



The more you know, the more you dare®

MEGA Learning and HEC Paris combine to disrupt business game sector

Jouy-en-josas, September 25th 2014

HEC Paris is launching *Human Capital Challenge (HCC)*, strategic business simulation game developed in partnership with MEGA Learning, which for the first time places human capital at the center of value creation in a business.

The dream of HEC Paris and MEGA Learning was to build a learning solution showing the impact of people-related decisions on strategy execution. HEC Paris' Professor Charles-Henri Besseyre des Horts gathered a top team of academics, practitioners and MEGA Learning design and development experts. Together they have built a proof of concept that has been tested and improved. Embedded in a learning journey combining workshops, decisions, academics and specialists presentations, *HCC* is a great learning experience with a unique graphical interface that accelerates the learning.

Three years were required to develop and test the simulation models in conjunction with future managers, experienced managers and HR directors across a number of international environments.

The main feature of *HCC* is to combine conventional business decisions with those related to human capital. The focus is on the concept of global business performance balancing performance indicators of these interactions. The winning team of *HCC* is the one that obtains the best results in terms of business (revenue, pre-tax earnings, and accumulative gain) and human capital (revenue per employee, employee engagement indices, and the attractiveness of the business).

Integrated into a training program run by multidisciplinary faculty, it familiarizes managers—experienced or not—with the various levers of human capital management for reconciling the human action cycle with the business cycle, in order to create a sustainable competitive advantage. Human Capital Challenge provides participants with a holistic perspective on the importance of Human Capital in Business Strategy design and execution. They will work hard, play hard and learn hard!

Charles-Henri Besseyre des Horts, Professor at HEC Paris, notes: “*Human Capital Challenge* combines research in HR and major projects of the digital economy. This innovative teaching method will allow us to demonstrate that a company can achieve tangible business results if it invests significantly and sustainably in its human capital.”

More info: <http://www.humancapitalchallenge.com/>

About HEC Paris

Specialized in education and management research, HEC Paris offers a complete and unique range of educational programs for the leaders of tomorrow: Masters Programs, MBAs, PhDs, Executive MBAs, the TRIUM Global Executive MBA and Executive Education open-enrolment and custom programs.

Founded in 1881 by the Paris Chamber of Commerce and Industry, HEC is itself a founding member of ParisTech and Université Paris-Saclay. It boasts a permanent faculty of 110 professors, more than 4,000 students and over 8,500 managers and executives in training each year.

HEC Paris was the number one-ranked business school in Europe by the Financial Times' overall business school ranking in December 2013.

About MEGA Learning Specializing in strategic simulation, MEGA Learning has developed 29 unique simulations since its foundation in 1989, all focusing on value creation. The custom developments have only been made possible through careful attention to the specific needs of each customer, through a rigorous method of co-creation and with an accumulated 25 years' worth of experience. Many of these simulations, created for clients, are now part of MEGA Learning's standard suite.

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