

# EXECUTIVE MBA PARIS - STUTTGART

UNIVERSITÄT HOHENHEIM



*The International Executive MBA Paris – Stuttgart is a partnership between HEC and the University of Hohenheim in Stuttgart, Germany. HEC Paris is one of the leading business schools in the world and ranked N° 1 in Europe by the Financial Times. The University of Hohenheim's Faculty of Business and Economics is regularly ranked among the top 10. The development of innovative strategies together with the leading industrial players of the region - Daimler, Bosch and Porsche - has been a key factor in attaining this recognition.*

The International Executive MBA Paris – Stuttgart prepares mid-career managers for leadership positions.

Developing a hands-on approach to the issues that are most relevant to participants and their companies, its general management approach emphasizes strategy, leadership, change management and entrepreneurship.

Taught by world-class faculty from HEC Paris and the University of Hohenheim, visiting faculty from partner institutions, and renowned experts in their fields, the program exposes participants to a diverse range of business practices and cultures.

## ■ YOUR OBJECTIVES

### Reinvent your career

- Develop your entrepreneurial and leadership skills
- Become a key actor in your company's strategic decision-making
- Reinforce your personal and professional network

### Broaden your business vision

- Identify the critical growth factors in a competitive marketplace
- Be inspired to develop and implement innovative business models and drive corporate success
- Benefit from trading experiences with a diverse group of peers

### Increase your international scope

- Benchmark best practices on a global scale
- Deepen your understanding of the international business landscape and dynamics
- Immerse yourself in the most vibrant economic regions of the world



## ■ KEY FEATURES

- Strategy, change management, leadership and entrepreneurship
- International business challenges and opportunities
- Intense collaborative learning based on group work and team projects
- Blended learning approach leveraging the best of online resources
- 5 locations, including intensive learning expeditions
- Optimized modular format: only 11 weeks away from the office over 16 months (540 hours of on-site training)

## ■ CURRICULUM

### STUTTGART ► CORPORATE FINANCE

Building on the fundamentals of financial accounting: interpretation and comparison of financial statements across countries. As every business decision has financial implications, the module explores financial concepts such as value creation, risk and cash-flow analysis and the use of financial valuation to measure the potential gains from strategic decisions, including restructuring, merging and acquiring firms.

### PARIS ► COMPETITIVE BUSINESS STRATEGIES

Think strategically about the firm's position: develop a clear vision of its competitive advantage. The module reviews the main concepts, methods and tools used in the strategy process both from an external perspective (forces that shape market structures and competition) and an internal perspective (assessment of the firm's specific resources and capabilities necessary to develop a sustainable competitive advantage).

### STUTTGART ► STRATEGIC MARKETING AND CUSTOMER ORIENTATION

Adopt a market-driven and customer-focused perspective, in both B to B and B to C environments. Focused on the key dimensions of marketing strategy, the module analyzes a business situation from a marketing perspective and highlights the role of marketing in developing more efficient customer-oriented approaches.

### PARIS ► MAIN STRATEGIC OPTIONS FOR GROWTH

Formulation of strategy at the corporate level: the scope of the firm's activities and the firm's boundaries. The module assesses emerging patterns in the organization of industry value chains on a global scale, various strategic options (e.g. vertical integration, diversification, internationalization), alternative modes of growth (international growth, acquisitions, alliances) and relationships (horizontal firms).

### ASIA ► DOING BUSINESS IN ASIA

Insights into the complexities of the Asian business world. This study trip helps to better estimate business opportunities and to understand the role of this dynamic region in today's world economy. Participants may choose from one of three seminars, developed in partnership with the most prestigious universities in India, Japan or China.





### PARIS ► STRATEGIC IMPLEMENTATION

The execution of strategy. The module concentrates on generating actionable plans at the business level, including business plans and organizational alignments. It also analyzes strategic issues such as innovation, entrepreneurship, mergers and acquisitions.

### EUROPE ► LEADERSHIP

Levers of leadership: personal and group behavior. The module analyzes the various demands and responsibilities placed on the leader, alternative leadership styles, and professional and ethical roles, the impact of personal and organizational dimensions of the decision-making process. Participants analyze their own leadership style through tools such as team building, 360° feedback and personality tests.

### STUTT GART ► MASTERING PERFORMANCE AND OPERATIONS

Operations activities: a source of competitive advantage in the global economy. Highlighting the links between strategy, operations and supply chain management, the module covers a variety of critical aspects of operations management, including quality management, risk management, the impact of IT, logistics, international purchasing, global service management and performance management.

### PARIS ► BUSINESS GAME

Strategy and driving people: simulation of a business case. Starting from a classical business case, participants review the fundamentals of business accounting and use competitive and productive data to better understand the drivers of Sales and Profit. Participants are given a firm to manage in a competitive global environment with the objective to increase the value of their company.

### USA ► THE NORTH-AMERICAN PERSPECTIVE

Study trip to the USA: North America's areas of expertise. This module is a study seminar organized in collaboration with leading North-American business schools, partners of HEC School of Management. Each seminar builds upon specific areas of academic expertise: Global Corporate Issues, Entrepreneurship and International Finance.

### STUTT GART ► CORPORATE INFORMATION MANAGEMENT

The importance of the resource information for companies. Information needs to be acquired, distributed, shared, and managed effectively and efficiently. The key elements of intra-organisational and inter-organisational information management and its related support through information systems will be discussed and analysed in the module based on a communication-centred perspective.

### CLOSING SESSION

The closing session is composed of conferences exploring different strategies to manage the potential conflicts between profit and morality in a productive way. The sessions develop tools for global operating companies, to handle the conflicting moral claims and different moral cultures (e.g. western or Confucian cultures) in daily business.

## ■ LEARNING BY DOING

The International Executive MBA Paris - Stuttgart uses active training methods enabling each participant to be an actor in his or her training. Case studies, used as main tools throughout the program, provide practice for the participants to solve issues pertaining to managing a business.

Team and individual projects invite participants to develop their collaborative and leadership skills, enhance their capacity to critically analyze business problems and make decisions based on real-world situations. With their team, participants analyze a company within its business sector and make strategic recommendations (Company Project).

Individually, participants develop a Final Individual Project consisting of a personal analysis and a set of recommendations addressing a major strategic issue facing their own company.

## ■ TUITION

Tuition fees include teaching fees, all academic material (including text books), access to the school library, all computing charges. It does not cover the € 350 application fee, travel and accommodation costs during international

seminars (approximately 12,000 €) and accommodation costs in France or Germany.

**€ 45,900, net**

*(fees may be subject to change.)*

VAT is not applicable to HEC fees.

## ■ WHO SHOULD ATTEND?

**The program is geared toward executives and senior managers with:**

- ➔ A minimum 8 years of professional experience
- ➔ Recognized achievements and involvement in corporate strategy
- ➔ An international mindset
- ➔ The potential to take on greater managerial responsibilities
- ➔ Motivation to pursue clearly identified professional objectives
- ➔ A professional level in English: TOEFL or TOEIC (for candidates whose mother tongue is not English or candidates who do not hold a university degree from an English-speaking institution).

## ■ LANGUAGE

English

## ■ PROGRAM STRUCTURE

**Modular format composed of 11 five-day modules + Closing session**

Four modules take place at HEC's campus in Paris, four at the University of Hohenheim in Stuttgart and one in each of the three global regions: Europe, the United States and Asia.

## ■ CONTACT

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