



HEC Paris announces next intake of the Specialized Master in Strategic Business Unit Management in Qatar

Global Leader in Executive Education ready to welcome seventh Doha cohort

Doha, Qatar – February 5, 2017: HEC Paris, one of the world’s top three providers of Executive Education programs, is now welcoming applications for the 2018 intake of its Specialized Master in Strategic Business Unit Management (SBUM) at its campus in Doha.

The 18-month part-time program, which begins in July, is designed to provide executives with the tools to boost their leadership skills, develop their management expertise and foster an entrepreneurial approach to business.

As well as being beneficial to leading business executives, the practical knowledge and skills developed during the program can also be transferred and adopted by leaders of nonprofit organizations and government ministries and foundations.

The Specialized Master’s Degree comprises 12 core modules in areas such as Leadership, Marketing, Strategy, among others, as well as a master thesis, supervised by a faculty member, on a topic relevant to their organization or career progression.

Participants who undertake the degree course will be presented with the opportunity to learn in a challenging environment created by HEC Paris' world-class faculty for the next generation of leaders.

“With an astounding 144 graduates, the Specialized Master’s Degree has been a resounding success” said Dr Nils Plambeck, Dean and CEO of HEC Paris in Qatar. “We aim to continue to equip executives with a better understanding and a greater knowledge of how to drive their business forward.

Participants in the Specialized Master’s Degree will be able to use the knowledge acquired immediately in the workplace and will learn to approach the challenges they face now and in the future.”

“Our mission is in accordance with Qatar Vision 2030, which aims to develop a world-class educational system that meets modern international standards and provide citizens with opportunities to develop their abilities and capacities, and best training to succeed in a world with increasing educational requirements,” added Prof Plambeck.

The Strategic Business Management Unit degree program targets professionals who are responsible for a business unit or profit-making department within an organization or who are likely to occupy this type of position in the near future.

Senior figures within nonprofit organizations, government ministries and foundations also fit the criteria as candidates who would benefit from the SBUM program. The program underlines HEC Paris’ commitment to contribute to the development of a knowledge-based economy in Qatar and to strengthen corporate competitiveness in the region.

For more information, contact the Admissions Office: info@hec-q.qf.org.qa or +974 4454 0161.

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Notes to Editors

HEC Paris

Specializing in management education and research, HEC Paris offers a complete and unique range of educational programs for the leaders of tomorrow: Masters programs, Summer School, MBA, PhD, Executive MBA, TRIUM Global Executive MBA, open-enrolment and custom executive education programs. HEC Paris has been ranked one of the world’s top 3 providers of Executive Education programs for the last seven years by the Financial Times

Founded in 1881 by the Paris Chamber of Commerce and Industry, HEC Paris is a founding member of the Université Paris-Saclay. It boasts a faculty of 138 full-time professors, more than 4,400 students and over 8,000 managers and executives in training each year.

In 2010, HEC Paris joined Qatar Foundation and brought world-class Executive Education programs and research activity to Doha and the region. By 2011, HEC Paris launched Qatar’s first international EMBA. The HEC Executive MBA (EMBA) is a part-time program that 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’s

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. It has also recently introduced bespoke executive management programs for Family Owned Businesses (FOB) that are designed to meet the specific and individual needs of each client and are aimed at key decision makers, from Board level to middle management. 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. Accordingly, HEC Paris has opened a Research Office that has resulted in a number of case studies and innovative articles being published in renowned academic journals and presented at international conferences. HEC Paris has been ranked one of the world's top 3 providers of Executive Education programs for the last 7 years.

<http://www.qatar.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/>