

for immediate release

HEC Paris launches its first MOOC

Provides new opportunity for students in Qatar and the Region

Doha, Qatar – 5 February, 2014: HEC Paris School of Management – a leading global business school – will launch its very first Massive Open Online Course (MOOC) hosted on the Coursera platform on 18 February 2014. The course enables HEC Paris to boost its academic experience and allow its teaching to go forth, beyond the confines of the campus.

The concept of MOOCs – free, universally accessible knowledge – appeals to HEC Paris as a way of expanding its expertise and knowledge, and sharing them with a wider, global audience. Following the success of its iTunes U platform (which has totaled over 2 million downloads in just three years) HEC Paris is experimenting with another new model for education in a bid to improve teaching via technology.

The course will be available on Coursera and will last for six weeks . It is to be led by HEC Paris Professor Alberto Alemanno, who will lecture about ‘Understanding Europe: Why It Matters and What It Can Offer You’ <https://www.coursera.org/course/europe>. The free-of-charge course will be conducted in the English language, which will open up the opportunity for students and entrepreneurs across the globe to benefit from the expertise of the HEC Paris faculty.

Given its inherent complexities, this course aims to popularize the intricacies of the European Union system and to promote greater awareness of the opportunities it offers. Because regardless of where today’s business executives are located, the EU not only affects lives but may also transform it. Thus, empowering participants with an in-depth knowledge and understanding about Europe and the European Union, how it works, why it matters and what it can offer enables participants to get a better grasp of the applicable framework for any European economic or social activity to participate on the EU stage.

“This partnership with Coursera is another token of our commitment to dynamic teaching and to the sharing of knowledge in today’s highly globalized economic and business environment,” says Professor Laoucine Kerbache, Chief Executive Officer and Academic Dean of HEC Paris in Qatar. “Offering these courses at no cost to people in the region and sharing with them our faculty’s expertise is a truly exciting and meaningful challenge for us!

“Significantly, this course on Understanding Europe is a vital component in the everyday dealings of today’s business executives,” he adds. “Better knowledge, awareness and understanding of economies anywhere in the world, specifically the EU, would surely prove to be a distinct advantage in making those crucial business decisions.”

Coursera is an education company that partners with the top universities and organizations in the world to offer courses online for anyone to take, for free. Coursera’s technology enables its partners to teach millions of students. 444 courses are available from 87 prestigious Universities. www.coursera.org

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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/>