A Unique Learning Experience

“The ASP program was an amazing experience: a very complete and unique one. Thanks to the ASP program, ESSEC gave me the opportunity to work in a totally different environment, very different from what I had experienced before. It was a chance for me to work with an Indian company based in Kolkata, in an Indian environment, a 100% Indian culture! I had the chance to collaborate with very interesting people. I exchanged with them. I learnt from them. Retrospectively, I would say that learning while being on internship in any European or even American big company is something great, but learning from a small Asian company, coping with local specificities and working habits is something completely different. I do encourage anyone who has the opportunity to enroll in such a program to do it without any hesitation!”

— Lamia Berrahma, MSc Student, Global Manager in Asia Program

“The ASP was a perfect way to deepen and experience what I had learned during the GMA program. The GMA gave me a first exposure to Asia’s cultures and societies, geopolitical and sustainable development issues, and enabled me to improve skills such as negotiating business deals in China. During the ASP experience, I helped an organization face one of India’s most pressing social challenges: housing for the poorest parts of Indian society.”

— Julia Héry - MSc Student, ESSEC Business School

“The ASP program is a great professional and personal experience. It offers a unique opportunity to discover from within the culture and business environment of an Asian country and to learn through practicing the essential skills of a consultant. The program is truly professional in the sense that you have the chance to match the academic knowledge acquired in Singapore with the reality of the field in some other Asian countries. As a student I find it amazing to be able to work on strategic issues for an Asian firm. For instance, we worked for a Chinese technology firm based in Shanghai and we were directly in contact with the top management of the company which made us feel like we were part of their team. You definitely get a deep understanding of the local business specificities. The experience is also very fulfilling on the personal side because you live for a whole month in the given country where you discover the culture and make new friends.”

— Charles Zare, MSc Student, Global Manager in Asia Program

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Asian Strategy Project (ASP)

The Asian Strategy Project (ASP) is a three-month consulting project provided in partnership with Capgemini Consulting. It is offered at the ESSEC Asia-Pacific campus in Singapore to final year students of the ESSEC Master of Science in Management. Students are given the opportunity to develop their understanding of new business models in an Asian emerging country by working on a real strategic business issue faced by a company or organization. The ASP was launched in 2010.

As a prerequisite to the ASP, students participate in a three-month Global Manager in Asia (GMA) program. The GMA is organized around a series of courses that focus on different aspects of doing business in Asia.

Select cases from previous editions of the Asian Strategy Project have also been published in a book titled, "Experiencing Innovation in Asia: Cases in Business Model Development" with the aim of creating a repository of knowledge for business students, teachers and professionals who wish to learn more about innovative business models in Asia.

The ESSEC Master of Science in Management is a selective program open to brilliant minds, allowing students to design their own study plan by selecting and planning their courses, seminars and professional experiences every term. This program has been training elites for more than 100 years and is ranked number 3 worldwide by the Financial Times.

A Unique Blend of Professional and Academic Training

The “Learning-by-Doing” Concept

Key Benefits for Students

- Learn about innovative business models in emerging countries such as Cambodia, China, India, Indonesia, Laos, Myanmar, Philippines and Vietnam
- Develop research and consulting skills applied to the Asian context
- Complement learnt concepts with on-field experiences
- Learn how to work as a team in order to foster professional competencies like autonomy, responsibility and creativity

A Six-month Program on New Business Models in Asia

The Three Phases of the ASP

1. Preparation
   - Training on consulting skills and case writing by Capgemini consultants
   - Students select a project and form teams
   - Analysis of the brief and identification of research hypotheses
   - Initial desk research

2. Field Work
   - Field research based in the client’s office
   - Interviews of key stakeholders
   - Evaluation and validation of working hypotheses
   - More than 60 consultants involved in 5 years

3. Drafting Phase & Final Presentation
   - An extensive business analysis and customized recommendations
   - A complete case study on the innovative dimension of the business model studied
   - Presented to a jury comprised of the ESSEC faculty, external consultants and executives from the company or organization

Components of the ASP

- Students are supervised by an ESSEC faculty
- They are trained in case study writing
- Each team drafts a case study. These cases are later used by professors in class as teaching material

Examples of Previous ASP Editions

- Danone Nutricia — “Design a Strategy to Revive the Brand Farex”
- Mozart — “Launching a Mobile Game in the Middle East and North Africa”
- Obsetee — “Entry Strategy for International Businesses. Focus on Obsetee’s Expansion in Europe”
- Pour un Sourire d’Enfant (PSE) — “How Can PSE Institute Involve its Alumni to Achieve Financial Sustainability?”
- Renault China — “The Challenge of Increasing Brand Awareness”
- StarryMedia — “Bridging the Gap between Innovation and Market Needs”
- Veolia Water India — “Bringing a 24/7 Water Supply to the People of Karnataka”