



EMBA-2224-517-Advisory Lab		
Name of lecturer(s) & Email Laurent GHEERAERT laurent.gheeraert@solvay.edu	Level, Status, Timing Level 2 & 3 Elective Between 01-12-23 and 30-05-24	ECTS, CH & HW/GW*, Online 9 15 & 255 0
Description of the course unit The Advisory Lab, or International Business Field Projects (IBFP), is an integrative course. It consists of conducting an advisory project for a Client in a provider-client relationship with the support of an experienced professional project manager (Coach) and dedicated faculty (Supervisor). Teams of 2 to 4 Participants are assigned to projects based on the best combination of skills for the project. Participants' preferences and development needs. Topics can be extremely diverse in nature and stand high on the company's management agenda. Examples of topics include strategy, organization, operations, process design, digital innovation, sustainability, green marketing, talent management, employer branding, data management, business model generation and testing, business intelligence.		
Course unit Chapters <ul style="list-style-type: none"> • Projects finding and scoping • Allocation of teams • Kick-off meeting • Dry-run of the mid-term presentation • Mid-term presentation • Dry-run of the final presentation • Final presentation 		
Learning outcomes of the course unit <ol style="list-style-type: none"> 1. Manage and satisfy a Client 2. Analyze a corporate problem using a clearly defined methodology, and propose relevant and concrete solutions to a Client 3. Manage executive communication 4. Conduct a management project 5. Organize team work taking advantage of all strengths of a team 6. Interact efficiently and professionally with project stakeholders 7. Learn and adapt to various inputs and conditions throughout a project 		
Teaching Methods Problem-based learning, Project-based learning, Role plays and simulation	Learning Activities Project	
Learning Objectives (Check Academic Rules & Regulations) <ul style="list-style-type: none"> • Learning Objective 1.1: Mastery • Learning Objective 1.2: Mastery • Learning Objective 2.1: Mastery • Learning Objective 2.2: Not covered • Learning Objective 3.1: Mastery • Learning Objective 3.2: Reinforcement 	Assessment methodology / Students Use of Time and Load Group assignment <ul style="list-style-type: none"> • weight 100% • workload estimated = 255 hours • due 30-05-24 	
Evaluation scale 0-20		
Contribution to the Sustainable Development Initiative Careful choice of projects and course evaluation (integrating the dimensions of critical thinking, innovation and sustainability)		
Asynchronous Learning Material (Coursera) Non applicable		
Readings Required Non applicable Recommended Non applicable		

Notice: The information available in the course outline is subject to change. Please keep yourself informed at all times by regularly checking your Front Office Portal hosted on Canvas.

*CH - Contact Hours, HW - Homework, GW - Group Work

** Learning Objectives are available in the [Lifelong Learner's Handbook](#)