

Chinese women learn to be entrepreneurs

By Della Bradshaw

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Women entrepreneurs are often seen as the driving force behind developing economies, so **HEC Paris** and **Tsinghua University** in Beijing have teamed up to develop a programme to teach 450 new female entrepreneurs in China over the next five years. The programme is sponsored by bankers Goldman Sachs as part of its '10,000 Women' initiative.

The Chinese programme is based on the entrepreneurship track of HEC's MBA and will last three and a half months. The first programme will begin in May 2009 with 50 participants, rising to 100 participants in subsequent years. Candidates will need to have an undergraduate degree and at least three years' work experience. The programme is open to both women who want to start their own businesses and those who already run a business and want to develop it.

The programme will use a mix of faculty from HEC and Tsinghua, as well as contributing lecturers from Goldman Sachs. Lecturers from outside China, who do not speak Chinese, will work with simultaneous translators in the classroom and in group discussions, says Oliver Gottschlag, academic director at HEC.

"We're also acutely aware of the specific demands of running a business in such a rapidly developing market as China," he says. "It's not just a question of simply cutting and pasting teaching techniques and case studies from the main HEC MBA – everything has to be tailored very closely to the local environment."

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