

HEC
PARIS

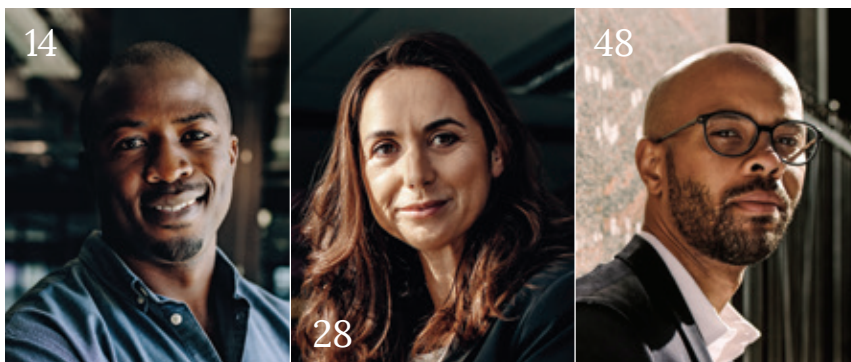
EXECUTIVE EDUCATION

2021

**A SELECTION OF ENGLISH PROGRAMS
FOR SENIOR MANAGERS AND EXECUTIVES**

Contents

A selection of English programs for senior managers and executives



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HEC Paris

1881 

Founding of HEC Paris

125 

Academic partners in 46 countries

8 000 

Participants in our Executive Education programs per year

60 000 

Alumni in 150 countries

111 

Nationalities represented

#2 WORLDWIDE

*in Executive Education
Financial Times Rankings 2020*

An overview of HEC Paris



Eloïc Peyrache,
Dean of Programs HEC Paris

Founded in 1881 by the Paris Chamber of Commerce and Industry, HEC Paris has consistently been driven by three core values: academic excellence, a strong sense of community and a commitment to serving society. Thanks to these values, the school has become one of the leading business schools in the world and is recognized as such in the most demanding international rankings.

Its mission is threefold: to train a wide range of high-potential profiles at the highest level, to actively participate in the development of new knowledge in management and to have a positive and significant impact on the world around us.



Anne-Valérie Corboz-Ohlsson
Associate Dean,
HEC Paris Executive Education

Strategic Partnerships and Innovative Faculty

UNIVERSITY NETWORK

HEC Paris works closely with other leading global institutions throughout the world. These partnerships allow students, for example, to benefit from double degrees with MIT (United States), Yale (United States), Tsinghua (China) as well as TUM (Germany). We offer joint degrees with institutions such as New York University (United States) or the London School of Economics (United Kingdom). HEC Paris also collaborates on many themes that are key to technological, economic and social transformation by partnering, for example, with the Institut Polytechnique de Paris to create the Hi! Paris Center, which focuses on the challenges of AI and data sciences.

FACULTY & RESEARCH

One of the missions of HEC Paris is to play an active role in developing and disseminating knowledge that will change the world. Our faculty is therefore at the heart of this mission. With more than one hundred research professors from around thirty countries, the faculty carries out internationally recognized research work in all the major disciplines of management. The diversity and quality of their work reflect the open-mindedness and intellectual standards of HEC Paris. They enable us to constantly push back the frontiers of knowledge, develop all the programs offered by HEC Paris to companies and influence public debate.

CHAIRS & CENTERS

Maintaining very close and lasting connections with companies is at the very core of the DNA of the HEC Paris group. Companies recruit outstanding students from all over the world on campus, and many of them also commit themselves to deeper relationships by funding chairs or joining a specific impact center/institute of HEC Paris:

- The HEC Paris Societies & Organizations (S&O) Institute, which is the leading interdisciplinary center in Europe, and whose members place major societal issues (a sense of meaning, environment and inequalities) at the heart of their research and teaching.
- The Hi! Paris Center (a partnership between HEC Paris and Institut Polytechnique de Paris) whose objective is to enrich programs, research and the scientific and economic world by focusing on the challenges of data sciences and Artificial Intelligence.
- The HEC Paris Innovation and Entrepreneurship Center, which not only promotes the creation of businesses in all areas of the economy, through its programs, its state-of-the-art incubator and its accelerator, but also provides companies with support in the management of their internal innovation projects regardless of their sector of activity.

CAREER CENTER

HEC Paris works closely with the Career Center to provide a personal and professional development offering.

The three-step approach: knowing yourself, knowing the market and matching your profile to the market, enables **HEC Paris participants** to execute their career plan based on self-awareness and sound knowledge of the executive job market. They also have access to **events, workshops and personalized career coaching sessions** to help them transform or accelerate their career or embark on their own business venture.



Why choose HEC Paris Executive Education?

Supporting you or your company in the development of knowledge and new skills and determining how we can all innovate together, now makes more sense than ever before.

In this particularly difficult economic context and in a transformed world of work with constantly evolving practices, lifelong learning remains and will continue to be a powerful ally for executives, managers, directors and organizations, to shape the society of tomorrow and contribute to a better, more thoughtful, responsible and sustainable world.

As an academic institution with close ties to the corporate world, we can provide you with the means to carry out your projects and develop the performance, the ability to innovate and the agility of your teams.

International presence

HEC Paris has partnered with many leading universities and business schools from around the world to enhance the cross-cultural and global scope of its programs.

- **In France**, HEC Paris programs are run on three sites: **the Campus** and **the Château**, located in **Jouy-en-Josas** as well as the **Champerret site**, in **Paris**.
- HEC Paris joined the Qatar Foundation in 2010 and offers a range of programs for managers and executives in **the Middle East**.
- **In Africa**, HEC Paris offers programs for managers in both the public and private sectors and for company leaders.
- HEC Paris has been present **in China since 1984**, and is actively supported by its local academic partners and a strong Alumni network.
- HEC Paris offers high-level programs to companies throughout the world - London, Berlin, Beijing, New York, Tokyo, Abidjan...



Mission & values

DEVELOPING TALENTS, ORGANIZATIONS AND IDEAS

As one of the most prestigious business schools in the world, our core mission is to contribute to a more prosperous and inclusive world by enabling men, women, and companies to surpass themselves and achieve high-level performance.

MEASURING TANGIBLE IMPACT

We work in close partnership with our corporate clients and participants to ensure that our programs provide tangible and measurable results and bring about real transformation for both companies and individuals.

CULTIVATING DIVERSITY AND OPEN-MINDEDNESS

The rich professional and cultural diversity of all our participants and faculty has a major impact on our collaborative and inclusive learning approach, and is a constant source of inspiration.

DEVELOPING PROXIMITY

We forge close and long-lasting relationships with our corporate clients and participants. Having an in-depth understanding of their specific needs and challenges allows us to co-develop the most appropriate and impactful learning journey.

The Community of HEC Paris

Management programs at HEC Paris are all about sharing and learning from others. Our highly diverse and exclusive network of over 60,000 HEC Alumni provides you with business opportunities and unlimited possibilities to exchange and share best practices with like-minded peers worldwide.



An influential global network

HEC ALUMNI

Founded in **1883**, the HEC Alumni association is open to all **HEC Paris graduates (Masters, EMBA and TRIUM programs)**. With over **60,000 graduates**, this prestigious network is one of the largest in Europe, providing support for HEC Paris Alumni throughout their careers by giving them lifelong Alumnus status. The network offers:

- Over **1,000** events every year
- **50** professional clubs and 78 chapters worldwide
- **50,000** job offers a year
- A bi-monthly magazine: **'HEC Stories'**
- **Monthly meetings** with key opinion leaders
- **Career support** and development services
- Reductions on Executive Education programs with the Infinity Pass

EXECUTIVE CLUB BY HEC PARIS

This network of excellence is reserved for company leaders and aims to support all former participants in HEC Paris programs throughout their professional lives. Within a single ecosystem, it brings together all the necessary services for sharing good managerial, entrepreneurial and societal practices. Its goal is to encourage discussion between peers and to promote the spirit and values of HEC Paris. It offers its members:

- **A business community**, which runs **workshops** led by professors from HEC Paris on a variety of topics
- **Conferences** in different countries, regions and cities
- **Newsletters** and articles written by HEC Paris professors
- **HEC Paris Community meeting**

HEC EXECUTIVE COMMUNITY

This **10,000 strong network** is open to all participants who have completed programs of **10 or more days (Certificate & Short programs)**. It supplements the range of services provided by the HEC Alumni Association and enables participants to maintain valuable, lasting relationships with the institution. The community provides:

- After-work events throughout the year
- Theme-based evening events
- Conferences on the latest innovations in management
- Conferences with high-profile speakers from the world of culture, art and sport
- Access to filmed courses, webinars and MOOCs

THE HEC FOUNDATION

The HEC Foundation was created in **1972** and thanks to the generosity of its donors and partner companies, accounts for over **7% of the annual HEC Paris operating budget**. With over **2,300 donors each year, 43 partner companies**, a team of **15 employees and 80 volunteers**, the Foundation focuses on **3 key areas**:

- Providing talented students with access to education, regardless of their financial means and geographical origins
- Supporting innovation in education in HEC Paris' areas of expertise: digital transformation, entrepreneurship and social responsibility
- Producing high-level research by attracting the best research professors and developing the best possible working environment



Custom programs

Experiential tailor-made learning paths to meet the specific needs of your people and your company

Contact

For more information:

+33 (0)1 39 67 75 26

gilmore@hec.fr

HEC Paris helps companies build and implement impactful corporate strategies by developing the skills and capabilities of their teams.

To ensure that employees reach their full potential and to help drive company performance, we design tailor-made programs that have a tangible impact and meet the specific needs of the organization. Our customized programs contribute to the long-term development of both individuals and teams by giving them the opportunity to open their minds, share knowledge, adapt their behaviors and acquire expertise that will enhance their performance.

A company, a challenge, a program

FINDING THE RIGHT SOLUTION

Our mission is to support companies during the different stages of their development. All companies are unique. That is why our first priority is to acquire an in-depth understanding of their specific needs and challenges.

Working closely together as strategic partners plays a crucial role in developing high-impact and transformative programs that bring about lasting change.

This approach enables us to provide teams, members of the board, managers and directors with a **bespoke, multidisciplinary learning journey** crafted by HEC Paris Professors and experts.

The key ingredients are:

- A common goal
- Committed and motivated participants
- A highly-qualified and attentive team
- World-class faculty and a «learning by doing» pedagogical approach

However, there is no one-size-fits-all solution. What really counts are the impact and results. On both an individual and collective level, participants learn to see themselves, their company and their environment from a new angle.

YOUR CHALLENGES OUR AREAS OF EXPERTISE

- Supporting transformation
- Accelerating innovation
- Developing agility
- Ensuring strategic alignment
- Improving methods of governance
- Shaping sustainable growth

CURRENT TRENDS

Certain themes are now essential for both organizations and the economy. HEC Paris therefore offers programs with content based on the most current trends, which can be tailored to meet the specific needs of your company.

- Rebooting your business for a new normal
- Leading teams in the new normal
- Boost your sales in the new normal

FACTS AND FIGURES

- Clients: over a 100 companies worldwide, from mid-cap to major corporations
- Target: leaders, future leaders, high potentials
- Locations: in France or abroad
- Participants: groups of 10 to 35 people
- HEC Paris: a dedicated team of 40 people
- Programs: tailored to meet the specific needs of our clients

Some of the companies that have already placed their trust in us:





In-Company dedicated programs



Contact

For more information:
+33 (0)1 39 67 75 26
gilmore@hec.fr

With our In-Company programs, you can train a group of employees whenever and wherever you choose. Simply select the short program, from our existing offer, that corresponds to your specific needs and our faculty will deliver the same content that we provide on our campus in your company.

In-company courses can be part of a broader program and serve as a common foundation for other individual modules taken by target employees.

Support solutions

ANALYSIS

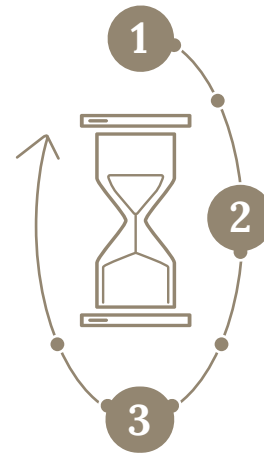
Our goal is to fully understand the specific issues you face and find the most appropriate solution. This is why we work closely with you to carry out an in-depth analysis of the needs of both your organization and your teams.

TRANSFORMATION

We provide each participant with a unique learning experience, which helps them to see the bigger picture and implement change more effectively.

IMPACT

All programs at HEC Paris Executive Education have a tangible impact on each participant and his or her organization a greater ability to innovate, increased performance levels, transformation of teams and the organization and better talent retention.



- 1 Understanding your strategic needs
- 2 Validating the participant's profile
- 3 Individual interviews to determine the most appropriate course / program

EXECUTIVE MBA

HEC PARIS EXECUTIVE MBA

The HEC Paris Executive MBA is part-time program which allows you to continue working while studying. The program is available in five different part-time tracks to allow you to select a format that best suits your lifestyle and professional constraints. The HEC Paris EMBA is ranked #1 worldwide by the Financial Times and is taught in English or French. Study in any or all our three locations: Paris, Jouy-en-Josas and Doha.

OBJECTIVES

- **Develop and implement** innovative leadership models
- **Adapt your skills** to a rapidly changing economic environment
- **Drive corporate success** by identifying critical growth factors
- **Develop innovative solutions and implement them** effectively in your organization

PROGRAM

The HEC Paris Executive MBA is features four key components - Core Courses, Leadership Development, Specializations, and a Capstone Project. No other Executive MBA allows you to generalize, specialize and customize your program to this extent. Each track amounts to approximately 55 days out of the office and will be completed between 15-18 months depending on the specialization you choose.

CORE COURSES

The Core Courses develop your knowledge and expertise in all the key areas of general management. Core Courses are broken into two key areas: Mastering the Fundamentals and Trends & Transformations. You will develop your leadership skills across the curriculum thanks to multiple learning components in the Leadership Development modules.

CAPSTONE PROJECT

The Capstone Project is the final deliverable of the program. It allows you to apply everything you have learned and carry out a customized strategic project. Undertaking a project in an area of strategic importance for your organization can have a significant impact on its future development and save the company considerable financial investment in external consultant fees. It can also be an excellent way to gain the backing of your company in terms of out of office time and funding for your Executive MBA program.

LEARNING METHODS

The combination of high achieving participants and innovative teaching methods enables you to learn from world-renowned researchers and guest speakers, plus exchange knowledge with peers from diverse geographical, educational, and professional backgrounds. The aim of our action-based learning approach is to strike the right balance between theory and practice. This ensures you acquire hands-on knowledge and skills, which you can immediately apply upon returning to the workplace.

PARTICIPANT PROFILE

With over 50 nationalities represented, the highly diverse professional and cultural backgrounds of our participants means that you learn just as much from your classmates as from our professors. We look for senior managers and executives with rich professional experience (minimum 8 years / average 15 years), who want to take on greater managerial responsibilities.

CUSTOM COURSES:

SPECIALIZATIONS & ELECTIVES

You have the opportunity to specialize in an area of your choice, allowing you to become an expert in a specific sector.

You will fine-tune your analytical and strategic decision-making skills while expanding your industry network. Choose from:

- **Manage the Digital Revolution**
Paris & Silicon Valley
- **Test your Startup Project**
Paris & Silicon Valley
- **Innovate like an Entrepreneur**
Paris & Boston
- **Shape the Future of Energy**
Doha & Berlin
- **Luxury, Today & Tomorrow**
Paris & Shanghai
- **Inspire Change in Social Business**
Capetown & Bangalore
- **Differentiate and Create Value through Services**
Singapore & Paris
- **Master Financial Challenges: from Banking to Restructuring**
Paris

Choose one elective from a wide range of online or in-class electives to further customize your Executive MBA.



The first step is to 'Introduce Yourself' to the HEC Paris EMBA team by filling out our online form on our website.

This gives us the chance to learn more about you and your professional aspirations. The team will be in touch to provide feedback on your profile, answer questions about the EMBA and invite you to events where you can learn more about our program.

Please visit: www.emba.hec.edu



TRIUM GLOBAL EXECUTIVE MBA

TRIUM GLOBAL EXECUTIVE MBA

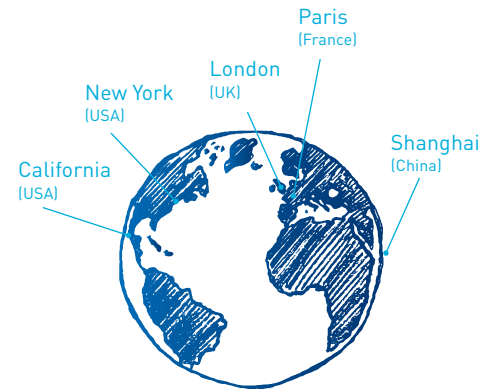
TRIUM is a unique alliance that combines the joint expertise of 3 world-class academic institutions—New York University Stern School of Business, the London School of Economics and Political Science and HEC Paris School of Management. It provides a highly challenging learning environment for open-minded business leaders with a strong desire to expand their world view and enables them to achieve dramatic change from both a professional and personal perspective.

OBJECTIVES

- **Join a cohort of successful international business leaders** and become part of a powerful global network
- **Learn from a world-class faculty** of thought leaders who serve as advisors to global companies and governments and whose research shapes international business theory and practice
- **Acquire a comprehensive, 360° perspective** of the best international practices and master all the key aspects of global management

PROGRAM

- MODULE 1 Business in the Global Political Economy** (LSE – UK)
- MODULE 2 Technological Disruption and Entrepreneurship** (California – USA)
- MODULE 3 Marketing, Leadership and Strategy** (HEC Paris – France)
- MODULE 4 Strategy and Finance for Global Executives** (NYU Stern – USA)
- MODULE 5 A Changing Asia in the Global Market Place** (NYU Shanghai – China)
- MODULE 6 Making it Happen** (HEC Paris – France)



LEARNING METHODS

- Five international learning locations to ensure global depth and focus
- Systematic integration of international economic, political and social policy
- Top-ranked faculty providing academic excellence on their home campuses and abroad
- Active learning approach, based on 500 live classroom hours
- Minimal professional disruption and maximum flexibility
- A cohort of outstanding executives from all over the world
- The TRIUM Global Executive MBA is jointly issued by New York University Stern School of Business, London School of Economics and Political Science, and HEC Paris School of Management. Get a top ranked MBA and leverage three global alumni networks.

PARTICIPANT PROFILE

- Senior executives with a minimum of 10 years of professional experience (GMAT/GRE may be required for participants with less than 15 years of professional experience)
- A TOEFL, TOEIC or IELTS test is required for non-native English speakers (waiver possible)
- The TRIUM Admissions Committee reviews all applications. Candidates may be invited to a selection interview that is carried out at one of the three host schools, or by telephone

Please check our website for the latest updates and schedules:
<https://www.hec.edu/en/mba-programs/trium-global-executive-mba>



TRIUM Academic Dean

Oliver Gottschalg
 Associate Professor, HEC Paris

Academic Directors

Sonia Marciano
 Associate Professor, New York University Stern School of Business

Robert Falkner
 Associate Professor, London School of Economics and Political Science

Duration

September 2021 – February 2023

Tuition fees*

US\$ 185,150

Contact

TRIUM Europe Admissions
 +33 (0)1 39 67 75 18
info@triumemba.org

* Accommodation is not included except for the China and California modules.



Degree programs

HEC Paris Executive Specialized Masters and Masters of Science are degree programs, offered in French or English, and run at a flexible rhythm of around 1 week per month over 1 year, in online or in-class formats. The aim of these programs is to enable senior managers and executives to enhance their managerial skills, develop their expertise and move their careers forwards.

ENTREPRENEURSHIP, INNOVATION & SOCIAL BUSINESS

11 *Executive MSc in Innovation & Entrepreneurship*

LEADERSHIP & CHANGE MANAGEMENT

13 *Executive MSc in Change Leadership*

FINANCE & FINANCIAL MANAGEMENT

15 *Executive MSc in Finance*

Contents

Discover our other programs at www.hec.edu

EXECUTIVE MASTERS - 100% ONLINE

EXECUTIVE MSc IN INNOVATION & ENTREPRENEURSHIP

Innovation and entrepreneurship play a crucial role in creating value and ensuring the success and sustainability of companies throughout the world. This is why we have designed this online degree program to meet the specific needs of current and future business leaders in charge of innovation or business development, as well as experienced or aspiring entrepreneurs.

BENEFITS

- **Develop a new way of thinking** to capitalize on different opportunities in an organization or business venture
- **Learn to create or identify** potential innovations
- **Raise capital and find the best talents**, launch and manage rapid growth and reduce risk factors
- **Bring ideas to life** by working on a team project
- **Global Learning Community**

OBJECTIVES

- **Obtain an MSc degree** from one of the leading business schools in the world **without having to leave your home** or workplace
- **Meet and exchange** with respected business people from across the globe and successful entrepreneurs online
- **Work on a real life challenging team project** in order to commercialize an idea, product, technology or business proposition

LEARNING METHODS

The fully online nature of the program allows participants to acquire new knowledge and skills without having to compromise their personal and professional commitments, while benefitting from direct interactions with HEC Paris Faculty, and personalized support from an HEC Paris Learning Coach. The project-based learning activities combine asynchronous courses, interactive webinars facilitated by HEC Paris professors, and team coaching by experienced entrepreneurs.

PARTICIPANT PROFILE

This program will help participants prepare for a career in business as an entrepreneur or intrapreneur, a consultant in Innovation Management, a decision-maker for launching innovative projects and making R&D investments, or a member of the executive team in a company.

Degree: MSc in Innovation & Entrepreneurship

* Net price, HEC Paris is not subject to VAT.
Prices, dates, faculty and program content are subject to change.
For the latest updates go to: www.hec.edu



Academic Director

Svenja Sommer
Associate Professor, HEC Paris

Duration

18 months: 20 courses

Dates

2 intakes per year: June and December

Tuition fees*

€ 21,950

Our Partner

COURSERA

The world's leading state-of-the-art online learning platform

Contact

For more information
+33 (0)1 39 67 75 34
msie@hec.fr

PROGRAM

The aim of the pre-established schedule of the MSc in Innovation and Entrepreneurship is to create a strong group dynamic and an enriching learning experience from the outset. It also makes it easier for participants to work more closely and exchange with their professors and program team.

PART ONE: CERTIFICATE COURSES

10 fundamental courses

These online foundational courses enable participants to acquire the necessary skills to scale up a company, boost creativity, manage new product development processes, capitalize on social media for marketing purposes and clearly define business strategy in individual contexts.

- Entrepreneurial Strategy: from Ideation to Exit
- Building your Leadership Skills
- Boosting Creativity
- Business Strategy
- New Product Development
- Design Thinking
- Social Entrepreneurship and Change-making
- Organizational Design and Management
- Marketing through Social Media
- Strategic Management of Innovation

PART TWO: PROJECT-BASED COURSES

10 project-based courses

The Degree part of the program, in which participants work on a team project, enables participants to apply all the theories and practical expertise gained during the program to create a new product, service, brand or organization. The goal is to move a team project forward, from initial conception to commercialization during the project-based period. Participants will be mentored as a team by a highly experienced entrepreneur/business leader.

- Team Working
- Developing a Customer-centric Strategy through Marketing
- Fundamentals of Negotiations
- Scaling Up Operations
- Managing the Performance of a Growing Enterprise
- Business Model Innovation with the Odyssey 3.14 approach
- Intellectual Property Law for New Businesses
- Entrepreneurial Finance
- How to Create a Business Plan
- Private Equity and Venture Capital

Successful completion of Part one and Part two leads to the MSc in Innovation and Entrepreneurship.

PLEASE NOTE

The content of the program is constantly evolving in order to keep up with the latest developments in the field of entrepreneurship. Please contact your Program Advisor for the latest updates.



EXECUTIVE MASTERS

COMING SOON



EXECUTIVE MSc IN CHANGE LEADERSHIP

A comprehensive, international Master's program run jointly by two of the world leading business schools - HEC Paris and Saïd Business School, University of Oxford. This partnership brings together extensive knowledge and practical experience in the human dimension of organizational change.

BENEFITS

- **Change leadership beyond change management** - adopt and apply new perspectives and methods to deal with complex change challenges
- **Reflective change leadership** - become a critical and reflective change agent who does not get trapped in one story about change
- **Change agency** - learn to act and not just to react in change processes
- **Increase impact** - address 'wicked' problems in your own organization and wider system

OBJECTIVES

- Understand your own and others' assumptions about change and be able to communicate change effectively
- Adopt multiple perspectives on change and deploy a range of change approaches
- Reflect critically on change interventions and know how to improve them
- Develop yourself as a change leader

PROGRAM

35 days of teaching spread over a 12-month period, combining on-campus and online teaching. The online component will consist of mini-modules delivered to support the core content.

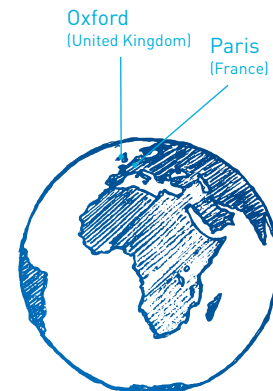
- MODULES**
- *Tackling World-Scale Problems: Rethinking Change*
 - *Taking a systems perspective on change*
 - *Becoming a reflective change agent: The use of self*
 - *Adapting to Change: Failure and Resilience*
 - *Collective Action: How Groups Shape Change*
 - *The hidden dimension of change: Power and politics*
 - *The Change Lab: putting learning into practice*
 - *Practicum in Change Leadership*

LEARNING METHODS

A combination of lectures, simulations, role-plays, case studies, group work, psychometric testing, individual reflections, and online tutorials. Participants work closely with an experienced tutor from either HEC Paris or Oxford University who will guide the individual learning journey from module essays to the thesis research.

PARTICIPANT PROFILE

Senior executives from public, private, NGO and international organizations who are passionate about change and who are prepared to commit themselves to in-depth studies, reflections, and analysis of human behavior in organizations.



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Academic Directors

Mathis Schulte

Associate Professor, HEC Paris

Marc Thompson

Fellow, Saïd Business School
University of Oxford

Dates

Please contact our Program Advisor

Contacts

For more information

exed@hec.fr

Prices, dates, faculty and program content are subject to change.

For the latest updates go to: www.hec.edu



EXECUTIVE MASTERS

EXECUTIVE MSc IN FINANCE

This Executive Master in Finance has a primary focus on corporate finance, and a secondary one on asset management. The rest of the program consists of accounting fraud and international consolidation, anti-trust, business and corporate strategy, country-risk evaluation, and negotiation skills.

This master's degree has a hands-on approach that enables participants to immediately apply the tools that they have learned in the classroom, in the workplace. This international program typically has as many nationalities as the number of participants.

BENEFITS

- **World-class teaching by outstanding HEC Paris faculty**, including renowned researchers with executive education experience and high-level investment banks and consultants
- Content that addresses major issues of first-order of importance for **high-level finance professionals**
- Access to the extensive **HEC Paris Alumni network**

OBJECTIVES

- Acquire an in-depth understanding of **financial economics principles**
- **Enhance quantitative skills** through hands-on problem solving
- **Improve** negotiation techniques as well as business strategies
- Develop global perspectives and **boost networking opportunities**
- **Broaden** your understanding of advanced finance concepts, topics, tools and trends

LEARNING METHODS

Case-based learning taught by the world-renowned faculty of HEC Paris and high-level investment bankers and consultants.

PARTICIPANT PROFILE

The program has been specifically designed for Finance Directors in all sectors, current and aspiring Corporate Executives, Bankers and Financial Services Experts, and other experienced finance professionals:

- Senior Managers who wish to move towards a CFO or CEO role
- Executive board members who wish to enhance their finance skills
- Executives from banks and financial services firms

Degree: Executive MSc in Finance

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Academic Director

Evren Örs
Associate Professor, HEC Paris

Duration

10 months: 5 modules of 8 days
+ optional online refresher course
From September 2021 to June 2023

Tuition fees*

€ 54,900

Contacts

For more information
exed@hec.fr

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Prices, dates, faculty and program content
are subject to change.
For the latest updates go to: www.hec.edu



PROGRAM

Taking place over ten months at the HEC Paris campus in Jouy-en-Josas and in central Paris, the Executive MSc in Finance is comprised of one optional online module and five eight-day in-class modules (320 hours of in-class teaching). The program is delivered and assessed exclusively in English.

MODULE 0 (3 days)

- Optional Refresher Webinars (Online)

MODULE 1 (8 days)

- Corporate Finance Fundamentals
- Capital Budgeting
- Risk & Return and Fundamental Theories of Finance: Portfolio Theory and Capital Asset Pricing Model
- Financial Statement Analysis & Valuation
- Quality of Accounting Information/Fraud

MODULE 2 (8 days)

- Fixed Income & Derivatives
- Negotiation Seminar
- Business & Corporate Strategy
- FinTech

MODULE 3 (8 days)

- Asset Management & Stock Markets
- Fixed Income & Risk Management
- Financial Policy

MODULE 4 (8 days)

- Macroeconomic Analysis & Country Risk
- Blockchain & Crypto
- International Finance
- Valuation Tools

MODULE 5 (8 days)

- Equity Research
- Corporate Restructuring
- Banking and its Regulation
- Hedging

PROFESSIONAL THESIS

The professional thesis gives participants the opportunity to apply what they have learned during the program by working on an individual research project. It enables them to build on their own experience, draw on the expertise of their classmates, and capitalize on the input and guidance of faculty and experts from the world of finance. Participants will be allocated a tutor from HEC Paris or an expert in the particular field they choose to study.



Certificate programs

Executive Certificate programs are offered in French or English, and run at a flexible rhythm of around 1 week per trimester over a period of 6 months, in online or in-class formats. The aim of these programs is to provide senior managers and executives with the necessary support to lead the major changes in organizations, drive transformation and innovation, and develop a strategic vision of their sector.

ENTREPRENEURSHIP, INNOVATION & SOCIAL BUSINESS

19 **Innovation Management & Entrepreneurship Mastertrack™ Certificate - 100% ONLINE**

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EXECUTIVE CERTIFICATE - 100% ONLINE

INNOVATION MANAGEMENT & ENTREPRENEURSHIP MASTERTRACK™ CERTIFICATE

The MasterTrack™ Certificate provides busy executives and entrepreneurs with the know-how to find innovative and practical solutions to the innovation challenges they face. The program will enable you to develop an entrepreneurial mindset and to capitalize on your strengths to create a new business venture or an intrapreneurial project in your current organization. You will also learn to seize new opportunities, drive innovation, and design and implement a strategy.

OBJECTIVES

- **Project yourself into all the key future steps** for your entrepreneurial and intrapreneurial project
- **Focus on business strategy** and how to implement it effectively
- Choose the **appropriate product development process** for your project
- **Develop an outstanding pitch** to present your ideas to investors, partners, and other stakeholders
- Understand “state of the art“ **social entrepreneurship and intrapreneurship**
- **Implement an effective social media strategy** to reach and engage with your stakeholders

PROGRAM

6 FOUNDATIONAL COURSES

COURSE 1 *Entrepreneurship Strategy: from ideation to exit*

COURSE 2 *Business Strategy*

COURSE 3 *New Product Development*

COURSE 4 *Social Entrepreneurship and Changemaking*

COURSE 5 *Scaling Up Operations*

COURSE 6 *Marketing Through Social Media*

LEARNING METHODS

The aim of our innovative, action-based learning approach is to strike the right balance between theory and practice. As well as the pre-established online courses, you will also have access to program features such as graded feedback from instructors, live instruction from HEC Paris’ world-renowned faculty, and the opportunity to study with a cohort of high-level peers.

PARTICIPANT PROFILE

Professionals in charge of, or interested in, innovation and business development; entrepreneurs or intrapreneurs and aspiring entrepreneurs or intrapreneurs; and executives who want to innovate and launch new projects in their current organizations.

The MasterTrack™ Certificate is part of the HEC Paris MSc in Innovation & Entrepreneurship. The credits gained on successful completion of all 6 courses can be used towards the degree program, if you meet the admission requirements.



PLEASE NOTE

The content of the program is constantly evolving in order to keep up with the latest developments in the field of entrepreneurship. Please contact your Program Advisor for the latest updates.



Academic Director

Svenja Sommer
Associate Professor, HEC Paris

Tuition fees*

\$ 4,000

Intakes

Two per year – one in January and one in July

Our Partner



The world’s leading state-of-the-art online learning platform

Contact

For more information

+33 (0)1 39 67 75 34
msie@hec.fr

* Net price, HEC Paris is not subject to VAT. Prices, dates, faculty and program content are subject to change. For the latest updates go to: www.hec.edu

EXECUTIVE CERTIFICATE

VALUATION



The Certificate in Valuation provides participants with in-depth knowledge of corporate valuation methods and tools. This 12-day executive certificate is aimed at corporate professionals who would like to improve their project and firm valuation skills.

OBJECTIVES

- Broaden your understanding of valuation through hands-on problem solving
- Develop global perspectives and boost networking opportunities

PROGRAM

- MODULE 1** Capital Budgeting
Corporate Finance Fundamentals
Risk & Return, Modern Portfolio Theory, and CAPM
Quality of Accounting Information, Accounting Fraud
Financial Statement Analysis
- MODULE 2** Valuation 1
Valuation 2
International Corporate Finance

The program is 12 days long (excluding the online refresher courses) and includes one module of 8 days (which starts on a Wednesday and finishes on the Thursday that follows, with Sunday being free) and one module of 4 days (which starts on a Wednesday and finishes on Saturday). In addition to these modules, three optional online sessions on accounting and finance are offered before the program starts as refresher material.

LEARNING METHODS

Participants will benefit from the different pedagogical approaches of professors with vast executive education experience. The teaching of leading research academics is complemented by the hands-on expertise of carefully selected, top-level practitioners from the world of finance. All the skills and know-how acquired during the program are immediately transferable to real-life business situations.

This highly international executive certificate program is taught exclusively in English.

PARTICIPANT PROFILE

The program has been specifically designed for finance professionals, senior managers targeting a C-suite executive role or company directors seeking to enhance their finance skills.

This program opens access to the Executive MSc in Finance

This executive certificate program is an integral part of the Executive MSc in Finance and the credits gained on successful completion of the program can be transferred towards the Master, provided that all the admission requirements are met.

“

There are some risks we choose to take because the benefits from taking them exceed the possible costs. Optimal behavior takes risks that are worthwhile. This is the central paradigm of finance: we must take risks to achieve rewards, but not all risks are equally rewarded.”

Robert F. Engle
2003 Nobel prize in Economics

i

Academic Director

Evren Örs
Associate Professor, HEC Paris

Duration

12 days (2 modules): One 8-day module & one 4-day module, plus three optional on-line refresher courses
From October 2021 to March 2022

Tuition fees*

€ 19,200

Contact

For more information
exed@hec.fr

* Net price, HEC Paris is not subject to VAT. Including lunch but excluding dinners and accommodation. Prices, dates, faculty and program content are subject to change. For the latest updates go to: www.hec.edu

EXECUTIVE CERTIFICATE

ASSET MANAGEMENT



The Certificate in Asset Management provides participants with state of the art knowledge of asset management methods and tools. This 12-day executive certificate is aimed at finance professionals who would like to deepen their understanding of asset management principles and the asset management industry.

OBJECTIVES

- Broaden your understanding of the **fundamental aspects of asset management**
- Enhance your portfolio management skills through **hands-on problem solving**
- **Develop global perspectives** and boost networking opportunities

PROGRAM

MODULE 1 *Capital Budgeting*
Capital Structure and Cost of Capital
Risk & Return, Modern Portfolio Theory, and CAPM

MODULE 2 *Asset Management*
Stock Markets
Fixed Income, Derivatives, and Risk Management
Financial Policy

The program is 12 days long (excluding the online refresher courses) and includes one module of 4 days (which starts on a Wednesday and finishes on Saturday) and one module of 8 days (which starts on a Wednesday and finishes on the Thursday that follows, with Sunday being free). In addition to these modules, three optional online sessions on accounting and finance are offered before the program starts as refresher material.

LEARNING METHODS

Participants will benefit from the different pedagogical approaches of professors with vast executive education experience. The teaching of leading research academics is complemented by the hands-on expertise of carefully selected, top-level practitioners from the world of finance. All the skills and know-how acquired during the program are immediately transferable to real-life business situations.

This highly international executive certificate program is taught exclusively in English.

PARTICIPANT PROFILE

The program has been specifically designed for finance professionals, senior managers targeting a C-suite executive role or company directors seeking to enhance their finance skills.

This program opens access to the Executive MSc in Finance

This executive certificate program is an integral part of the Executive MSc in Finance and the credits gained on successful completion of the program can be transferred towards the Master, provided that all the admission requirements are met.



After costs, only the top 3% of managers produce a return that indicates they have sufficient skill to just cover their costs, which means that going forward, and despite extraordinary past returns, even the top performers are expected to be only as good as a low-cost passive index fund. The other 97% can be expected to do worse.”

Eugene Fama
 Nobel prize in Economics



Academic Director

Evren Örs
 Associate Professor, HEC Paris

Duration

12 days (2 modules): One 4-day module & one 8-day module, plus three optional on-line refresher sessions
 From October 2021 to January 2022

Tuition fees*

€ 19,200

Contact

For more information
 exed@hec.fr

* Net price, HEC Paris is not subject to VAT. Including lunch but excluding dinners and accommodation. Prices, dates, faculty and program content are subject to change. For the latest updates go to: www.hec.edu

EXECUTIVE CERTIFICATE

GLOBAL ORGANIZATION EXECUTIVE COACHING

This program will encourage participants to view sustainable change in organizations from a new angle. It is aimed at Change and Transformation Directors and Consultants, Strategy Directors and Business Unit Directors, as well as international individual and team coaches, or international consultants wishing to update their approaches.

The main objective is to enable participants to acquire the necessary skills, approaches and tools for successful organization coaching within global, multicultural companies on an organizational, relational, sociological and technical level.

Adopting the organizational coaching approach enables organizations to capitalize on their own internal resources in order to create new solutions to the challenges they face.

OBJECTIVES

- **Acquire the necessary skills**, approaches and tools for successful organization coaching within global, multicultural companies
- **Compare experiences and practices** with those of other coaches from different cultures and experienced, specialist facilitators
- **Apply all the skills acquired** immediately in an organization coaching assignment within a company or an NGO

PROGRAM

- MODULE 1** *Master the approaches and fundamental aspects of organization coaching*
- MODULE 2** *Capitalize on the current worldwide trends and practices in organization coaching*
Initiating the support process
- MODULE 3** *Develop a coaching strategy for an organization*
Discover the hidden motivations and the deep-rooted, subconscious dimensions of an organization
- MODULE 4** *Grasp the cultural and multicultural dimensions of major, global organizations*
- MODULE 5** *Professionalization: how to sell global organization coaching*
Integrate creativity in the design of organization coaching Certification

LEARNING METHODS

The program is taught over several months to facilitate in-depth learning and the gradual acquisition of skills.

The continuous presence of the academic coordinators allows participants to benefit from real-time content updates and individual support.

The full-time co-facilitation with an expert in organization coaching creates a special working relationship that incites both facilitators and participants to bring out the best of their personal and professional abilities.

PARTICIPANT PROFILE

International, individual and team coaches who either need to carry out organization coaching or who will form part of a team initiated by a colleague; International consultants who need to update their approaches; CMOs (Change Management Officers); CTOs (Chief Transformation Officers).



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Academic Director

Michel Giffard
Adjunct Professor, HEC Paris

Duration

20 days, 5 modules
Next intake: October 2021

Tuition fees*

€ 19,900

Contact

For more information
coaching@hec.fr

* Net price, HEC Paris is not subject to VAT.
Including lunch but excluding dinners and accommodation.
Prices, dates, faculty and program content are subject to change.
For the latest updates go to: www.hec.edu

EXECUTIVE CERTIFICATE

GLOBAL EXECUTIVE COACHING

This program will enable you to fine-tune your coaching skills and assess and improve your methodology by choosing the most effective coaching tools for specific cultures.

It has been specifically created to meet the significant demand from business professionals wishing to offer their coaching services to companies across the world.

The program provides participants with the required know-how, expertise and tools to coach in an effective and reliable way in international organizations, from a theoretical, methodological, behavioral, ethical and cultural perspective.

OBJECTIVES

- Identify the **key attitudes, methods and tools** needed for executive coaching
- Adopt a **multicultural and humanistic approach** to acquire a greater understanding of people
- **Coach with success in international settings**

PROGRAM

MODULE 1 *Acquiring the approaches and fundamental aspects of coaching*

MODULE 2 *Identifying your resources – self-awareness and understanding other people*

MODULE 3 *Acquiring in-depth knowledge of the key methods and tools of coaching*

MODULE 4 *Successfully coaching individuals*

MODULE 5 *Mastering the specific cultural, sociological and managerial aspects of international coaching*

MODULE 6 *Exploring team and organization coaching*

MODULE 7 *Professionalization and certification*

LEARNING METHODS

The interactive, experiential and modular structure of the program enables participants to gradually acquire the necessary skills and allows them to practice in the workplace.

Between modules, participants coach in a company, a non-profit organization or an NGO, with the tailored support and supervision of the facilitators.

Testimonials and practical input from experts in international executive coaching.

The constant presence of two facilitators throughout each module allows continuous adjustment of the program content to meet the specific needs and challenges of each participant.

PARTICIPANT PROFILE

High-potential and Senior Managers; Human Resources Directors; Trainers, Consultants and Mediators; International Managers wishing to use coaching techniques with their teams.



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Academic Director

Michel Giffard
Adjunct Professor, HEC Paris

Duration

28 days, 7 modules
2 sessions; January and June 2021

Tuition fees*

€ 23,900

Contact

For more information
coaching@hec.fr

* Net price, HEC Paris is not subject to VAT.
Including lunch but excluding dinners and accommodation.
Prices, dates, faculty and program content are subject to change.
For the latest updates go to: www.hec.edu

EXECUTIVE CERTIFICATE - 100% ONLINE

STRATEGY @ HEC PARIS

This program will enable you to fine-tune your coaching skills and assess and improve your methodology by choosing the most effective coaching tools for specific cultures.

It has been specifically created to meet the significant demand from business professionals wishing to offer their coaching services to companies across the world.

The program provides participants with the required know-how, expertise and tools to coach in an effective and reliable way in international organizations, from a theoretical, methodological, behavioral, ethical and cultural perspective.

OBJECTIVES

- **Acquire an overall framework**, and the concepts, methods and tools which are used in strategy formulation and implementation processes
- **Identify the business situations** in which they can be applied most effectively
- **Understand the limitations** of the various approaches

PROGRAM

This executive certificate program consists of 3 courses delivered digitally:

MODULE 1 Business Strategy

Understand how firms build competitive advantage in a particular industry

MODULE 2 Corporate Strategy

Understand how a firm can expand into new areas of business

MODULE 3 Strategy Implementation

Identify the main drivers through which strategy can be implemented effectively

LEARNING METHODS

Each course unfolds over a period of 7 weeks: the first weeks are devoted to the study of the program materials. The last weeks of the course are dedicated to a final “take-home” exam or case study encapsulating the course topics and counting towards certification.

Thanks to the online learning platform, providing easy access to the class materials, you can study at your own pace. Regular virtual classes maintain contact.

The forum is an important component in the program: it contributes to collaborative learning and helps you create social bonds with faculty and other participants. Teamwork and meetup sessions are also actively encouraged. Once the course has started, we will put you in contact with other participants in the same city or region..

PARTICIPANT PROFILE

Any manager or executive who needs to formulate, share, implement, or simply understand the strategy of his/her company.

Successful completion of the Executive Online Certificate results in capitalizable credits towards certain programs, for more information please contact your program advisor.



Program delivered in partnership with First Finance Institute

**Academic Director**

Pierre Dussauge
Professor, HEC Paris

Duration

18 weeks + final exam
(taken at your convenience within a given period of completing the program)

Tuition fees*

€ 2,650

Contact

For more information
+33 (0)1 39 67 75 62
hec-ffi@hec.fr

* Net price, HEC Paris is not subject to VAT. Including lunch but excluding dinners and accommodation. Prices, dates, faculty and program content are subject to change. For the latest updates go to: www.hec.edu



Short programs

The aim of our short programs is to enable senior managers and executives to update or upgrade their skills in just a few days. The programs are run in French or English, and in online or in-class formats. Lifelong learning, in your area of expertise or in other in other fields, now plays a major role in achieving your career ambitions and realizing your professional projects.

LEADERSHIP

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Discover our other programs at www.hec.edu

EXECUTIVE SHORT PROGRAM - NEW

ENHANCING YOUR INTUITIVE LEADERSHIP SKILLS

This program is designed to help you develop your self-awareness and self-confidence and to learn to build trust as a team leader. It will also enable you to have a positive influence over your surroundings and to develop strong leadership.

OBJECTIVES

- **Equip you** to better understand the type of leader you can be
- **Grow in confidence** and build trust
- **Enhance** your relational skills, including empathy and adaptability
- **Increase your resilience** in the face of adversity
- **Address** complex problems and decision making processes more effectively

PROGRAM

The Savoir-Relier methodology, a new approach to leadership training, facilitates better team management, decision making and influential leadership through quality relationships between people in spite of their differences. This program will enable you to increase your self-awareness, gain self-confidence and develop the ability to build trust with different or diverging profiles.

From trust-building, you will learn to understand and share resilience mechanisms to draw energy, and capitalize on the power of influence and innovation. You will become genuine, generous and generative, the 3G skills that make effective relational leaders who take responsibility for their actions and lead change toward a better environment.

This program is mainly aimed at corporate executives, profit center managers, functional or operational managers.

BENEFITS

- **Attract** and retain talent
- **Create** an authentic fit between people
- **Foster** genuine behaviors
- **Open up** progression and mobility opportunities
- **Generate** transparent and effective exchange

LEARNING METHODS

A 4-step methodology:

1. Introspection (BIO) to increase self-awareness and self-confidence
2. Conversation (DUO) to build trust without judgment
3. Resilience (CO) to face changes and adversity
4. Responsibility for value creation (MUNDO)

An Attendance Certificate is provided for full attendance on the program and will be issued at the end of Day 2.



Academic Director

Valérie Gauthier
Associate Professor, HEC Paris

Duration

3 days

Tuition fees*

€ 4,500

Contact

For more information
exed@hec.fr

* Net price, HEC Paris is not subject to VAT.
Including lunch but excluding dinners and accommodation.
Prices, dates, faculty and program content are subject to change. For the latest updates go to: www.hec.edu

EXECUTIVE SHORT PROGRAM

WOMEN'S LEADERSHIP PROGRAM

Women face unique challenges in the workplace but they also add unique value and perspective. They shatter groupthink, improve communication dynamics, and reinvigorate companies in ways that make them more competitive. Research shows that companies with a critical mass of top-team gender diversity enjoy significantly better financial performance. Women executives based internationally or who lead worldwide teams encounter specific dynamics and environments. The Yale School of Management and HEC Paris have therefore combined their expertise to develop a high-impact program to help rising leaders successfully overcome these challenges.

Participants will enhance their leadership behaviors and cross-cultural communication skills, learn how to create high-performing teams, understand how to use and manage networks, develop as thoughtful leaders, drive innovation, and create an authentic leadership style.

OBJECTIVES

- **Lead your firm to better enterprise-wide gender diversity** - better understand and explain the quantitative and qualitative benefits of diversity to gain support for change
- **Develop strategic vision and sharper decision-making skills** - lead growth, manage crises, drive growth through innovation, and make better decisions
- **Reinvent your business model** - explore new ways to approach business models through innovation and strategy
- **Enhance your leadership skills** - learn different styles to adapt to specific individual, team or company contexts
- **Develop executive presence** with effective verbal and non-verbal skills to communicate with power

PROGRAM

MODULE 1: Online sessions (Yale School of Management)

DAY 1 • Emotional Intelligence

DAY 2 • Reflected Best Self - Positive Leadership
 • The Keys to Influence and Persuasion
 • The Real Art of the Deal - Gender & Negotiations

DAY 3 • Giving and Receiving Feedback
 • The Tip of the Iceberg - Global Virtual Teams
 • Making Real Change Happen in Your Organization

DAY 4 • From Autocrat to Advisor - Decision Making for Leaders
 • Closing session for module 1 and overview of module 2

MODULE 2: In-class sessions (HEC Paris Campus)

DAY 1 • The World We Live In - a Global Context
 • A Leading Innovation Framework - Odyssey 3.14
 • Celebration Dinner with Keynote Speaker (TBC)

DAY 2 • Keynote Speaker
 • The Innovation & Sustainability Connection
 • Program wrap-up

PARTICIPANT PROFILE

Senior corporate or non-profit women executives based in Europe or in charge of a team from diverse regional backgrounds, preparing for the next level, or who are new to senior management. Women professionals in family businesses preparing for responsibility as CEO or senior management.



Academic Director

Emma Seppälä

Co-Director, Yale College Emotional Intelligence Project at the Yale Center for Emotional Intelligence

Duration

4 days

Tuition fees*

€ 5,900

Contact

For more information

exed@hec.fr

* Net price, HEC Paris is not subject to VAT. Including lunch but excluding dinners and accommodation. Prices, dates, faculty and program content are subject to change. For the latest updates go to: www.hec.edu

EXECUTIVE SHORT PROGRAM

MASTERING STRATEGIC NEGOTIATIONS

This program is a comprehensive crash course in negotiation strategy that fast-tracks participants from foundational to advanced negotiations in three days. Participants will acquire cutting-edge negotiation techniques to analyze, prepare for, and execute complex deals across most industries. This results-driven, hands-on negotiation skills incubator uses a combination of teaching tools with 360-degree feedback in order to customize the learning experience to the seniority and professional responsibilities of the participants.

OBJECTIVES

- **Develop an innovative How To Guide** to succeed in complex, high-stakes negotiations
- **Learn to apply this negotiation roadmap** to the specifics of each deal
- Understand how the economics of a deal affect **the opportunities to negotiate or walk away**
- **Control the negotiation process** by anticipating and influencing the actions of your counterparts
- **Polish your negotiation style** by identifying your strengths, weaknesses and auditing your intuition

PROGRAM

THEME 1 *Mastering the foundations of negotiation*

Valued based strategy and the fundamentals of negotiation, distributive versus integrative negotiations, logic and the principles of argumentation.

THEME 2 *Excelling in complex deals*

Advanced integrative negotiations, negotiation via agents and the principal-agent problem, unethical behavior, integrative instruments, Pareto-efficient deals.

THEME 3 *Negotiating in challenging contexts*

Dispute resolution, emotions, cross-cultural negotiation, e-negotiation, coalitional games, intra/intergroup negotiation, time pressure and temporal dynamics.

LEARNING METHODS

- A comprehensive class in an accelerated format to fast-track competency acquisition in negotiation
- Highly experiential, customized learning with hands-on simulations, teamwork, and 360-degree feedback
- A multi-method approach:
 - rigorous economic and game theoretical analysis
 - an insightful behavioral playbook from social psychology
 - principles of applied logic to enhance argumentation techniques.

The negotiation techniques discussed during the program can be applied immediately to real-world situations.

PARTICIPANT PROFILE

Executives (from any industry, firm, and functional area) or government officials with varying levels of negotiation expertise ; no formal educational requirements other than a working knowledge of English and basic familiarity with present value calculations.



This program is eligible for the Global Network for Advanced Management (GNAM) Certificate of Excellence in Global Business, which allows Executives to choose from over 150 courses offered by 20 member schools and representing a total of 15 days.

For more information:
advancedmanagement.net

**Academic Director**

Gonçalo Pacheco de Almeida
Associate Professor, HEC Paris

Duration

3 days

Tuition fees*

€ 4,500

Contact

For more information
exed@hec.fr

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Including lunch but excluding dinners and accommodation.
Prices, dates, faculty and program content are subject to change. For the latest updates go to: www.hec.edu

EXECUTIVE SHORT PROGRAM - NEW

MARKETING THROUGH SOCIAL MEDIA

Social media are more than a communication channel. How can they be fully and strategically leveraged?

This three-day program is designed to give managers a strategic overview of how social media can be leveraged to support B2C and B2B customers in their decision journeys. Participants will learn how to identify opportunities for encouraging, incentivizing, and managing the many-to-many interactions that take place on social media in a manner that creates and/or enhances value both for companies and customers.

OBJECTIVES

- **Understand** the difference between traditional marketing, digital marketing and social media marketing
- **Gain** insight in the varied landscape of social media
- **Increase** your social media literacy
- **Learn** key concepts in social media marketing
- **Discover** the array of ways in which social media can be leveraged
- **Develop** your ability to design successful social media strategies

PROGRAM

MODULE 1 *Content Marketing on Social Media*

The first module addresses the new marketing paradigm due to the rise of the constantly connected customer and provides an overview of the diverse social media landscape. We answer the question: how can you communicate with customers instead of communicating to them on social media?

MODULE 2 *Word of mouth and Influencer Marketing*

One of the purposes of a social media strategy is to get people talking about you. How can you leverage word of mouth and develop successful influencer marketing strategies?

MODULE 3 *Community Marketing*

Social media can be used for much more than communications, promotions and raising awareness through buzz. We examine how companies can build trustworthy and lasting customer relations by embracing customers who gather in online communities.

LEARNING METHODS

The program combines lectures with case studies. The teaching material covers theories, frameworks, the latest research insights, as well as examples of best (and worst) practices. There will be ample opportunity to learn with and from other participants during class discussions.

Note that this program is not about the social media industry (i.e., the “business” of social media platforms) or specific social media platforms. The intention is to broaden your perspectives on how social media have transformed marketing practice, not to narrow your thinking by focusing on the operational functioning of a few platforms.



PARTICIPANT PROFILE

The program is aimed at general managers and marketing managers who want to increase their strategic understanding of social media marketing.



Academic Director

Kristine de Valck
Associate Professor, HEC Paris

Duration

3 days

Tuition fees*

€ 4,500

Contact

For more information
exed@hec.fr

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Including lunch but excluding dinners and accommodation.
Prices, dates, faculty and program content are subject to change. For the latest updates go to: www.hec.edu

EXECUTIVE SHORT PROGRAM - NEW - 100% ONLINE

DATA FOR MANAGERS

The Covid-19 crisis has disrupted every business, forcing companies to rethink their organization in record time. It has created an uncertain, low-visibility environment, making agility more essential than ever. The crisis has accelerated the changes that businesses are going through, from digitizing production, sales and communications to flexible organization, digitized support services and remote working and teams. Digital transformation starts with data transformation, which involves collecting and exploiting data on logistics, production, customer interaction, sales and support services, etc. If data isn't boosting transformation, it's holding the organization back. Data is no longer a matter for specialists but an economic, strategic and innovation issue for every company.

Managers must be able to drive data projects, connecting data to business and setting up correct data governance. These are managerial challenges more than technical ones. In other words, the goal is to enable managers to play a leading role in data transformation for a more efficient, innovative and agile company.

OBJECTIVES

- **Grasp the data concepts**, practices and challenges in data for your profession and company
- **Identify your own role** in a data-driven enterprise, in cooperation with every player in a data project
- **Acquire the best practices** for identifying, collecting, adding value, storing and using data
- **Set up or contribute to tangible data projects in your company**

BENEFITS

- Grasp the issues and importance of data in business transformation
- Have a clear idea of the stages in a data project and the main players involved
- Be able to facilitate data projects in your profession/department, with a full understanding of the purpose and methods

PROGRAM

- MODULE 1 - Introduction and self-assessment**
- MODULE 2 - Understanding data transformation issues**
- MODULE 3 - Understanding data & its processing**
- MODULE 4 - Supporting data projects in the enterprise 1**
- MODULE 5 - Supporting data projects in the enterprise 2**
- MODULE 6 - Law and ethics**
- MODULE 7 - Final assessment**

PARTICIPANT PROFILE

All managers and experts, who need to grasp the issues in data for their profession and service; All employees (apart from Data experts) who will take part in or support data projects. There are no prerequisites for the program.

HEC PARIS
and our partner

NETEXPLO
observatory

HEC Paris and Netexplor have joined forces to offer the Data for Managers program in a fully online format.



Academic Director

Julien Lévy
Associate Professor (Education Track)
Director of HEC IDEA Center

Duration

20 hours
Program in English:
Intake on request

Tutions fees*

€ 3,600

Contact

For more information
exed@hec.fr

* Net price, HEC Paris is not subject to VAT.
Including lunch but excluding dinners and accommodation.
Prices, dates, faculty and program content are subject to change. For the latest updates go to: www.hec.edu

How to enroll in our degree programs

The Executive Masters degree programs last from 13 to 16 months. They have been carefully designed by the HEC Paris Faculty to enable senior managers and executives, with a minimum of 3 years of professional experience, to specialize in a specific area of management, acquire expertise and perfect their managerial skills.

ADMISSION REQUIREMENTS

Holders of the following degrees or diplomas may apply:

- M1 level degree or equivalent (Baccalauréat + 4 years), for applicants with at least 3 years of managerial experience
- Exemptions are possible under certain conditions

PLEASE NOTE

Proficiency in English is required for the master programs. To find out your level and add value to your CV, HEC Paris gives you the opportunity to take a free TOEIC test on the Campus.

SELECTION PROCESS

1. ELIGIBILITY

- Applications are assessed according to the criteria mentioned previously
- Preliminary interview with a Program Advisor
- Submission of candidate profiles

2. ADMISSION

Selection Committee : management aptitude test and interview in French and/or in English

Candidates can only apply twice for the same program.

3. JURY

The admissions jury will make the final decision on admission.



The HEC Paris 'Mastère Spécialisé®' are degree programs accredited by the 'Conférence des Grandes Écoles' and open access to the Alumni Association network of HEC Paris.

in our certificate program

These certificate programs last from 10 to 30 days, comprise between 2 and 10 modules and are run over a period of several months. This enables you to combine the program with your professional commitments. They are aimed at Directors and Functional or Operational Managers, as well as executives in human resource and training departments who wish to develop their expertise in a specific field of management.

Some of these programs are available in blended learning or 100% online formats.

PLEASE NOTE

Working knowledge of English is required for certain certificate programs as some of the teaching material may be presented in English.

SELECTION PROCESS

1. ELIGIBILITY

- Applications are assessed according to the criteria mentioned previously
- Preliminary interview with a Program Advisor
- Submission of candidate profiles

2. ADMISSION*

The application form is validated by the Academic Direction of the program.

Candidates can only apply twice for the same program.

CREDITS

Credits gained on successful completion of most of our certificate programs and specializations open access to an Executive Master or Executive MBA program. You can capitalize on these credits to continue your learning journey with one of these degree programs.

* For our coaching programs, all participants must make a specific commitment to the Program Manager when their applications have been accepted.

Some Executive Certificate programs are accredited by the Conférence des Grandes Écoles and form part of the corresponding 'Mastère Spécialisé®'.

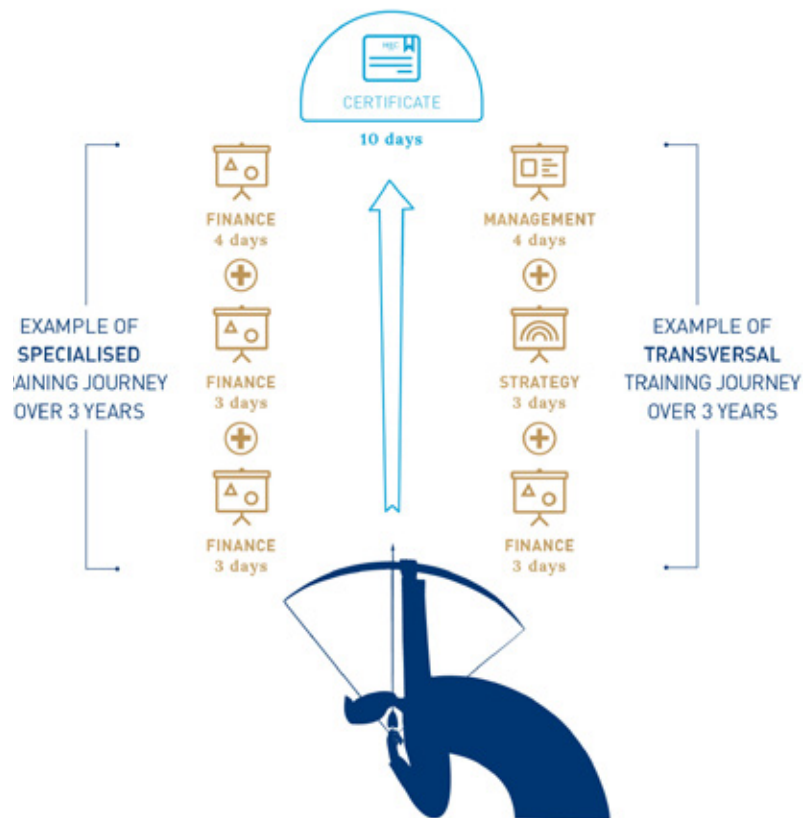
How to enroll in our short programs?

ADMISSION

Our mission is to help participants develop, strengthen or update their skills throughout their careers. This is why most of our executive short programs are open to everyone and have no prerequisite admission requirements.

PROGRAM PERSONALIZATION

It is possible to obtain an **HEC Paris Executive Education certification** by capitalizing 10 days of training over a 3-year period (certain conditions apply). Our team accompanies the participants in the realization of their project.



How to finance your program?

We fully understand the importance of funding in any lifelong learning project and that is why we help our participants to find the most appropriate solution for their specific needs.

GENERAL INFORMATION

A DEDICATED AND PERSONALIZED SERVICE

A qualified coach, who is an expert in funding, can provide active support for participants in setting up their financing plan. All the necessary information is available on our website.

FUNDING SUPPORT WORKSHOPS

Interactive funding support workshops are run twice a month. They are reserved exclusively for future participants and focus on the different funding options available for our programs.

For more details, visit our website: www.hec.edu/en/funding-your-program

Disability program for learners

Launched officially in 2019, the aim of the HEC Paris Disability Program for Learners is to develop a community which gets culturally richer thanks to its differences and which allows each of its members to choose his/her own path.

<https://www.hec.edu/en/disability-program-learners>



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Executive Education Program Portfolio:

TTRIUM Global Executive MBA, Executive MBA, Executive Masters Programs, Executive Certificate Programs, Executive Short Programs and Custom Programs

HEC Paris also offers a Complete and Unique Program Portfolio:

- Grande École Master's Programs: Master in Management (MiM), Master in Management & Public Affairs (MPA), Master in Management & Business Law (MBL)
- One year MSc/MS Programs
- MBA Program
- Ph.D. Program
- Summer School Programs

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