



EDHEC OPEN INNOVATION

Q&A



CASE STUDY

ORGANISATION

FINAL

- **Competition?**

Every year, this happens. We position you on different days to avoid getting in each other's way. Hence the importance of knowing which subject you want to work on, in order to limit the risks of confrontation.

- **My tools?**

A kit of documents and the support of your school contact / educational referent throughout the seminar.

- **Choice of the students?**

Students choose you on the basis of your brief. You need an attractive and clear case to attract the best profiles.

- **Confidentiality of the treated cases?**

Your case will be treated publicly in plenary and final.

- **How long does it take?**

It takes a maximum of half a day to define and structure your case. It will be reviewed and validated by our EDHEC educational coordinator.

- **May I use an existing case?**

YES, YOU CAN. You will have to adapt it to the EDHEC teaching format and simplify it if necessary with the help of our EDHEC teaching coordinator.



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• How many students?

On average 35 students per company (adjusted according to the number of participating companies.) The working groups are made up of 4 to 5 students.

• Is English required?

YES. The Master's programme is delivered in English. It is recommended that you are fluent in English even if you do not practice it regularly.

• Is the preparatory breakfast essential?

YES. To start preparing your case study together in accordance with the pedagogical framework and to organise your retroplanning.

In person or by streaming.

(And also: to answer all your practical questions, to meet the EDHEC team, the other partner companies...).

• Videoconference?

Is it important for the manager to lead the videoconference? Yes.

This is the only opportunity before the semi-final to interact with all his teams, to rectify or clarify his expectations, to stimulate the students to deepen their solution. It is an intense exercise that needs to be prepared because the teams are in rapid sequence. We recommend that you do not delegate this exchange. Do not hesitate to exchange emails with the students at the end of the exchange so that everyone has the same level of information or tailor-made insights.

• Presentation video?

This is often used, but is not compulsory. It is shown to your teams during the preparatory TD in February. It inaugurates the challenge, introduces you and sets the stage for the topic. No need for a professional video, a simple smartphone capture can suffice. Showcase your logo, your premises in the background, if you can.



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• Who is involved?

An HR person, alone or in tandem with one or more operational staff. If HR is not present, make sure that your offers are accessible or that the operational staff have elements to capitalise on your participation in the seminar.



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- **Who participates in the final?**

The 2 managers who are accompanying their teams and the person in charge of campus management.

The audience is made up of students, companies, coaches and teachers.

A jury will select the best pitches from the finalist teams and award them a prize from several categories.

- **Goodies or not goodies?**

Optional, but it is a very strong driver to attract and motivate students, who are on the lookout for brands. Also think of the «reward» basket for the winning team!