

for immediate release

HEC Paris all set to welcome participants for 2014 intakes in Qatar

EMBA and Specialized Master program intakes scheduled for February and March next year respectively

Doha, Qatar – 18 November, 2013: HEC Paris— a leading global business school – is looking forward to receiving applications and welcoming participants for the 2104 intakes of its HEC Executive MBA and Specialized Master Degree in Strategic Business Unit Management programs in Qatar.

With intakes scheduled for February and March 2014 for the HEC Executive MBA and the Specialized Master Degree in Strategic Business Unit Management program respectively, both programs are part of the commitment of HEC Paris to providing world-class Executive Education to the most ambitious men and women in Qatar and across the region.

“As the business and economic growth in Qatar and in this region strengthens, the acquisition of knowledge in all aspects of business has become more imperative than ever before,” says Professor Laoucine Kerbache, Chief Executive Officer and Academic Dean of HEC Paris in Qatar. “And in a highly globalized economy, where business successes or hiccups anywhere in the world create ripple effects, it is essential that aspiring leaders are equipped with the necessary skills and knowledge on a wide range of business theories and practices.

“Thus, in keeping with our motto ‘The more you know, the more you dare’, HEC Paris enables business executives to masterfully dare to put what they have learned into practice in accordance with specific business models, goals, objectives and scenarios,” Professor Kerbache explains. “With a clear grasp and understanding of the pressures faced by today’s business executives, we look forward to welcoming participants into our global learning community and providing them with all the necessary frameworks that will assist them in becoming the business leaders of tomorrow.”

The HEC Executive MBA offers senior managers and executives a practical and intense program that has been designed to provide an understanding of the social, economic and environmental aspects of international business. It has also been distinctly positioned to enable transformation of vision into action by specially focusing on strategy and leadership in a global business environment.

The HEC Executive MBA is made up of three key components: 14 core courses, eight majors to choose from and a capstone project. Core courses are aimed at developing strong fundamentals in business with a focus on strategy analysis and implementation as well as leadership and human resources management. The majors, which comprise a selection of eight specializations, are geared towards the development of specific competence in a particular area or the intensification of knowledge on an industry or region. The majors are in the areas of Global Business Perspectives, Services, Entrepreneurship & Innovation, Aerospace & Aviation, Energy, Luxury, Digital & Telecom Business, and Reinventing Business for Emerging Markets.

A big change in this year's HEC Executive MBA is the evolution of its Capstone Project. As in previous years, participants will have to focus on an issue of particular importance to their employer, like expanding into a new market or launching a new product line, or to themselves such as starting out on a new entrepreneurial venture. This year, however, participants will apply what they've learned in the classroom and from each other to a single final project (as opposed to two in the past). Thus, they can now conclude their program by preparing, presenting, and defending strategic recommendations, either individually or in a self-selected team. This gives them the extra freedom to spend even more time on their topic and choose the experts in their class with whom they want to study it.

Also in this academic year, HEC Paris is launching six tracks, in five different cities, which form a single cohort. The eight majors and the international mobility option enable participants to take classes in 14 destinations worldwide. This breadth of choice makes it easier for participants to create their very own customized program.

On the other hand, the Specialized Master Degree in Strategic Business Unit Management is aimed at enhancing the managerial skills and capabilities of high-potential professionals enabling them to innovate, detect new opportunities and implement high-performance processes.

Specifically targeted for professionals who are responsible for a business unit or profit center within a company, or who are likely to occupy this type of position in the near future, , the content and teaching methods employed in this program were drawn from the experience and expertise of the world-renowned faculty of HEC Paris. The faculty has created a challenging environment that encourages participants to step back from their daily routines and reflect upon themselves, their organization and their role within their world.

Spanning a period of 18 months and alternating in-depth teaching at HEC Paris in Qatar with participant's jobs within their organizations, the program is divided into two stages: a core curriculum and a professional thesis. The core curriculum is a practical foundation for managing a business unit whereby participants are given the opportunity to learn international best practices and to focus on key areas that are important for their personal and professional development, while the professional thesis is developed under the supervision of a faculty member and is on a topic relevant to their company or their career progression.

HEC Paris was ranked number one in the world for Executive Education in 2013 by the influential UK-based Financial Times media group.

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Notes to Editors

HEC Paris in Qatar

HEC Paris joined Qatar Foundation in June 2010, bringing world-class Executive Education programs and research activity to Doha and the region. Qatar's first international EMBA was launched by HEC Paris in February 2011. The HEC Executive MBA (EMBA) is a part-time program which provides executives with a set of fundamental skills to expand their knowledge and leadership capabilities. In addition to the EMBA, HEC Paris provides in Qatar a Specialized Master Degree in Strategic Business Unit Management. The institution also offers non-degree management programs for executives, in the form of open enrolment programs as well as custom-designed programs for individual companies. The programs and research activities of HEC Paris in Qatar build corporate competitiveness within the global economy and are fully aligned with Qatar National Vision 2030 to support the transformation of Qatar into an advanced, competitive and knowledge-based economy. HEC Paris was ranked number one in the world for Executive Education in 2013 by the influential UK-based Financial Times media group. <http://www.exed.hec.edu/hec-qatar>

HEC Paris

A leader in Europe, HEC Paris specializes in management education and research. HEC Paris offers a full, unique range of courses to the leaders of tomorrow: Masters Degrees, MBA, PhD, Executive MBA and Trium Global Executive MBA. Founded in 1881, HEC Paris has a permanent faculty of 109 professors, 4000 students on its campus (40% of whom are foreign) and over 8500 managers and executives trained in executive education programs each year. HEC Paris was ranked number one in the world for Executive Education in 2013 by the influential UK-based Financial Times media group. <http://www.exed.hec.edu/>

Qatar Foundation

Qatar Foundation for Education, Science and Community Development is a private, non-profit organization that serves the people of Qatar by supporting and operating programs in three core mission areas: education, science and research, and community development. The Foundation strives to nurture the future leaders of Qatar. By example and by sharing its experience, the Foundation also contributes to human development nationally, regionally, and internationally. In all of its activities, the Foundation promotes a culture of excellence in Qatar and furthers its role in supporting an innovative and open society that aspires to develop sustainable human capacity, social, and economic prosperity for a knowledge-based economy. <http://www.qf.org.qa/>