



## **HEC Paris in Qatar launches Entrepreneurship & Business Development track as part of its Specialized Master's Degree Program**

HEC Paris, one of the world's leading providers of Executive Education, launched the Entrepreneurship and Business Development (EBD) track as one of the specializations of its Specialized Master in Strategic Business Unit Management (SBUM) Degree Program. The next intake is January 2019.

HEC Paris in Qatar Specialized Master includes a core curriculum, professional thesis and the flexibility to customize the program by choosing one of three tracks aligned to the participants' career aspirations: General Management, Marketing & Sales or the new Entrepreneurship & Business Development track.

This 18-month program is designed for professionals and entrepreneurs seeking to enhance their leadership, management and entrepreneurial skills. These skills are of value in any, governmental organization, a large corporation or a start-up. It is taught by world-class faculty in a part-time format to fit in the participants' busy schedule.

On launching the new course, **Dr. Nils Plambeck, Dean & CEO, HEC Paris in Qatar**, said:

*"In pursuit of offering the best in-class managerial courses to entrepreneurs and professionals, we are proud to launch the Entrepreneurship and Business Development track as part of our Specialized Master's Degree Program. The intent of this program is to let attendees explore an entrepreneurial mindset and learn to be innovative with the entrepreneurial setups. With the help of real life case studies, students will learn how to take the right business decisions in today's changing times".*

Additionally, the new Entrepreneurship and Business Development track can also be taken separately as a 10-day Executive Certificate. When choosing this certificate, professionals will learn how to understand entrepreneurial ventures holistically, such as business modeling, financing, creating an entrepreneurial culture, team building, and negotiation. They will not only be exposed to best practices but will also be able to apply them in real entrepreneurial settings.

Prospective participants interested to apply for the Specialized Master's Degree Program can now avail a 10% early bird discount till November 17, 2018.

**-Ends -**

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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.

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 108 research professors, more than 4,500 students and over 8,000 managers and executives in training each year. HEC Paris has been ranked one of the world's leading providers of Executive Education programs for the past eight years by the Financial Times.

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 short executive 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. <http://www.qatar.exed.hec.edu/>

## **Qatar Foundation – Unlocking Human Potential**

Qatar Foundation for Education, Science, and Community Development (QF) is a private, non-profit organization that is supporting Qatar on its journey from a carbon economy to knowledge economy by unlocking human potential, for the benefit of not only Qatar, but the world. Founded in 1995 by His Highness Sheikh Hamad bin Khalifa Al Thani, the Father Emir, QF is chaired by Her Highness Sheikha Moza bint Nasser.

QF's work encompasses education, research and community development. World-class universities are brought to Qatar to help create an education sector in which young people can develop the attitudes and skills required for a knowledge economy. At the same time, QF builds Qatar's innovation and technology capacity by developing and commercializing solutions through key sciences. The Foundation also works to foster a progressive society while enhancing cultural life, protecting Qatar's heritage and addressing immediate social needs in the community. For a complete list of QF's initiatives and projects, visit [www.qf.org.qa](http://www.qf.org.qa)