havre
	M2/MSc liés à la Supply Chain et Logistique*	Préconisations opérationnelles/Operational recommendations Sur la base de la cartographie réalisée en novembre, les étudiants formalisent des préconisations opérationnelles d'amélioration des processus logistiques. 	06/01/2026	16/01/2026	 Challenge Le Havre
MARKETING ET DÉVELOPPEMENT COMMERCIAL	M2/MSc Digital and Marketing Luxury and Lifestyle	Stratégie digitale et marketing Établir une stratégie digitale et marketing pour une entreprise du secteur du Luxe. 	S1 2025	COMPLET	 (3) Challenges Paris
	MS Marketing, Communication et Ingénierie des Produits Alimentaires	Etude de marché agroalimentaire Proposition et conduite d'une étude marketing en réponse à une problématique agroalimentaire. 	04/11/2025	08/12/2025	 Challenge Rouen
	MS Marketing, Communication et Ingénierie des Produits Alimentaires	Stratégie marketing Construire une stratégie marketing globale, spécifique pour des produits agroalimentaires. 	09/03/2026	03/04/2026	 Challenge Rouen

* M2/MSc Supply Chain Management (SCM) - M2/MSc International Logistics & Port Management (ILPM)

CONSULTING ÉTUDIANTS 2025-2026

	CURSUS CONCERNÉ	SUJET	DATE DE DÉBUT	DATE DE FIN	FORMAT
INTERNATIONAL	IBBA2	International Marketing Strategy Développer une stratégie d'entreprise axée principalement sur le marketing et adaptée à un contexte international	01/10/2025	26/11/2025	Challenge Paris
	M2 International Business	International Business and Intercultural Management Développer une stratégie de commercialisation sur un marché étranger (étude de marché, analyse des processus de commercialisation, etc.).	13/10/2025	24/10/2025	Challenge Le Havre
	M2/MSc International Marketing Business Development	International market study Réaliser une étude de marché pour une entreprise qui souhaite s'implanter sur un marché étranger.	03/11/2025	14/11/2025	Challenge Caen
	IBBA3	International Sales Strategy Élaborer une stratégie de commercialisation adaptée à un contexte international en intégrant les aspects marketing, logistiques, financiers et commerciaux	14/11/2025	08/12/2025	Challenge Paris
	M2 International Business	Global Marketing, Finance and Operations Développer une stratégie globale sur les plans marketing, financier et opérationnel afin d'installer l'entreprise sur un marché étranger.	16/02/2026	27/02/2026	Challenge Le Havre
	BMI2	International Business Développer une stratégie d'entreprise (marketing, vente, communication...) adaptée à un contexte international.	23/03/2026	01/04/2026	Challenge Le Havre
RSE	M2/MSc Sustainable Business Strategy	Mission-driven business - Entreprise à impact Accompagner le développement d'une entreprise avec un modèle d'affaires responsable.	Dates à venir	Dates à venir	Challenge Paris
	U3 (PGE)	Projet Responsable Analyse relative à la démarche integration des ODD et recommandations d'actions	Février 2026	Avril 2026	Concours inter-campus

Note : Ce calendrier est susceptible d'être modifié.

Contactez l'équipe Partenariats entreprises : Mylène Bréville / Gaëlle Crey-Recher / Aurélien Lethuillier

partenariats@em-normandie.fr



Plus d'informations sur em-normandie.fr

S U J E T

FINANCE

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EM

NORMANDIE
BUSINESS SCHOOL

DATA MANAGEMENT AND DIGITALISATION

13 OCTOBER TO 24 NOVEMBER 2025

Data management through digital transformation applied to a financial, marketing or strategic (CSR) department...



Paris-Clichy campus



Master 2/MSc Financial Data Management

THE + OF EM NORMANDIE BUSINESS SCHOOL

- + A Business School holder of many national and international accreditations: AACSB, AMBA, EQUIS, BSIS and French Conférence des Grandes Écoles
- + 6 campuses: Caen, Le Havre, Paris, Dubai, Dublin and Oxford
- + 800 external speakers
- + 115 lecturers
- + 5,000 partner companies
- + More than 28,000 members of the EM Normandie Alumni association



PRINCIPLES OF A CHALLENGE

The challenge corresponds to a pedagogy based on the alternation of academic teaching and immersion in the company. **You submit your business problem to the entire class. Divided into teams of 3 or 4 students, they carry out free consulting, analyze, formalize and submit specific recommendations.**

Then, it is up to you to determine the best team according to the relevance and pragmatism of their recommendations. By showing initiative, organization and diplomacy to propose relevant solutions, the students reinforce their professional skills.



DESCRIPTION OF THE CHALLENGE

These consulting projects provide practical experience and valuable insights to both the students and the company. In the context of digital transformation, such a project might focus on helping a company transition from traditional methods to digital solutions to enhance operations and overall efficiency.

Throughout these projects, the student team engages in research, data analysis, stakeholder interviews, and strategic planning to deliver actionable recommendations. The project culminates in a comprehensive report or presentation outlining the proposed digital transformation initiatives and their potential impact on the company's operations.



EXAMPLE OF CHALLENGE

▪ Performance Dashboard Project

One project could focus on creating a performance dashboard for a company to track key metrics and monitor progress towards their business objectives. The team would work closely with the company to identify relevant performance indicators and define goals aligned with their digital transformation strategy.

They would design and develop a customized dashboard that consolidates data from various sources and presents it in an easily understandable format.

This could involve integrating data from different departments, such as sales, marketing, finance, and operations, to provide a comprehensive overview of the company's performance.

The dashboard would be interactive and allow users to analyze specific metrics in more detail, helping the company gain real-time insights, identify areas for improvement, and make data-driven decisions to optimize operations.

THE PROCESS

- 1 Defining the needs of the business organisation
- 2 Drafting of the specifications by the company and validation by the School
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GOING FURTHER

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em-normandie.com

Financial Operations Digital Transformation for a Financial Institution

In this project, the team would assist a financial institution, such as a bank or an insurance company, in modernizing its financial operations. They would analyze the institution's existing processes, such as customer onboarding, loan processing, or claims management, and recommend digital tools and technologies to streamline and automate these processes. This might involve implementing a digital document management system, developing a mobile app for customer self-service, or utilizing artificial intelligence for data analysis and risk assessment.

ELEGIBLE COMPANIES

Small and Medium-sized Enterprises (SMEs or Large corporation : Student can help by implementing data management systems, developing digital marketing strategies, or optimizing operations through digital transformation.

Startups: Student teams can assist by designing data-driven business models, developing data analytics capabilities, or creating digital platforms to enhance competitiveness.

Non-profit Organizations: Student projects can help implement data-driven fundraising strategies, develop digital communication plans, or optimize operations using digital tools and technologies.

RESOURCES

A team of Master 2/MSc Financial Data Management students who will have been given beforehand training in the specific methodology and tools of Digital Transformation and Data Management:

- Tutoring provided by the faculty: methodological and technical support,
- Access to the various sources of information available at the School.

YOUR COMMITMENTS

- Drawing up the specifications,
- Guide the students' work, requiring them to behave like professionals,
- Provide the team with the information necessary for the success of the challenge,
- Take charge of the expenses inherent to the challenge (travel expenses, accommodation and materials if necessary),
- Evaluate the involvement, behavior and work of each student on the team,
- Participate in the launch and final jury of the challenge.

OUR COMMITMENTS

- Analyse and validate the specifications,
- Give tutorials to the student teams,
- Guarantee a challenge free of charge,
- Guarantee confidentiality on demand,
- Organise the challenge launch day and final Jury.

CONTACT

Service Partenariats :

Mylène BREVILLE, Gaëlle CREY, Aurélien LETHUILIER
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BUSINESS SCHOOL

FINANCE D'ENTREPRISE

DU 03 AU 18 NOVEMBRE 2025

Analyser les ratios financiers de l'entreprise et proposer des pistes d'amélioration.



campus du Havre



Master 2 Audit et Finance d'Entreprise

LES + DE L'EM NORMANDIE

- + Une Grande École de Management aux accréditations nationales et internationales : AACSB, AMBA, EQUIS, Conférence des Grandes Écoles...
- + 6 campus : Caen, Le Havre, Paris, Dubaï, Dublin et Oxford
- + 800 intervenants professionnels extérieurs
- + 115 enseignants-chercheurs
- + 5 000 entreprises étroitement liées à la vie de l'École
- + Plus de 28 000 membres du Réseau Alumni EM Normandie regroupant étudiants et diplômés



LE PRINCIPE DU CHALLENGE

Les challenges correspondent à une pédagogie fondée sur l'alternance d'enseignements académiques et d'immersion en entreprise.

Vous soumettez à l'ensemble d'une promotion votre problématique d'entreprise.

Répartis en équipe de 3 ou 4 étudiants, ces derniers réalisent gratuitement un consulting, analysent, formalisent et vous soumettent des préconisations spécifiques. À vous ensuite de déterminer la meilleure équipe selon la pertinence et le pragmatisme de leurs recommandations.

En faisant preuve d'initiative, d'organisation et de diplomatie pour proposer des solutions pertinentes, les étudiants renforcent leurs compétences professionnelles.



LE DESCRIPTIF DU CHALLENGE

Les étudiants de la promotion devront analyser votre stratégie commerciale de développement afin d'en déduire l'impact financier.

Ils devront vous proposer une analyse financière sous la forme d'un business plan afin de chiffrer les prévisions de chiffres d'affaires, les modes de financement et les coûts associés à votre stratégie.

Ils pourront vous apporter des conseils sur des stratégies alternatives (partenariats, autres pistes de marchés).

Enfin, ils pourront vous proposer des formalisations de rapports avec les procédures de collecte et de traitement de l'information, afin de suivre la rentabilité de vos projets de développement.



LES EXEMPLES DE CHALLENGE

- Evaluation de rentabilité d'un projet d'investissement,
- Choix du mode de financement d'un projet,
- Aide à la prise de décision concernant des opérations de haut de bilan,
- Travaux de comptabilité de groupe.

LE DÉROULEMENT

- 1 Définition du besoin avec l'entreprise
- 2 Rédaction du cahier des charges par l'entreprise et validation par l'École
- 3 Lancement du challenge
- 4 Déroulement du challenge et tutorats de suivi à l'École
- 5 Jury final : remise des préconisations et évaluation du travail des étudiants

ALLER PLUS LOIN

En vous connectant sur le site de l'École :

- + Consultez le calendrier de tous les projets de consulting proposés par l'École
- + Découvrez les autres services destinés aux entreprises

em-normandie.com

LES ENTREPRISES CONCERNÉES

Toute entreprise du secteur privé ou associatif souhaitant développer/ optimiser ses outils de gestion.

LES MOYENS

Plusieurs équipes de 3 ou 4 étudiants de M2 Audit et Finance d'Entreprise disponibles à temps plein pendant une période de 2 semaines, formés préalablement à la méthodologie et aux outils de gestion et de pilotage.

- Un tutorat assuré par le corps professoral : appui méthodologique et technique,
- Un accès aux différentes sources d'information disponibles à l'école.

VOS ENGAGEMENTS

- Compléter le cahier des charges,
- Orienter le travail des étudiants, en exigeant d'eux le comportement de professionnels,
- Mettre à disposition de l'équipe les informations nécessaires à la réussite du challenge,
- Prendre en charge les frais inhérents au challenge (frais de déplacements, hébergement et matériels si nécessaire),
- Evaluer l'implication, le comportement et le travail de chaque étudiant de l'équipe,
- Participer au lancement et au jury final du challenge.

NOS ENGAGEMENTS

- Analyser et valider le cahier des charges,
- Tutorer les étudiants,
- Garantir la gratuité du challenge,
- Garantir la confidentialité sur demande,
- Organiser le lancement et le jury final du mission.

CONTACT

Service Partenariats :

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BUSINESS SCHOOL

DATA MANAGEMENT AND DIGITALISATION

12 JANUARY TO 30 MARCH 2026

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NORMANDIE
BUSINESS SCHOOL

FINTECH CONSULTING PROJECT

FROM 16 TO 27 MARCH 2026

Carry out a study to support the development of a player in the Fintech industry.


 Oxford campus


M2/MSc Banking Finance and Fintech

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DESCRIPTION OF THE
CHALLENGE

Once the Fintech challenge has been defined and specified by the sponsor, the class of students will be split into 3 to 5 teams to work on it. The teams will 'compete' to arrive at the best solution to the problem.



EXAMPLES OF CHALLENGES

- Propose a strategy to expand a payments solution into a new market
- Design an algorithm to predict market-opening value of a given security
- Define specifications to adapt a product to a new market.



ELEGIBLE COMPANIES

Any Fintech or financial institution with a challenge in financial technology that can realistically be tackled in two weeks is welcome to propose a challenge.



RESOURCES

Several teams of 3 to 4 of M2/MSc Banking Finance and Fintech students available full-time for a period of 2 weeks who have been given courses beforehand in the methodology and management tools for international projects:

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BUSINESS SCHOOL

DIGITAL BANKING AND FINANCIAL INCLUSION

DATE TO COME (2026)

Support a bank in setting up new financing proposals or service offers for its customers.


 Oxford campus


M2/MSc Banking Finance and Fintech

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DESCRIPTION OF THE CHALLENGE

Around a banking problematic, each team of 3 to 4 students will conduct a complete desk research about a product or a market for a bank.



EXAMPLES OF CHALLENGES

- What should the branch of the future look like in terms of combining technology and people to maximise client experience?
- What initiatives should our bank apply to improve financial inclusion?
- We have significant staff turn-over with the corresponding loss in knowledge – how could we improve our knowledge management processes so as to minimise the loss?



ELEGIBLE COMPANIES

Any company operating in the banking industry that has the willingness to develop or optimize its market or product knowledge is welcomed to submit a problematic to our students.

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RESOURCES

Several teams of 3 to 4 of M2/MSc Banking Finance and Fintech students available full-time for a period of 2 weeks who have been given courses beforehand in the methodology and management tools for international projects:

- Tutoring provided by the faculty: methodological and technical support,
- Access to the various sources of information available at the School.



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S U J E T

LOGISTIQUE

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NORMANDIE
BUSINESS SCHOOL**DIAGNOSIS OF LOGISTICS PROCESSES**

FROM 17 TO 28 NOVEMBER 2025

&

OPERATIONAL RECOMMENDATIONS

FROM 06 TO 16 JANUARY 2026

To describe and analyse the flows and processes in order to submit optimisation recommendations



Le Havre campus



M2/MSc Supply Chain Management
and International Logistics & Port
Management

**THE OF EM NORMANDIE
BUSINESS SCHOOL**

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**DESCRIPTION OF THE
CHALLENGE**

The Challenge operates in two stages and in English:

- Stage 1 is dedicated to observation, description and mapping of existing flows and processes,
- Stage 2 is dedicated to the analysis of the mapped processes and to the formulation of recommendations and monitoring indicators in order to improve the performance of your organization.


EXAMPLES OF CHALLENGES

- To map, analyze and optimize the logistics processes/flows to improved service rates,
- To redesign logistics flows as a result of the development of new markets,
- To integrate logistics flows following a merger/acquisition,
- To develop a logistics architecture for a new product,
- To set up Risk-Management and Crisis Management Plans,
- To draw up a strategy for securing logistics, procurement and distribution flows,
- To identify and study the feasibility of supply chain digitalization projects.


ELEGIBLE COMPANIES

Any structure that wishes for example, to consider optimising transport networks / flows / warehouse / stock / supplier panel management

The Supervisor of this assignment must be **proficient in English**.

THE PROCESS

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RESOURCES

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- Tutoring provided by the faculty: methodological and technical support,
- Access to the various sources of information available at the School.

YOUR COMMITMENTS

- Drawing up the specifications,
- Guide the students' work, requiring them to behave like professionals,
- Provide the team with the information necessary for the success of the challenge,
- Take charge of the expenses inherent to the challenge (travel expenses, accommodation and materials if necessary),
- Evaluate the involvement, behavior and work of each student on the team,
- Participate in the launch and final jury of the challenge.

OUR COMMITMENTS

- Analyse and validate the specifications,
- Give tutorials to the student teams,
- Guarantee a challenge free of charge,
- Guarantee confidentiality on demand,
- Organise the challenge launch day and final Jury.

CONTACT

Service Partenariats :

Mylène BREVILLE, Gaëlle CREY, Aurélien LETHUILIER
partenariats@em-normandie.fr



S U J E T

MARKETING ET DEVELOPPEMENT COMMERCIAL

1871

EM

NORMANDIE
BUSINESS SCHOOL

ÉTUDE DE MARCHÉ

DU 04 NOVEMBRE AU 08 DÉCEMBRE 2025

Proposition et conduite d'une étude marketing en réponse à une problématique d'entreprise du secteur agroalimentaire.



Rouen (UniLaSalle)



MS Marketing, Communication et
Ingénierie des Produits Agroalimentaires
(en double diplôme)

LES + DE L'EM NORMANDIE

- + Une Grande École de Management aux accréditations nationales et internationales : AACSB, AMBA, EQUIS, Conférence des Grandes Écoles...
- + 6 campus : Caen, Le Havre, Paris, Dubaï, Dublin et Oxford
- + 800 intervenants professionnels extérieurs
- + 115 enseignants-chercheurs
- + 5 000 entreprises étroitement liées à la vie de l'École
- + Plus de 28 000 membres du Réseau Alumni EM Normandie regroupant étudiants et diplômés



LE PRINCIPE DU CHALLENGE

Les challenges correspondent à une pédagogie fondée sur l'alternance d'enseignements académiques et d'immersion en entreprise.

Vous soumettez à l'ensemble d'une promotion votre problématique d'entreprise.

Répartis en équipe de 3 ou 4 étudiants, ces derniers réalisent gratuitement un consulting, analysent, formalisent et vous soumettent des préconisations spécifiques. À vous ensuite de déterminer la meilleure équipe selon la pertinence et le pragmatisme de leurs recommandations.

En faisant preuve d'initiative, d'organisation et de diplomatie pour proposer des solutions pertinentes, les étudiants renforcent leurs compétences professionnelles.



LE DESCRIPTIF DU CHALLENGE

Afin d'accompagner une entreprise qui souhaite lancer une commercialisation de produits agroalimentaires, les étudiants (issus de formations d'ingénieurs et commerciales) devront proposer une étude de marché globale avec des recommandations.

Ce consulting peut être axé sur :

- 1- Analyse et veille des marchés alimentaires
 - Identification des filières, produits et marchés à suivre et analyse de l'attractivité de la filière
 - Choix et implémentation des outils de suivi et d'analyse (des consommateurs et clients, des tendances du marché, des activités des concurrents)
 - Organisation de la collecte, de l'analyse des données, de la production des résultats et de leur diffusion

2-Evaluation du potentiel des marchés alimentaires et des segments émergents



LES ENTREPRISES CONCERNÉES

Toute entreprise agissant sur des marchés agroalimentaires.

LE DÉROULEMENT

- 1 Définition du besoin avec l'entreprise
- 2 Rédaction du cahier des charges par l'entreprise et validation par l'École
- 3 Lancement du challenge
- 4 Déroulement du challenge et tutorats de suivi à l'École
- 5 Jury final : remise des préconisations et évaluation du travail des étudiants

ALLER PLUS LOIN

En vous connectant sur le site de l'École :

- + Consultez le calendrier de tous les projets de consulting proposés par l'École
- + Découvrez les autres services destinés aux entreprises

em-normandie.com

LES MOYENS

Le challenge est réalisé par les étudiants du MS Marketing, Communication et Ingénierie des Produits Agroalimentaires. Une formation co-construite en partenariat avec UniLaSalle à Rouen (École d'ingénieur spécialisée dans le domaine agroalimentaire).

Plusieurs équipes de 3 ou 4 étudiants disponibles sur une période bien définie, formés préalablement à la méthodologie et aux outils de communication spécifiques au secteur de l'agroalimentaire :

- Un tutorat assuré par le corps professoral : appui méthodologique et technique,
- Un accès aux différentes sources d'information disponibles à l'école.

VOS ENGAGEMENTS

- Compléter le cahier des charges,
- Orienter le travail des étudiants, en exigeant d'eux le comportement de professionnels,
- Mettre à disposition de l'équipe les informations nécessaires à la réussite du challenge,
- Prendre en charge les frais inhérents au challenge (frais de déplacements, hébergement et matériels si nécessaire),
- Evaluer l'implication, le comportement et le travail de chaque étudiant de l'équipe,
- Participer au lancement et au jury final du challenge.

NOS ENGAGEMENTS

- Analyser et valider le cahier des charges,
- Tutorer les étudiants,
- Garantir la gratuité du challenge,
- Garantir la confidentialité sur demande,
- Organiser le lancement et le jury final du mission.

CONTACT

Service Partenariats :

Mylène BREVILLE, Gaëlle CREY, Aurélien LETHUILIER
partenariats@em-normandie.fr



1871

EM

NORMANDIE
BUSINESS SCHOOL

PROPOSER UNE STRATÉGIE MARKETING ET/OU DE COMMUNICATION DIGITALE

DU 09 MARS AU 03 AVRIL 2026

Établir une stratégie axée digital pour des produits agroalimentaires.



Rouen (UniLaSalle)



MS Marketing, Communication et
Ingénierie des Produits Agroalimentaires
(en double diplôme)

LES + DE L'EM NORMANDIE

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Vous soumettez à l'ensemble d'une promotion votre problématique d'entreprise.

Répartis en équipe de 3 ou 4 étudiants, ces derniers réalisent gratuitement un consulting, analysent, formalisent et vous soumettent des préconisations spécifiques. À vous ensuite de déterminer la meilleure équipe selon la pertinence et le pragmatisme de leurs recommandations.

En faisant preuve d'initiative, d'organisation et de diplomatie pour proposer des solutions pertinentes, les étudiants renforcent leurs compétences professionnelles.



LE DESCRIPTIF DU CHALLENGE

C'est autour d'une problématique de marketing ou communication digitale que les étudiants (issus de formations d'ingénieurs et commerciales) seront amenée à proposer à l'entreprise une stratégie globale pour la commercialisation de produits agroalimentaires.



LES EXEMPLES DE CHALLENGES

- Proposer des nouveaux axes de communication pour un producteur de soupes fraîches.
- Préparer un plan marketing pour le lancement de produits de snacking.
- Analyse et formalisation d'un plan d'action pour dynamiser les ventes de produits régionaux sous label.
- Refonte de la politique de communication et commercialisation pour un producteur de spiriteux normands.
- Mise en place d'une nouvelle logique de marque pour une grande entreprise du secteur chocolatier.



LES ENTREPRISES CONCERNÉES

Toute entreprise agissant sur des marchés agroalimentaires.

LE DÉROULEMENT

- 1 Définition du besoin avec l'entreprise
- 2 Rédaction du cahier des charges par l'entreprise et validation par l'École
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- 4 Déroulement du challenge et tutorats de suivi à l'École
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em-normandie.com

LES MOYENS

Le challenge est réalisé par les étudiants du MS Marketing, Communication et Ingénierie des Produits Agroalimentaires. Une formation co-construite en partenariat avec UniLaSalle à Rouen (École d'ingénieur spécialisée dans le domaine agroalimentaire).

Plusieurs équipes de 3 ou 4 étudiants disponibles sur une période bien définie, formés préalablement à la méthodologie et aux outils de communication spécifiques au secteur de l'agroalimentaire :

- Un tutorat assuré par le corps professoral : appui méthodologique et technique,
- Un accès aux différentes sources d'information disponibles à l'école.

VOS ENGAGEMENTS

- Compléter le cahier des charges,
- Orienter le travail des étudiants, en exigeant d'eux le comportement de professionnels,
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- Prendre en charge les frais inhérents au challenge (frais de déplacements, hébergement et matériels si nécessaire),
- Evaluer l'implication, le comportement et le travail de chaque étudiant de l'équipe,
- Participer au lancement et au jury final du challenge.

NOS ENGAGEMENTS

- Analyser et valider le cahier des charges,
- Tutorer les étudiants,
- Garantir la gratuité du challenge,
- Garantir la confidentialité sur demande,
- Organiser le lancement et le jury final du mission.

CONTACT

Service Partenariats :

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partenariats@em-normandie.fr



S U J E T

INTERNATIONAL

1871

EM

NORMANDIE
BUSINESS SCHOOLINTERNATIONAL MARKETING
STRATEGYFROM 1ST OCTOBER TO 26 NOVEMBER 2025

Develop a corporate strategy focused primarily on marketing and adapted to an international context.



Paris-Clichy campus

International Bachelor in Business
Administration 2nd YearTHE OF EM NORMANDIE
BUSINESS SCHOOL

- + A Business School holder of many national and international accreditations: AACSB, AMBA, EQUIS, BSIS and French Conférence des Grandes Écoles
- + 6 campuses: Caen, Le Havre, Paris, Dubai, Dublin and Oxford
- + 800 external speakers
- + 115 lecturers
- + 5,000 partner companies
- + More than 28,000 members of the EM Normandie Alumni association



PRINCIPLES OF THE CHALLENGE

The challenge corresponds to a pedagogy based on the alternation of academic teaching and immersion in the company. **You submit your business problem to the entire class. Divided into teams of 3 or 4 students, they carry out free consulting, analyze, formalize and submit specific recommendations.**

Then, it is up to you to determine the best team according to the relevance and pragmatism of their recommendations. By showing initiative, organization and diplomacy to propose relevant solutions, the students reinforce their professional skills.

DESCRIPTION OF THE
CHALLENGE

It is around a strategic or more short-term oriented problem related to an international expansion of a company from France which wants to "go abroad" (or vice versa).

Each team of 3 or 4 students with different cultural backgrounds will have to elaborate on a company's (a) market entry strategy abroad and (b) their identification of most promising marketing mix elements to enable the successful market entering abroad.



EXAMPLES OF CHALLENGES

- To identify the market potential in selected countries for culturally rooted food products (such as specific French cheese) and prepare market entry strategies.
- To identify and adapt (or standardize) crucial marketing mix tools for alcoholic and non-beverages (such as spirits and juices from Mexico)



ELEGIBLE COMPANIES

Any firm in the private sector that wishes to develop on international markets. The Supervisor of the 'Challenge' must possess a fair command of English.

THE PROCESS

- 1 Defining the needs of the business organisation
- 2 Drafting of the specifications by the company and validation by the School
- 3 Challenge launch day
- 4 Challenge in progress and tutorials supervised by the School
- 5 Final Jury: Submission of recommendations and assessment of the students' work

GOING FURTHER

Visit the School's website:

- + Consult the calendar of all consulting projects offered by the School
- + Discover other services for companies

em-normandie.com

RESOURCES

Several teams of 3 to 4 students in the second year of International Bachelor in Business Administration, available over a well-defined period of time and who have been given courses beforehand in the methodology and management tools for international projects:

- Tutoring provided by the faculty: methodological and technical support,
- Access to the various sources of information available at the School.

YOUR COMMITMENTS

- Drawing up the specifications,
- Guide the students' work, requiring them to behave like professionals,
- Provide the team with the information necessary for the success of the challenge,
- Take charge of the expenses inherent to the challenge (travel expenses, accommodation and materials if necessary),
- Evaluate the involvement, behavior and work of each student on the team,
- Participate in the launch and final jury of the challenge.

OUR COMMITMENTS

- Analyse and validate the specifications,
- Give tutorials to the student teams,
- Guarantee a challenge free of charge,
- Guarantee confidentiality on demand,
- Organise the challenge launch day and final Jury.

CONTACT

Service Partenariats :

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partenariats@em-normandie.fr



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NORMANDIE
BUSINESS SCHOOLINTERNATIONAL BUSINESS AND
INTERCULTURAL MANAGEMENT

FROM 13 TO 24 OCTOBER 2025

To develop a marketing strategy for a foreign market (market research, analysis of marketing processes...).


 Le Havre campus


M2 International Business

THE OF EM NORMANDIE
BUSINESS SCHOOL

- + A Business School holder of many national and international accreditations: AACSB, AMBA, EQUIS, BSIS and French Conférence des Grandes Écoles
- + 6 campuses: Caen, Le Havre, Paris, Dubai, Dublin and Oxford
- + 800 external speakers
- + 115 lecturers
- + 5,000 partner companies
- + More than 28,000 members of the EM Normandie Alumni association



PRINCIPLES OF THE CHALLENGE

The challenge corresponds to a pedagogy based on the alternation of academic teaching and immersion in the company. **You submit your business problem to the entire class. Divided into teams of 3 or 4 students, they carry out free consulting, analyze, formalize and submit specific recommendations.**

Then, it is up to you to determine the best team according to the relevance and pragmatism of their recommendations. By showing initiative, organization and diplomacy to propose relevant solutions, the students reinforce their professional skills.

DESCRIPTION OF THE
CHALLENGE

This exercise will focus on a marketing issue and each team of 3 to 4 students will be called to recommend to the firm a full-scale international development strategy:

- Market study and recommendations to adapt the product to the expectations and constraints of the target market,
- Formulation of a marketing strategy for commercialization.



EXAMPLES OF CHALLENGES

- To prepare the complete set of importation steps for a line of herbal teas into Europe (identification of the distributors, logistics aspects, financial management of the operation and marketing plan),
- To organise the international drive of a Normandy start-up in the motorway services industry.



ELEGIBLE COMPANIES

Any firm in the private sector that wishes to develop on international markets. The Supervisor of the 'Challenge' must possess a fair command of English.

THE PROCESS

- 1 Defining the needs of the business organisation
- 2 Drafting of the specifications by the company and validation by the School
- 3 Challenge launch day
- 4 Challenge in progress and tutorials supervised by the School
- 5 Final Jury: Submission of recommendations and assessment of the students' work

GOING FURTHER

Visit the School's website:

- + Consult the calendar of all consulting projects offered by the School
- + Discover other services for companies

em-normandie.com



RESOURCES

Several teams of 3 to 4 Master's Year 2 International Business students available full-time for a period of 2 weeks who have been given courses beforehand in the methodology and management tools for international projects:

- Tutoring provided by the faculty: methodological and technical support,
- Access to the various sources of information available at the School.



YOUR COMMITMENTS

- Drawing up the specifications,
- Guide the students' work, requiring them to behave like professionals,
- Provide the team with the information necessary for the success of the challenge,
- Take charge of the expenses inherent to the challenge (travel expenses, accommodation and materials if necessary),
- Evaluate the involvement, behavior and work of each student on the team,
- Participate in the launch and final jury of the challenge.



OUR COMMITMENTS

- Analyse and validate the specifications,
- Give tutorials to the student teams,
- Guarantee a challenge free of charge,
- Guarantee confidentiality on demand,
- Organise the challenge launch day and final Jury.

CONTACT

Service Partenariats :

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partenariats@em-normandie.fr



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EM

NORMANDIE
BUSINESS SCHOOL

INTERNATIONAL MARKET STUDY

FROM 03 TO 14 NOVEMBER 2025

To carry out a market study commissioned by a company wishing to develop on a foreign market


 Caen campus

 M2/MSc International Marketing and Business Development
THE + OF EM NORMANDIE
BUSINESS SCHOOL

- + A Business School holder of many national and international accreditations: AACSB, AMBA, EQUIS, BSIS and French Conférence des Grandes Écoles
- + 6 campuses: Caen, Le Havre, Paris, Dubai, Dublin and Oxford
- + 800 external speakers
- + 115 lecturers
- + 5,000 partner companies
- + More than 28,000 members of the EM Normandie Alumni association

PRINCIPLES OF THE
CHALLENGE

The challenge corresponds to a pedagogy based on the alternation of academic teaching and immersion in the company. **You submit your business problem to the entire class. Divided into teams of 3 or 4 students, they carry out free consulting, analyze, formalize and submit specific recommendations.**

Then, it is up to you to determine the best team according to the relevance and pragmatism of their recommendations. By showing initiative, organization and diplomacy to propose relevant solutions, the students reinforce their professional skills.

DESCRIPTION OF THE
CHALLENGE

The objective of this challenge is to recommend solutions that can be directly implemented to develop new international markets. Students must analyse the target markets and submit to the company concrete recommendations as regards the selection of markets and distribution channels.



EXAMPLES OF CHALLENGES

- To advise a new French company in the textile industry on which country selection to target to launch a 'loungewear' line of clothing.
- To carry out for a major transport firm a feasibility study for setting up in Central Europe countries,
- To identify new markets and exports constraints for livestock products.



ELEGIBLE COMPANIES

Any structure wishing to prepare a marketing or communication strategy for a product or service aimed at a foreign country. The Supervisor must have a fair command of English.

THE PROCESS

- 1 Defining the needs of the business organisation
- 2 Drafting of the specifications by the company and validation by the School
- 3 Challenge launch day
- 4 Challenge in progress and tutorials supervised by the School
- 5 Final Jury: Submission of recommendations and assessment of the students' work

GOING FURTHER

Visit the School's website:

- + Consult the calendar of all consulting projects offered by the School
- + Discover other services for companies

em-normandie.com

RESOURCES

Several teams of 3 to 4 Master 2/MSc International Marketing and Business Development students available full-time for a period of 2 weeks who have been given a training beforehand in the methodology and management tools for international projects:

- Tutoring provided by the faculty: methodological and technical support,
- Access to the various sources of information available at the School.

YOUR COMMITMENTS

- Drawing up the specifications,
- Guide the students' work, requiring them to behave like professionals,
- Provide the team with the information necessary for the success of the challenge,
- Take charge of the expenses inherent to the challenge (travel expenses, accommodation and materials if necessary),
- Evaluate the involvement, behavior and work of each student on the team,
- Participate in the launch and final jury of the challenge.

OUR COMMITMENTS

- Analyse and validate the specifications,
- Give tutorials to the student teams,
- Guarantee a challenge free of charge,
- Guarantee confidentiality on demand,
- Organise the challenge launch day and final Jury.

CONTACT

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EM

NORMANDIE
BUSINESS SCHOOL

INTERNATIONAL SALES STRATEGY

FROM 14 NOVEMBER TO 8 DECEMBER 2025

Develop a sales strategy adapted to an international context, integrating marketing, logistics, financial and commercial aspects.



Paris-Clichy campus



International Bachelor in Business
Administration 3rd Year

THE + OF EM NORMANDIE
BUSINESS SCHOOL

- + A Business School holder of many national and international accreditations: AACSB, AMBA, EQUIS, BSIS and French Conférence des Grandes Écoles
- + 6 campuses: Caen, Le Havre, Paris, Dubai, Dublin and Oxford
- + 800 external speakers
- + 115 lecturers
- + 5,000 partner companies
- + More than 28,000 members of the EM Normandie Alumni association



PRINCIPLES OF THE CHALLENGE

The challenge corresponds to a pedagogy based on the alternation of academic teaching and immersion in the company. **You submit your business problem to the entire class. Divided into teams of 3 or 4 students, they carry out free consulting, analyze, formalize and submit specific recommendations.**

Then, it is up to you to determine the best team according to the relevance and pragmatism of their recommendations. By showing initiative, organization and diplomacy to propose relevant solutions, the students reinforce their professional skills.

DESCRIPTION OF THE
CHALLENGE

The aim of the challenge is to carry out a marketing analysis to develop and expand a product or service in an international market. The students' study may involve :

- Testing a new service/product concept and proposing a marketing strategy.
- Evaluating the brand (awareness/image)
- Pre-test communication
- Evaluating customer satisfaction
- Define a sales price
- Use statistical methods (e.g. classifications) to segment a customer portfolio and propose a targeting/positioning strategy.



EXAMPLES OF CHALLENGES

Consulting can also be based on responsible marketing issues:

- How do consumers perceive the brand's environmental initiatives?
- How do consumers perceive the brand's inclusive marketing initiatives?
- Test responsible communication campaigns (e.g. inclusive or environmental actions). Measure effects on brand image, brand attitudes, purchase intentions, etc.)
- Survey of needs and expectations among minority customer groups (people with disabilities, people living in poverty, LGBTQIA+ people) > requires access to targets.

THE PROCESS

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- 2 Drafting of the specifications by the company and validation by the School
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- 4 Challenge in progress and tutorials supervised by the School
- 5 Final Jury: Submission of recommendations and assessment of the students' work

GOING FURTHER

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- + Discover other services for companies

em-normandie.com

ELEGIBLE COMPANIES

Any company that wishes to initiate a sustainable internationalisation approach. The 'Challenge' Supervisor must possess a fair command of English.

RESOURCES

Several teams of 3 to 4 students in the third year of International Bachelor in Business Administration, available over a well-defined period of time and who have been given courses beforehand in the methodology and management tools for international projects:

- Tutoring provided by the faculty: methodological and technical support,
- Access to the various sources of information available at the School.

YOUR COMMITMENTS

- Drawing up the specifications,
- Guide the students' work, requiring them to behave like professionals,
- Provide the team with the information necessary for the success of the challenge,
- Take charge of the expenses inherent to the challenge (travel expenses, accommodation and materials if necessary),
- Evaluate the involvement, behavior and work of each student on the team,
- Participate in the launch and final jury of the challenge.

OUR COMMITMENTS

- Analyse and validate the specifications,
- Give tutorials to the student teams,
- Guarantee a challenge free of charge,
- Guarantee confidentiality on demand,
- Organise the challenge launch day and final Jury.

CONTACT

Service Partenariats :

Myène BREVILLE, Gaëlle CREY, Aurélien LETHUILIER
partenariats@em-normandie.fr



1871

EM

NORMANDIE
BUSINESS SCHOOLGLOBAL MARKETING, FINANCE
AND OPERATIONS

FROM 16 TO 27 FEBRUARY 2026

To develop a global marketing, financial and operational strategy to establish the company in a foreign market.



Le Havre campus



Master 2 International Business

THE + OF EM NORMANDIE
BUSINESS SCHOOL

- + A Business School holder of many national and international accreditations: AACSB, AMBA, EQUIS, BSIS and French Conférence des Grandes Écoles
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- + 115 lecturers
- + 5,000 partner companies
- + More than 28,000 members of the EM Normandie Alumni association



PRINCIPLES OF A CHALLENGE

The challenge corresponds to a pedagogy based on the alternation of academic teaching and immersion in the company. **You submit your business problem to the entire class. Divided into teams of 3 or 4 students, they carry out free consulting, analyze, formalize and submit specific recommendations.**

Then, it is up to you to determine the best team according to the relevance and pragmatism of their recommendations. By showing initiative, organization and diplomacy to propose relevant solutions, the students reinforce their professional skills.

DESCRIPTION OF THE
CHALLENGE

It is around a general problem that each team of 3 or 4 students will have to provide a complete work on the elaboration of a global strategy for the implementation of a company abroad (including marketing analysis, financial and organizational impact measures, logistic aspects...).

- Recommendations to adapt the product to the expectations and constraints of the target market (market study and communication strategy),
- Identification of potential partners for the commercialization strategy,
- Identification of the fastest, safest or cheapest logistics channels.



EXAMPLES OF CHALLENGES

- To prepare the complete set of importation steps for a line of herbal teas into Europe (identification of the distributors, logistics aspects, financial management of the operation and marketing plan),
- To organise the international drive of a Normandy start-up in the motorway services industry.



ELEGIBLE COMPANIES

Any firm in the private sector that wishes to develop on international markets. The Supervisor of the 'Challenge' must possess a fair command of English.

THE PROCESS

- 1 Defining the needs of the business organisation
- 2 Drafting of the specifications by the company and validation by the School
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GOING FURTHER

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- + Discover other services for companies

em-normandie.com



RESOURCES

Several teams of 3 to 4 Master's Year 2 International Business students available full-time for a period of 2 weeks who have been given courses beforehand in the methodology and management tools for international projects:

- Tutoring provided by the faculty: methodological and technical support,
- Access to the various sources of information available at the School.



YOUR COMMITMENTS

- Drawing up the specifications,
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- Evaluate the involvement, behavior and work of each student on the team,
- Participate in the launch and final jury of the challenge.



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- Give tutorials to the student teams,
- Guarantee a challenge free of charge,
- Guarantee confidentiality on demand,
- Organise the challenge launch day and final Jury.

CONTACT

Service Partenariats :

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partenariats@em-normandie.fr



1871

EM

NORMANDIE
BUSINESS SCHOOL

INTERNATIONAL BUSINESS

FROM 23 MARCH TO 1ST APRIL 2026

To develop a business strategy (marketing, sales, communication...) adapted to an international context



Le Havre campus



Bachelor International Management
2nd Year

THE + OF EM NORMANDIE
BUSINESS SCHOOL

- + A Business School holder of many national and international accreditations: AACSB, AMBA, EQUIS, BSIS and French Conférence des Grandes Écoles
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Then, it is up to you to determine the best team according to the relevance and pragmatism of their recommendations. By showing initiative, organization and diplomacy to propose relevant solutions, the students reinforce their professional skills.



DESCRIPTION OF THE CHALLENGE

This exercise focuses on a full-scale international development issue and each team will be called to work on devising a communication strategy to set up on a foreign market.



EXAMPLES OF CHALLENGES

- To develop a full-scale strategy for setting up a subsidiary abroad: to take into account the cultural environment, the local and specific market consumers purchase habits in order to define a target and an effective communication plan.
- To prepare from A to Z the launching of a product in a foreign country: Intercultural elements are to be integrated into the marketing mix variables.



ELEGIBLE COMPANIES

Any company that wishes to initiate a sustainable internationalisation approach. The 'Challenge' Supervisor must possess a fair command of English.

THE PROCESS

- 1 Defining the needs of the business organisation
- 2 Drafting of the specifications by the company and validation by the School
- 3 Challenge launch day
- 4 Challenge in progress and tutorials supervised by the School
- 5 Final Jury: Submission of recommendations and assessment of the students' work

GOING FURTHER

Visit the School's website:

- + Consult the calendar of all consulting projects offered by the School
- + Discover other services for companies

em-normandie.com

RESOURCES

Several teams of 3 to 4 students in the second year of Bachelor International Management, available over a well-defined period of time and who have been given courses beforehand in the methodology and management tools for international projects:

- Tutoring provided by the faculty: methodological and technical support,
- Access to the various sources of information available at the School.

YOUR COMMITMENTS

- Drawing up the specifications,
- Guide the students' work, requiring them to behave like professionals,
- Provide the team with the information necessary for the success of the challenge,
- Take charge of the expenses inherent to the challenge (travel expenses, accommodation and materials if necessary),
- Evaluate the involvement, behavior and work of each student on the team,
- Participate in the launch and final jury of the challenge.

OUR COMMITMENTS

- Analyse and validate the specifications,
- Give tutorials to the student teams,
- Guarantee a challenge free of charge,
- Guarantee confidentiality on demand,
- Organise the challenge launch day and final Jury.

CONTACT

Service Partenariats :

Mylène BREVILLE, Gaëlle CREY, Aurélien LETHUILIER
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S U J E T

RSE

1871



NORMANDIE
BUSINESS SCHOOL

MISSION-DRIVEN BUSINESS ENTREPRISE A IMPACT

OCTOBER 2025

Develop a sustainable strategy (CSR, responsible marketing, ecological transition, etc.)



Clichy campus



M2/ MSc Sustainable Business Strategy

THE OF EM NORMANDIE BUSINESS SCHOOL

- + A Business School holder of many national and international accreditations: AACSB, AMBA, EQUIS, BSIS and French Conférence des Grandes Écoles
- + 6 campuses: Caen, Le Havre, Paris, Dubai, Dublin and Oxford
- + 800 external speakers
- + 115 lecturers
- + 5,000 partner companies
- + More than 28,000 members of the EM Normandie Alumni association



PRINCIPLES OF THE CHALLENGE

The challenge corresponds to a pedagogy based on the alternation of academic teaching and immersion in the company. **You submit your business problem to the entire class. Divided into teams of 3 or 4 students, they carry out free consulting, analyze, formalize and submit specific recommendations.**

Then, it is up to you to determine the best team according to the relevance and pragmatism of their recommendations. By showing initiative, organization and diplomacy to propose relevant solutions, the students reinforce their professional skills.



DESCRIPTION OF THE CHALLENGE

This exercise will focus on a The aim is to propose a concrete issue linked to sustainable strategy (CSR, responsible marketing, ecological transition, etc.) to which the students will bring a strategic, structured and innovative perspective.



ELEGIBLE COMPANIES

Any company, regardless of its industry, that is committed—or looking to commit—to a CSR approach, sustainable transition, or responsible strategy is welcome to propose a consulting project to our students. Whether you're rethinking a product or service offering to make it more sustainable, integrating ESG criteria, adapting your business model in response to environmental transitions, or evolving your brand communication, our students will provide a structured, innovative, and strategic perspective.

In a context of regulatory, social, and economic transformation, this project allows companies to benefit from fresh and informed insights, while offering students the opportunity to apply their managerial and behavioral skills to real-world challenges.

THE PROCESS

- 1 Defining the needs of the business organisation
- 2 Drafting of the specifications by the company and validation by the School
- 3 Challenge launch day
- 4 Challenge in progress and tutorials supervised by the School
- 5 Final Jury: Submission of recommendations and assessment of the students' work

GOING FURTHER

Visit the School's website:

- + Consult the calendar of all consulting projects offered by the School
- + Discover other services for companies

em-normandie.com



RESOURCES

Several teams of 3 to 4 Master's Year 2/MSc Sustainable Business Strategy students available full-time for a period of 1 month who have been given courses beforehand in the methodology and management tools for international projects:

- Tutoring provided by the faculty: methodological and technical support,
- Access to the various sources of information available at the School.



YOUR COMMITMENTS

- Drawing up the specifications,
- Guide the students' work, requiring them to behave like professionals,
- Provide the team with the information necessary for the success of the challenge,
- Take charge of the expenses inherent to the challenge (travel expenses, accommodation and materials if necessary),
- Evaluate the involvement, behavior and work of each student on the team,
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NORMANDIE
BUSINESS SCHOOL

PROJET RESPONSABLE

CAEN, PARIS, DUBLIN, DUBAÏ ET OXFORD

Etablir un diagnostic et des recommandations relatifs à l'intégration des ODD au sein d'organisations engagées.

LES + DU PROJET
RESPONSABLE

- Appui méthodologique des professeurs de l'École auprès des étudiants
- Accès aux ressources de la médiathèque
- Mise en avant de votre marque employeur
- Gratuité

LES + DE L'EM NORMANDIE

- + Une Grande École de Commerce qui détient de nombreuses accréditations nationales et internationales : AACSB, AMBA, EQUIS, BSIS et Conférence des Grandes Écoles.
- + 6 campus : Caen, Le Havre, Paris, Dubaï, Dublin et Oxford
- + Plus de 800 intervenants professionnels
- + Près de 500 collaborateurs permanents (dont +130 enseignants-chercheurs).
- + 5 000 entreprises étroitement liées à l'École.
- + Plus de 28 000 membres de l'association Alumni EM Normandie, regroupant étudiants et diplômés.



PRÉSENTATION DU PROJET

Le Projet Responsable se déroule selon un **concours** qui demande aux étudiants de l'EM Normandie de travailler sur une analyse relative à la démarche d'intégration **des Objectifs de Développement Durable (ODD*** : définis par l'ONU) au sein d'entreprises souhaitant s'engager en matière de Développement Durable (DD) et de Responsabilité Sociétale (RS).

En travaillant sur des cas concrets, les étudiants établiront un diagnostic et proposeront des recommandations d'actions à développer au sein des organisations.

Le Projet Responsable concerne les étudiants de 3^{ème} année du Programme Grande École de l'EM Normandie, sur les campus de Caen, Paris, Dublin, Dubaï et Oxford. Plusieurs équipes de 4/5 étudiants travailleront sur un même sujet.

Une sélection des meilleurs dossiers est prévue afin de déterminer les équipes finalistes qui présenteront leur projet devant un jury.

*voir précision du contexte en page 2**



LES OBJECTIFS

Les étudiants devront répondre aux questions suivantes :

1. Comment les ODD peuvent être identifiés dans la démarche DD et RS de l'entreprise/organisation (état des lieux, leviers, obstacles) ?
2. Quelles recommandations d'actions peuvent être présentées pour mieux intégrer ou compléter l'intégration de ces ODD ?



LES ÉTAPES DU CONCOURS

1. Définition du besoin avec l'entreprise/organisation ;
2. Rédaction du cahier des charges par l'entreprise/organisation et validation par l'École ;
3. Date à venir (Février 2026) : lancement du concours, présentation des sujets aux étudiants ;
4. Déroulement du concours et coachings réalisés à l'École et en visio ;
5. Date à venir (Avril 2026) : restitution orale de chaque groupe devant le tuteur école et l'entreprise (selon ses disponibilités), puis sélection des meilleurs groupes/sujets qui participeront à la finale, devant un jury composé de représentants de l'EM Normandie et des partenaires du concours ;
6. Final : Sélection des vainqueurs et remises des prix en présence d'un jury hybride (composé de représentants de l'École et des entreprises partenaires). La Fondation EM Normandie remettra également un prix à deux associations choisies par les deux équipes gagnantes. Vous êtes invités à participer à cette cérémonie qui vous offrira l'occasion de rencontrer nos étudiants lors d'un moment d'échange dédié.



VOS ENGAGEMENTS

- Compléter le cahier des charges
- Orienter le travail des étudiants, en exigeant d'eux le comportement de professionnels
- Mettre à disposition de l'équipe les informations nécessaires à la réussite du concours
- Être disponibles pour répondre aux questions des étudiants et les orienter dans leurs travaux
- Participer au jury final du concours et la remise des prix



NOS ENGAGEMENTS

- Analyser et valider le cahier des charges
- Coacher les étudiants
- Garantir la confidentialité sur demande
- Organiser le lancement et le jury final du projet

ALLER PLUS LOIN

En vous connectant sur le site de l'École :

- + Consultez le calendrier de tous les projets de consulting proposés par l'EM Normandie
- + Découvrez les autres services destinés aux entreprises

em-normandie.com



PRÉCISION DU CONTEXTE

QUE SONT LES 17 ODD DE L'ONU ?

Les « Objectifs de Développement Durable », les ODD, désignent les 17 objectifs établis par les 193 États membres des Nations Unies et qui sont rassemblés dans l'Agenda 2030.

Les cibles sont communes à tous les pays engagés. Elles répondent aux objectifs généraux suivants : Eradiquer la pauvreté, Protéger la planète, Garantir la prospérité pour tous.



QU'EST-CE QUE LE GLOBAL COMPACT ?

Le **Global Compact** propose un cadre d'engagement simple, universel et volontaire, qui s'articule autour de dix principes relatifs au respect des Droits Humains, aux normes internationales du travail, à l'environnement et à la lutte contre la corruption.

EXEMPLES D'ENJEUX POUR LES ENTREPRISES :

- ODD 1 : Lutter contre l'exclusion à l'embauche en ayant des processus adaptés.
- ODD 2 : Monter un partenariat avec des structures de valorisation des déchets ou des surplus alimentaires.
- ODD 4 : Proposer de l'alternance, des stages, des formations et tout autre moyen de développer des aptitudes professionnelles, notamment des populations vulnérables et des jeunes.
- ODD 9 : Mettre en œuvre une démarche d'économie circulaire.
- ODD 11 : Développer les collaborations sociales, économiques et environnementales entre les centres urbains et les périphéries.
- ODD 12 : Optimiser la logistique et favoriser les transports durables.
- ODD 13 : Mettre en place un plan de déplacement entreprise et faire un bilan carbone.
- ODD 15 : Préservation des ressources (gestion des déchets).

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Plus d'informations sur em-normandie.fr