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This is HEC Paris

Much has changed since 1881 when the Paris Chamber of Commerce and Industry created a school to train 57 young men to assume leadership positions in society. Surviving two World Wars and the 1929 Great Depression, HEC Paris has continuously reformed its curriculum and teaching methods to ensure that the education it provides can drive, as well as reflect, the world’s business environment.

International engagement and an innovative, practical approach to training tomorrow’s business leaders are not just ambitions: they are goals we have successfully achieved for more than 130 years. In 2011, we remain as committed to them as ever. I hope you will join us as we embark upon the next 130 years!

Bernard Ramanantsoa
Dean, HEC Paris
#1

Business School in Europe

[Financial Times ranking, December 2010, for the fifth consecutive year]

Students & participants

4,063 students and participants across all degree programs

40% international students

95 nationalities

8,000 executives and managers trained each year

Faculty & staff

267 total faculty

109 full-time faculty

56% international full-time faculty

473 administrative and services staff from 24 countries

ParisTech

HEC Paris is a founding member of ParisTech

International reach

119 academic partners worldwide

24 double and joint degree programs

44,000 alumni in over 113 countries

Corporate relations

250 recruiting companies on the campus each year

55 international companies are members of the HEC Foundation [as of April 2011]

15 chairs

Campus size

1,3 square kilometers of countryside at the Jouy-en-Josas campus

1,660 square meters of space at the Paris campus

International rankings in 2010-2011

MSc in Management

*Grande Ecole program* was ranked

➤ #3 worldwide by the Financial Times (FT), September 2010

➤ #1 in France by leading national publications, including L’Express, Le Point, Le Figaro Étudiant and Le Parisien

Masters in International Finance program

was ranked #1 worldwide by the FT, June 2011

MBA program

was ranked

➤ # 9 worldwide by the Economist, October 2010

➤ #18 worldwide by the FT, January 2011

TRIUM Global Executive MBA

was ranked #3 worldwide by the FT, October 2010

Executive Education

was ranked #1 worldwide by the FT, May 2011
HEC Paris mission and values

HEC Paris, founded in 1881 by the Paris Chamber of Commerce and Industry (the “CCIP”), is one of France’s oldest elite higher education Grandes Ecoles. Unique to France, the concept was introduced by Napoleon so that “the best and the brightest” could be channeled into his armies and engineering corps. Unlike French public universities which are required to accept all candidates from the same region who hold a baccalauréat, the selection criteria for the Grandes Ecoles rest mainly on competitive written and oral exams, taken by students from dedicated preparatory classes.

Throughout its 130-year history, HEC Paris has continually attracted individuals highly capable and talented, innovative and entrepreneurial, ambitious and open minded.

HEC Paris has consistently developed a wide and unique range of programs for the 20-year-old student to the international senior executive in France and across the world.

HEC Paris’ mission is to shape the global leaders of tomorrow, capable of becoming architects of a responsible world. This mission is based on two pillars: a rigorous research environment and close connections to the corporate world. The combination of high quality research, underlying the pedagogical innovation at HEC Paris, and close corporate connections, gives the HEC community the necessary tools and background to challenge established rules and to invent the new social and economic paradigms of tomorrow’s world, rather than simply reproduce them.

HEC Paris enacts this mission in harmony with three core values:

- Excellence as an objective in all that we undertake
- The value of knowledge as a vehicle to fight sectarianism and ideology
- The importance of participating as a major player in the construction of a responsible world

These values are the foundation of a conviction shared by the HEC Community: knowledge determines the freedom and entrepreneurship required for a better world. This conviction is affirmed with our motto “The more you know, the more you dare”.
The Paris Chamber of Commerce and Industry

HEC Paris is affiliated to the CCIP, the leading Chamber of Commerce and Industry in France and Europe. This public establishment is run by 84 elected representatives, all of whom are business leaders.

Its missions include:
› Representing business interests to local, national and European public authorities
› Advising companies at each stage of their development
› Training: each year the CCIP provides 14,500 young people with initial training and more than 30,000 adults with in service training, within its 11 schools
› Developing excellence in the field of trade shows, conventions and exhibitions

The CCIP now represents 400,000 companies located in the four districts of Paris center, Hauts-de-Seine, Seine-Saint-Denis and Val-de-Marne

Pierre-Antoine Gailly,
President

Jean-Paul Vermes,
First Vice President

ParisTech

ParisTech is a research and higher education consortium that brings together 12 of France’s most prestigious Grandes Ecoles (Engineering and Business schools): each institution is recognized as a leader in France in its field.

HEC Paris has been a founding member of ParisTech since 2008.

ParisTech’s ambition is to:
› Develop its innovation potential by strengthening its already close ties with the business world
› Place itself at the centre of the “knowledge triangle” [education – research – innovation] in partnership with the business and institutional communities along with major research organisations

› Create a full service science, technology and management university ranked among the world’s top 20 education and research universities by 2020
› Develop the excellence of its research and give ParisTech leading international visibility and attractiveness
HEC Paris Governance

The HEC Paris Board and International Advisory Board bring together top executives and academics from around the world. These leaders help shape HEC Paris’ strategy and ensure that it remains in line with the changing needs of international business.

HEC Paris Board

Henri PROGLIO
President of the HEC Paris Board
Chairman and CEO, EDF

Raymond ALBERO
Managing Director, AIE Training

Cécile ANDRÉ-LERUSTE
Deputy CEO, SG Equipment Finance

Michel AUSSAVY
President, MD & Sales

Philippe CAILLETON
Manager, Le Brisemiche

Jérôme FRANTZ
Managing Director, Frantz Electrolyse

Arnould d’HAUTEFEUILLE
CEO, Jacques Bollinger

Bernard IRION
Member of the Board, F4 SA

Michel LAURENT
General Manager, Acieries de la Seine

Soumia MALINBAUM
Director, Group Business Development, KEYRUS

Olivier MELLERIO
CEO, MELLERIO dts MELLER

Nicholas MOUFFLET
Managing Director, JAM SARL

Hervé SAINT-SAUVEUR
Chairman of the Board, LCH Clearnet SA

Claude de SAINT-VINCENT
General Director, Media-Participations

Dominique SÉGUINEAU
Executive Vice President, Toshiba Systemes (France) SAS

Amaury de TURCKHEIM
President, SVP TRANSPORT Group

International Advisory Board

Seiichiro ADACHI
President, Toyota Tsusho Europe SA

Jean-Paul AGON
CEO, L’Oréal

Jean-Luc ALLAVENA
Managing Partner, Apollo Management International LLP; Honorary President, HEC Alumni Association and HEC Foundation

Jean d’ARTHYUS
Managing Director and member of the Executive committee, Fonds Stratégique d’Investissement; President, HEC Alumni Association

Abdulla Ali AL-TANI
Vice President of Education, Qatar Foundation

Daniel BERNARD
Chairman, HEC Foundation; Chairman, Kingfisher plc; Chairman, M.A.F Retail Group; President, Provestis; Senior Advisor, Tower Brook Partners

Eugenia BIEITO
Director General, ESADE

Bernard BOURIGEAUD
Former CEO, Atos Origin

Henri de CASTRIES
Chairman of the Management Board and CEO, AXA Group

Peter CHILD
Director, McKinsey

Xavier CORNU
Executive Director of Education and Training Division, CCIP

Yves COUILLARD
CEO, BcomBest; Former CEO, Hewlett-Packard France

Andrea CUOMO
Executive Vice President, General Manager Sales & Marketing Europe, ST Microelectronics

Frank DANGEARD
Managing Director and Founder, Harcourt

Thomas EDIG
Member of the Board of Management, Porsche AG

Amy EDMONDSON
Novartis Professor of leadership and management, Harvard Business School

Orit GADIESH
Chairman, Bain & Company

Pierre-Antoine GAILLY
President, CCIP

Dominique HANSENS
Bud Knapp Professor of Marketing, UCLA

Anderson School of Management

Guillaume d’HAUTEVILLE
Vice Chairman - Investment Banking Europe, Nomura International

Sylvain HEFES
Senior Advisor, Rothschild & Son

Anne-Marie IDRAC
Former French Secretary of State, in charge of External Commercial Affairs

Claude JOUVEN
Former CEO, Citibank/Citigroup France, Belgium, Luxembourg and Ireland; Honorary State Advisor

Paul JUDGE
Chairman, Schroder Income Growth Fund plc; Director, Standard Bank Group Ltd of Johannesburg

Bruno LAFONT
Chairman and CEO, Lafarge

Bertrand LEONARD
Deputy CEO, Exane

Hans Ulrich MAERKI
Chairman, IBM EMEA

Baron PFETTEN
Chairman, Royal Institute of East-West Strategic Studies (Oxford)

Karsten POPP
Senior Vice-President EMEA, Autodesk

Henri PROGLIO
Chairman and CEO, EDF; President of the HEC Paris Board

Baudouin PROT
CEO, BNP Paribas

Franck RIBOUD
CEO, Danone Group

Stéphane RICHARD
Chairman and CEO, France Telecom

David SCHMITTEIN
Dean, MIT Sloan School of Management

Alvin SILK
Lincoln Filene Professor of Business Administration, Harvard Business School

Domenico SINISCALCO
Vice Chairman, Morgan Stanley International

Francesco STARACE
CEO, Enel Greenpower

Ezra SULEIMAN
IBM Professor, Princeton University

Pierre TROUILLET
General Manager, CCIP

François VACHÉY
Former Executive Vice-President, L’Oréal

Jean-Paul VERMES
President, VMS France; First Vice President, CCIP

Christian VULLIEZ
Member of the High Council for Education, French Ministry of National Education

Chunjun ZHAO
Emeritus Dean, Tsinghua University
HEC Paris campus in winter
Masters Degrees
(Full-time, pre-experience programs)

MSc in Management
*Grande Ecole* program (18 months, French and English)
Designed for students who hold a Bachelor’s degree in any field. The first year is comprised of general business courses; the second year is devoted to the student’s area of specialization.

One-year MSc’s
(12 months, English)
Designed for students who hold a Bachelor’s degree in Business and want to acquire expertise in a specific field of management: International Business, Managerial and Financial Economics, International Finance, Sustainable Development and Marketing.

Specialized Masters
(12 months, French and English)
Designed for professionally experienced candidates with an advanced level degree in any field. These programs enable specialization in a specific field of management.

MBA Program

Full-Time MBA program
(16 months) and Part-Time Option
(24 months)
The MBA addresses both functional and cross-functional skills through a fundamental and a customized thread to cover all areas of management in depth. Participants will, throughout the program, enhance their leadership potential through unique learning experiences in a diverse environment, developing their self-awareness and people and relationship management, to boost, and even change, their career path.
PhD Program
[4 years]
The PhD program offers high-quality, internationally renowned training for professor-researchers. The program prepares participants for publishing in leading academic journals throughout the world as well as for future research and teaching challenges.

Executive Education
HEC Paris Executive Education delivers programs specifically designed for experienced managers and executives. In addition to EMBA and Masters Programs, HEC Executive Education offers open-enrolment and custom programs, as well as coaching.

Highlights from the range of programs:

- **TRIUM Global Executive MBA**
  (16 months)
  Specially designed for global executives and CEOs, this is a joint degree developed by HEC Paris, New York University Stern School of Business and London School of Economics and Political Science.

- **HEC Executive MBA**
  (14 to 16 months)
  A multi-site degree program designed to propel mid-career professionals into the executive board level. The program is now available in 5 locations (Paris, Beijing, Shanghai, Doha and St. Petersburg) with six majors: Entrepreneurship & Innovation, Differentiation through Service, Global Business Perspectives, Aerospace & Aviation, Management in an Energy-concerned Economy, and Luxury.

- **Executive Specialized Masters**
  (11 months)
  These postgraduate degree programs provide specialized training in specific areas of management.

- **Open-enrolment programs**
  HEC Paris offers executive participants the option to develop their operational skills through short, targeted executive programs, which cover key management issues:
    - 44 short programs (2 to 5 days)
    - 21 Executive Certificates in French (12 to 30 days)

- **Custom programs**
  These programs are tailored and delivered to the precise specifications of the company.
A place to live

On-campus accommodation
1,532 individual rooms
69 apartments reserved for couples and families

Sports facilities
2,000 square meters of gymnasiums and sports halls
8,000 square meters of sports fields
Including soccer pitches, rugby fields, indoor and outdoor tennis courts, fencing room, fitness center, martial arts center, climbing wall, and several golf courses just a few minutes from campus

Student-run organizations and clubs on campus
130 student-run organizations including humanitarian, cultural, international, events and career-related, sports and leisure-related associations.
Social and professional clubs are dedicated to topics such as finance, marketing, business ethics and women in leadership

Other on-campus services
Multimedia center and I.T suites
Language labs and resource centers
Trading room
Business bookshops
Printing shop
Daycare center
Infirmary
Ecumenical center

Library & computer facilities
Multimedia library and resource center
60,000 books
16,000 + electronic resources
85 online databases
A Wi-Fi network
Open-access computer rooms

The HEC Paris campus offers a unique setting: a 1.3 km² site with woods and lake, close to both Paris and Versailles. The facilities and setting have been designed to foster learning in a supportive, comfortable and dynamic environment.

On-campus accommodation and activities help create strong bonds among students, with ample opportunity for a rich social life.

At the end of 2011, 8,000 m² of new study facilities and residential rooms will be inaugurated on campus.
Student association: Extravadanse
HEC Paris is committed to developing knowledge and the best practices in management. The active involvement of professors in research guarantees that our courses integrate the latest findings in management science. A vibrant research environment helps make HEC Paris the school of choice for students and faculty alike.

**Cutting-edge research and acclaimed faculty**

**Faculty**

on 1 January 2011

109
full-time faculty members including:
95% hold a PhD
56% faculty from abroad
29 nationalities
27% women

27
Emeritus faculty

86
affiliate professors, generally prominent members of the business community who have established a long-term relationship with HEC Paris

45
visiting professors, including
Jay ANAND,
Ohio State University, USA
Sundar BHARADWAJ,
Emory University, USA
Ramesh BOLLAPRAGADA,
San Francisco State University, USA
Jean-Philippe BONARDI,
Université de Lausanne, Switzerland
Steven EPPINGER,
Massachusetts Institute of Technology, USA
Allègre HADIDA,
University of Cambridge, UK
Thomas HEMMER,
Rice Jones Graduate School of Business, USA
Reuven LEHAY,
University of Michigan Business School, USA
Vladimir MARES,
Northwestern University - Kellogg School of Management, USA
Joseph MILNER,
University of Toronto, Canada
Emre OZDENOREN,
London Business School, UK
Luis PEREIRO,
Universidad Torcuato Di Tella, Argentina
Michael PRESTON,
Columbia University, USA
Subramanyam RAGHUNATH,
Indian Institute of Management Bangalore, India
Juan RAMIS,
ESADE Business School, Spain
Kulwant SINGH,
National University of Singapore, Singapore
Daniel SKARLIKI,
University of British Columbia, Canada
Marie SUSHKA,
Arizona State University, USA
Juhan VAIVIO,
Aalto University, Finland
Kathy YUAN,
London School of Economics and Political Sciences, UK
Academic contribution
in 2009 and 2010

175 articles in refereed academic journals
24 books
57 chapters in collective books
34 published proceedings
408 presentations at academic conferences
18 case studies
153 articles in non-peer reviewed journals

HEC Paris Workshops
in 2010

▷ 2nd Paris Spring Corporate Finance Conference, organized by Ulrich Hege, Professor of Finance
▷ From Routine to Movements and Back, organized by Rodolphe Durand, Professor of Strategy & Business Policy
▷ INTAACT organized by Hervé Stolowy, Professor of Accounting & Management Control and Thomas Jeanjean, Associate Professor of Accounting & Management Control
▷ Marketing Research Camp, organized by Selin Atalay, Assistant Professor of Marketing
▷ Academic Entrepreneurship from Knowledge Creation to Knowledge Diffusion, organized by Thomas Astebro, Associate Professor of Strategy & Business Policy

▷ 2nd HEC Finance and Statistics, organized by Laurent E. Calvet, Professor of Finance and Veronika Czellar, Assistant Professor of Economics & Decision Sciences
▷ 1st HEC Paris Workshop on Regulation "Emergency Regulation under the Threat of a Catastrophe", organized by Alberto Alemanno, Associate Professor of Law

In-house publication
Researchâhec
the online and print magazine, which showcases academic research to a non-expert audience

Research partnerships

The HEC Center GREGH EC (Groupe de Recherche et d’Etudes en Gestion at HEC) is a joint CNRS-HEC research laboratory. The CNRS is the main French institution for academic research. The members of the GREGHEC laboratory include HEC Paris faculty professors and CNRS researchers, PhD students and researchers with post-doctoral contracts. HEC Paris is the only French business school to have developed such a partnership with the CNRS.

The GIS (Groupement d’Interêt Scientifique) “Decision Science”
is a joint-venture by HEC Paris, Ecole Polytechnique, ENSAE ParisTech [Paris Graduate School of Economics, Statistics and Finance] and the CNRS. The partners develop joint research projects on individual and group decision making.

HEC Paris PhD Program

HEC Paris offers a Doctoral program leading to a PhD in Management and placement in prestigious international institutions.

81 students are currently enrolled in the PhD program in January 2011 among whom 19 were admitted in September 2010
42% of students are international [22 countries of origin]
6 specializations:
Accounting & Management Control
Finance
Human Resources & Organization
Marketing
Operations & Supply Chain Management
Strategy & Management
4 dissertations defended between September 2010 and April 2011

Placement
After graduation, HEC Paris PhD participants find placements at top level academic positions worldwide, such as Richard Ivey School of Business, University of Western Ontario, Canada and London School of Economics and Political Sciences, UK.

Research in the rankings

HEC Paris was ranked 3rd in Europe for research
in the 2011 Financial Times MBA ranking
Faculty list
on 1 January 2011

Accounting & Management Control
Walid ALISSA  
PhD Pennsylvania State University, USA
Diane-Laure ARALJIES  
PhD Essec – Université Paris-Ouest, France
Raul BARROSO  
PhD, HEC Lausanne, Switzerland
Srile BURKLAND  
PhD University of Vaasa, Finland
Vedran CAPKUN  
PhD University of Lausanne, Switzerland
Eve CHIAPELLO  
PhD University of Paris IX-Dauphine, France
C laire DAMBRIN  
PhD University of Paris IX-Dauphine, France
C aroline LAMBERT  
PhD University of Paris IX-Dauphine, France
C édric LESAGE  
PhD University of Rennes I, France
H élène LONING  
PhD HEC Paris, France
V éronique MALLERET  
PhD University of Paris IX-Dauphine, France
M artin MESSNER  
PhD University of Innsbruck, Austria
C arlos RAMIREZ  
PhD EHESS, France
A ndré SOLE  
PhD University of Nancy II, France
H ervé STOLOWY  
PhD University of Paris I-Panthéon Sorbonne, France

Finance
Blaise ALLAZ  
PhD Princeton University, USA
J oël BESSIS  
PhD University of Paris IX-Dauphine, France
L aurent CALVET  
PhD Yale University, USA
F rançois DERRIEN  
PhD HEC Paris, France
T hieiry FOUCAULT  
PhD HEC Paris, France
L aurent FREZARD  
PhD University of Neuchâtel, Switzerland
U lrich HEGE  
PhD Princeton University, USA
J ohan HOMBERT  
PhD University of Toulouse I and EHESS, France
A ntoine HYAFIL  
PhD HEC Paris and University of Orleans, France
S tefano LOVO  
PhD Catholic University of Leuven, Belgium
J acques OLIVIER  
PhD University of Pennsylvania, USA

Languages & Cultures
H ans BRODERSEN  
PhD University of Paris VIII-Vincennes-Saint-Denis, France
M ichael BROOKES  
PhD University of Paris IV-Sorbonne, France
V alérie GAUTHIER  
PhD University of Sorbonne Nouvelle-Paris III, France
S ylva GERAIS  
Master of Arts University of Boulogne, France
J ocelyne REITH  
Master of Arts University of Paris IV-Sorbonne, France
C hristopher ROBINSON  
PhD University of Paris X-Nanterre, France

Management & Human Resources
C harles-Henri BESSEYRE DES HORTS  
PhD University of California, Los Angeles, USA
F rançoise CHEVALIER  
PhD HEC Paris, France
A dina DABU  
PhD University of Illinois, USA
E lie MATTIA  
PhD University of Western Ontario, Canada

Economics & Decision Science
Alessandro CITANNA  
PhD University of Pennsylvania, USA
V eronika CZELLAR  
PhD University of Geneva, Switzerland
I tzhak GILBOA  
PhD Tel Aviv University, Israel
A i-Ting GOH  
PhD University of Pennsylvania, USA

Brian HILL  
PhD University of Paris I-Panthéon Sorbonne, France
G illes MAUFFREY  
PhD University of Paris IX-Dauphine, France
T omasz MICHALSKI  
PhD Columbia University, USA
E loic-Anil PEYRACHE  
PhD University of Toulouse, France
D ina ROSENBERG  
PhD University of Paris X-Nanterre, France
M arco SCARSHINI  
PhD University of Paris IX-Dauphine, France
T ristan TOMALA  
PhD University of Paris I-Panthéon Sorbonne, France
N icolas VIEILLE  
PhD University of Paris VI-Pierre et Marie Curie, France

Evren ÖRS  
PhD Carroll Graduate School of Management, Boston College, USA
C hristophe PÉRIGNON  
PhD Swiss Finance Institute, Switzerland
I oanid ROSU  
PhD Massachusetts Institute of Technology, USA
D avid THESMAR  
PhD EHESS, France
P hilip VALTA  
PhD Ecole Polytechnique de Lausanne, Switzerland

Languages & Cultures
H ans BRODERSEN  
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M ichael BROOKES  
PhD University of Paris IV-Sorbonne, France
V alérie GAUTHIER  
PhD University of Sorbonne Nouvelle-Paris III, France
S ylva GERAIS  
Master of Arts University of Boulogne, France
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C hristopher ROBINSON  
PhD University of Paris X-Nanterre, France

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F rançoise CHEVALIER  
PhD HEC Paris, France
A dina DABU  
PhD University of Illinois, USA
E lie MATTIA  
PhD University of Western Ontario, Canada
<table>
<thead>
<tr>
<th>Name</th>
<th>PhD Institution</th>
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<tbody>
<tr>
<td>Vesa PELTKORPI</td>
<td>PhD Swedish School of Business &amp; Economics, Finland</td>
</tr>
<tr>
<td>Mathis SCHULTE</td>
<td>PhD Columbia University, USA</td>
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<tr>
<td>Michael SEGALLA</td>
<td>PhD University of Iowa, USA</td>
</tr>
<tr>
<td>Amy SOMMER</td>
<td>PhD University of Western Ontario, Canada</td>
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<tr>
<td>Eris Luis UHLMANN</td>
<td>PhD Yale University, USA</td>
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<tr>
<td>Kevyn YONG</td>
<td>PhD Cornell University, USA</td>
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<tr>
<td>Wolfgang ULAGA</td>
<td>PhD University of Paris I-Panthéon Sorbonne, France</td>
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<tr>
<td>Marc VANHUELE</td>
<td>PhD Anderson Graduate School of Management, UCLA, USA</td>
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<tr>
<td>Stefan WORM</td>
<td>PhD University Kaiserslautern, Germany</td>
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<tr>
<td>Pierre DUSSAUGE</td>
<td>PhD University of Paris IX-Dauphine, France</td>
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<tr>
<td>Bernard GARRETTE</td>
<td>PhD HEC Paris, France</td>
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<td>Oliver GOTTSCHALG</td>
<td>PhD INSEAD, France</td>
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<td>Pierre-Antoine KREMP</td>
<td>PhD Princeton University, USA</td>
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<td>Jean-Paul LARÇON</td>
<td>PhD University of Paris IX-Dauphine, France</td>
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<td>Dalhia MANI</td>
<td>PhD University of Minnesota, USA</td>
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<tr>
<td>Denisa MINDRUTA</td>
<td>PhD University of Illinois at Urbana-Champaign, USA</td>
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<tr>
<td>Bertrand MOINGEON</td>
<td>PhD University of Franche-Comté, France</td>
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<tr>
<td>Anup-Menon NANDIALATH</td>
<td>PhD Ohio State University, USA</td>
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<tr>
<td>Goncalo PACHECO DE ALMEIDA</td>
<td>PhD INSEAD, France</td>
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<tr>
<td>Corey PHELPS</td>
<td>PhD New York University, USA</td>
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<td>Nils PLAMBECK</td>
<td>PhD University of Hamburg, Germany</td>
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<td>Bertrand QUELIN</td>
<td>PhD University of Paris Nord, France</td>
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<td>Bernard RAMANANTSOA</td>
<td>PhD University of Paris IX-Dauphine, France</td>
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<td>Gérard BAGLIN</td>
<td>MSc in Management HEC Paris, France</td>
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<td>Olivier BRUEL</td>
<td>MSc in Management HEC Paris, France</td>
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<td>Marie-Hélène DELMOND</td>
<td>PhD HEC Paris, France</td>
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<td>Sihem JOUNI</td>
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<td>Laoucine KERBACHE</td>
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<td>Sri KUDARAVALLI</td>
<td>PhD University of Maryland, USA</td>
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<tr>
<td>Andrea MASINI</td>
<td>PhD INSEAD, France</td>
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<td>Andreas ROBOTIS</td>
<td>PhD INSEAD, France</td>
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<tr>
<td>Svenja SOMMER</td>
<td>PhD INSEAD, France</td>
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<tr>
<td>Shirish SRIVASTAVA</td>
<td>PhD National University of Singapore, Singapore</td>
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<tr>
<td>Christian VAN DELFT</td>
<td>PhD University of Geneva, Switzerland</td>
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<tr>
<td>Zhixi WAN</td>
<td>PhD University of Michigan, USA</td>
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<tr>
<td>Laurent MARUANI</td>
<td>MSc in Management HEC Paris, France</td>
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<tr>
<td>Dominique ROUZIES</td>
<td>PhD McGill University, Canada</td>
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<tr>
<td>Bige SAATCI OGLU</td>
<td>PhD Virginia Tech, USA</td>
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<tr>
<td>Francesca SOTGIU</td>
<td>PhD Erasmus University Rotterdam, The Netherlands</td>
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<tr>
<td>Thomas ÅSTEBRO</td>
<td>PhD Carnegie Mellon University, USA</td>
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<td>Kristina DAHLIN</td>
<td>PhD Carnegie Mellon University, USA</td>
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<tr>
<td>Rodolphe DURAND</td>
<td>PhD HEC Paris, France</td>
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<tr>
<td>Pierre ALEMAMNO</td>
<td>PhD University of Bocconi, Italy</td>
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<tr>
<td>Philippe CORRUBLE</td>
<td>PhD University of Jean Moulin-Lyon III, France</td>
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<tr>
<td>Nicole FERRY-MACCIARO</td>
<td>DES University of Bourgogne, France</td>
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<tr>
<td>François LENGLART</td>
<td>PhD University of Lille, France</td>
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<tr>
<td>Marie SERNA</td>
<td>PhD University of Paris II-Panthéon-Assas, France</td>
</tr>
<tr>
<td>Oana STEFAN</td>
<td>PhD University College Dublin, Ireland</td>
</tr>
<tr>
<td>Nicole STOLOWY</td>
<td>PhD University of Paris I-Panthéon Sorbonne, France</td>
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</tbody>
</table>
Emeritus Professors

Gilles AMADO
Professor of Management & Human Resources
Jean-Loup ARDOIN
Professor of Accounting & Management Control
Michel BADOC
Professor of Marketing
Georges BLANC
Professor of Strategy & Business Policy
Christian CAUVIN
Professor of Accounting & Management Control
Philippe COLIN
Professor of Business Law & Taxation
Michel CREMADEZ
Professor of Strategy & Business Policy
Jean-Pierre DETRIE
Professor of Strategy & Business Policy
Yves EVRARD
Professor of Marketing
Michel FIOL
Professor of Accounting & Management Control
Hugues JORDAN
Professor of Accounting & Management Control
Charles KALFON
Professor of Accounting & Management Control
Jean KLEIN
Professor of Finance
Jacqueline LAUFER
Professor of Management & Human Resources
Romain LAUFER
Professor of Marketing
Patrick LEMATTRE
Professor of Management & Human Resources
Anne MACQUIN
Professor of Marketing
Bernard MAROIS
Professor of Finance
Jacques OBADIA
Professor of Decision Science & Information Systems
Dang PHAM-HUY
Professor of Accounting & Management Control
Gisèle PROST
Professor of Languages & Cultures
Michel SANTI
Professor of Strategy & Business Policy
Bruno SOLNIK
Professor of Finance
Michel TENENHAUS
Professor of Decision Science & Information Systems
Hervé THIRIEZ
Professor of Decision Science & Information Systems
Georges TREPO
Professor of Management & Human Resources
Henri-Louis VEDIE
Professor of Economics

Honoris Causa Professors

Chris ARGYRIS
Professor, Harvard University
Robert BADINTER
Former President of the French Constitutional Council and Minister of Justice
Raymond BARRE †
Former Prime Minister of the French Republic
Warren G. BENNIS
Professor, University of Southern California
Pierre BOURDIEU †
Professor, Collège de France
Jacques BOUVERESSE
Professor, Collège de France
Héléne CARRERE D’ENCAUSSE
Member of the French Academy
Robert ENGLE
Professor, New York University Nobel Prize in Economics (2003)
Pierre-Gilles de GENNES †
Professor, Collège de France Nobel Prize in Physics (1991)
Jacques GLOWINSKI
Professor and Administrator, Collège de France
Roger GUESNERIE
Professor of Finance
Claude HAGEGE
Professor, Collège de France
Michael C. JENSEN
Emeritus Professor, Harvard Business School
Philip KOTLER
Professor, Northwestern University
David S. LANDES
Professor, Harvard University
Emmanuel LE ROY LAUDRIE
Professor, Collège de France
Jay O. LIGHT
Dean Emeritus, Harvard Business School
Jean MALAURIE
Professor, Geographer, Writer and CNRS Researcher
Edmond MALINVAUD
Professor, Collège de France
Jim MARCH
Emeritus Professor, Stanford University
Andreu MAS-COLELL
Professor, University Pompeu Fabra of Barcelona
Robert C. MERTON
Professor, Harvard Business School, Nobel Prize in Economics (1997)
Ikujiro NONAKA
Emeritus Professor, at Hitotsubashi University
Rajendra K. PACHAURI
Chairman of the Intergovernmental Panel on Climate Change
Michael E. PORTER
Professor, Harvard Business School
Pierre ROSANVALLON
Professor, Collège de France
Michel SERRES
Member of the French Academy
Alain TOURAINE
Professor, EHESS
Oliver E. WILLIAMSON
Professor, University of California, Berkeley
Muhammad YUNUS
Professor, University of Colorado, founder of Grameen Bank and Nobel Peace Prize-winner (2006)
Abraham ZALEZNICK
Professor, Harvard Business School
Théodore ZELDIN
Professor, Oxford University
Chairs and Center

HEC Paris has developed close links with a selected group of companies. By creating a chair, HEC Paris and the company initiate a shared, long-term commitment to developing expertise in training and research on a jointly defined theme.

Chairs

“Corporate Finance”
Chair holder: Ulrich Hege, Associate Professor of Finance

The purpose of this chair is to carry out top-level academic research in corporate finance and investment banking, including topics such as security issuance, primary markets, M&A and private equity, and corporate governance. It also aims to disseminate its research results among the members of the FBF and the financial industry at large, and facilitate various forms of interaction between the academic partners and members of the FBF.

“Decision Science”
Chair holder: Itzhak Gilboa, Professor of Economics & Decision Sciences

This chair seeks to improve our understanding of how decisions are made and how we can support better decision making, in light of cognitive limits and psychological constraints. The collaboration provides an opportunity to explore the links between effective decision making and successful leadership. It is devoted to sponsoring academic research, workshops and conferences, and brings together researchers from various disciplines.

“Energy and Finance”
Chair holder: Blaise Allaz, Professor of Finance

This chair has the following objectives: to develop teaching material and applied research related to common challenges affecting energy and financial market sectors and to develop a portfolio of courses and seminars for all HEC Paris programs in France and abroad.

“Digital Innovation for Business”
Executive director: Julien Lévy, Affiliate Professor in Management & New Technologies

Created by HEC Paris in line with its engagement in entrepreneurship and e-business, this chair offers HEC Paris students the opportunity to receive additional training in e-business and focuses on how to innovate and engage in the digital economy. Classes, conferences, practical work and mission projects, with the active participation of the five partner entrepreneurs and their companies, complement their program studies.

“Business Sustainability”
Chair holder: Rodolphe Durand, Professor of Strategy & Business Policy

The aim of this chair is to focus on three major themes: studying business models based on sustainable development and how they can be used to generate growth and create value; taking a closer look at the conditions required for transforming volume strategies into value strategies, particularly in the water and energy sectors; examining social entrepreneurs and multinational corporations coming together in social business initiatives.

“Deloitte.”
“SocGen.”
“Free, Meetic, Pixmania Group, vente-privee.com and Pierre Kosciusko-Morizet, private donor”
“Energy and Management”  
Chair holder: to be nominated

The aim of this chair is to integrate energy knowledge and expertise into HEC Paris’ training. Through the chair, Total contributes to teaching at HEC Paris worldwide, providing educational material and input from energy industry experts. It also supports HEC Paris Executive Education programs, highlighting the importance for ongoing training for the energy industry.

“Growth Strategies and Integration Management”  
Chair holder: Bernard Garrette, Professor of Strategy & Business Policy

HEC Paris professors work with Atos Origin to conduct research on challenges related to growth strategy and integration management, such as changes of ownership, mergers, alliance management, organic growth and international operations.

“Luxury strategies”  
Executive director: Anne Michaut-Denizeau, Affiliate Professor of Marketing

This chair supports the Luxury strategy certificate whose aim is to provide future managers with in depth understanding of the unique rules for the effective management of luxury brands and companies.

“Marketing”  
Chair holder: Jean-Marc de Leersnyder, Professor of Marketing

This teaching chair is dedicated to the field of marketing, with the aim of facilitating interaction between the students and professors of HEC Paris and the marketing teams at SFR.

“Management of Prestige Brands”  
Chair holder: Jean-Noël Kapferer, Professor of Marketing

The objective of this chair is to contribute to the advancement of the management of prestigious brands. This chair conducts empirical research into the behavior of leading brands, key players in the luxury field, and the attitudes and perceptions of the clients themselves. It is worldwide in scope and multisectoral beyond the classic sectors one usually associates with Luxury.

“Multicultural Management and Corporate Performance”  
Chair holder: Eve Chiapello, Professor of Management Sociology

Co-chaired with Eric Godelier from Ecole Polytechnique.

This chair is dedicated to the study of daily cooperation of teams from different countries and cultures. The chair has developed a pedagogical program totally intricated with the research program, which welcomes students from both schools. The chair is supported by agreements with prestigious universities such as Keio University in Japan and Indian Institute of Management - Ahmedabad in India.
The Visions of Leadership Center, with the support of L’Oréal, MSD China and Alcatel-Lucent to promote innovation in management sciences and bring together HEC Paris’ activities on issues related to leadership.

The Center has three main objectives:

› Bring together research and the corporate world to examine all dimensions of leadership including social, ethical and political;

› Give HEC Paris students the opportunity to explore their own visions of leadership by developing an Analytical, Critical and Experiential (ACE) approach through exchanges with executives and experts in the field, as well as opportunities to act as leaders throughout the programs;

› Enable managers, executives, recruiters and faculty members to share their experiences and work together to develop innovative views and approaches on the future of leadership.

This chair is designed to consider the changes currently sweeping the energy industry and their implications for businesses and consumers. The collaboration explores how new business models, greater customer involvement and new behaviors are affecting all stakeholders in the energy industry’s value chain. Particular emphasis is placed on the evolving relationships between energy providers and customers, in both business-to-business and consumer markets.

This chair supports courses and enrichment activities focused on all the business aspects of the real estate process: development of properties, financing of real estate investments, management of real estate portfolios, and interactions between the real estate sector and the economy. The chair funds a certificate program open to all HEC Paris students. The certificate program aims to recruit the best students and provide them with the skills to succeed in the global real estate industry.

Co-chaired by Professor Muhammad Yunus, Nobel Peace Prize-winner, founder of Grameen Bank and HEC Honoris Causa Professor, and Martin Hirsch, President of France’s Civil Service Agency.

This chair’s aim is to educate the next generation of managers, preparing them for societal challenges and to develop quality research on strategic innovation in societal fields. The chair also supports the Action Tank initiative, which brings together large firms, government members and heads of non-profit organizations to contribute to building a more inclusive economy in France and in developed countries.

Left to right: Valérie Gauthier, Associate Professor, Visions of Leadership Center; Bernard Ramarantsoa, Dean of HEC Paris; Ben Verweyken, CEO of Alcatel-Lucent; Daniel Bernard, Chairman of the HEC Foundation; Pierre Barnabé, Head of Corporate Human Resources and Transformation at Alcatel-Lucent.
Privileged corporate relationships

Job placement

4 annual recruitment fairs
Legal & Fiscal Career Fair
International Finance Career Fair
Consulting Career Fair
General Career Fair "Les Carrefours"

114 companies present on campus over a two-day period at the "Carrefours HEC 2011", the annual international career fair

250 companies on campus throughout the year to help students find internships or jobs and enhance their career opportunities

25 permanent staff dedicated to corporate relations and student placement

HEC Paris students receive full support from the Corporate Relations Department which offers its extensive expertise to both recruiters and students.

One of its missions is to favor meetings between companies and students or young graduates from the various programs. This objective forms an integral part of HEC Paris’ policy to respond to company needs in providing candidates who are intellectually mature and prepared for the corporate world.

Students benefit from one-on-one and small group career coaching, as well as targeted workshops and seminars. They are invited to company presentations organized on campus and to events off campus such as visits to company premises, business games, etc.

They also receive customized job-search advice from alumni, consultants, coaches and peers, before interacting with the hundreds of recruiters who visit the campus every year.

HEC Paris is committed to building partnerships with companies. This cooperation can take many forms and is tailored to companies’ areas of activity, as well as their research and recruitment needs.
The HEC Foundation

HEC Paris has an ongoing policy of active partnership with companies. This partnership ranges from educational cooperation (providing case studies, participating in classes, etc.) to major corporate involvement in the HEC Foundation. Becoming a member of the Foundation enables companies to create lasting relationships with HEC students, participants and faculty. It is also an ideal way to strengthen their image on campus.

Daniel Bernard,
Chairman, HEC Foundation

Partners of the HEC Foundation as of April 2011
Corporate recruitment at HEC Paris

Companies present on campus over a two-day period at les "Carrefours HEC 2011", the annual international career fair

A.T. Kearney
A2 Consulting
AB-INBEV
Accenture
Advancy
Aegis Media France
Air liquide
Amaury Sport Organisation
Amazon.fr
Atos Consulting
axa
axa investment managers
bain & company
banque de france
bearingpoint
bejaflore
betc euro rscg
bnp paribas
bouygues construction
Canal+
capgemini consulting
carrefour consulting
celerant consulting
celgene
Cleary Gottlieb Steen & Hamilton LLP
CMA CGM
Coca-Cola Entreprise
Colombus Consulting
coty
Credit Agricole Group
Csc, conseil en management et si
cva
dassault systemes
deloitte
def
ernst & young
exane
Facebook
gdf-suez
General Electric
Generali France Assurances
Groupe alpha
Groupe BPCE - Banque Populaire & Caisse d'Epargne
Groupe Casino
Groupe CREDIT DU NORD
Groupe Kraft Foods
Groupe SEB
Groupe SOPARIND BONGRAIN
Henkel France
Herbert Smith LLP
HSBC
IBM France
IMC Financial Markets
International Flavors & Fragrances
Jcdecaux
Johnson & Johnson
Kea & partners
KPMG
Kurt Salmon
La Compagnie Financiere Edmond de Rothschild
La poste
Leaders League
Leroy Merlin
Linklaters LLP
L'oreal
LVMH
Mazars
McKinsey & Company
Michelin
Microsoft France
Monitor Group
Murex
Natixis
Nestle
Nissan Europe
Noble Group
Notaires de Paris
Novartis Pharma
OC&C Strategy Consultants
Ogilvy
Oliver Wyman
Oneida Associates
Orange
PepsiCo France
Pernod Ricard
Philips
Pixmania
PriceWaterhouseCoopers
Procter & Gamble
Protiviti
Psa Peugeot Citroën
Puig
RATP
Reckitt Benckiser
Renault
Roland Berger Strategy Consultants
Saint-Gobain
Sanofi-Aventis
Schneider
Sia Conseil
SNCF
Societe Generale
Thales
The Boston Consulting Group
TNS Sofres
Total
UBISOFT
Unibail-Rodamco
Unilever
Veolia Environnement
Vertone
Webhelp
White & Case LLP
Wordappeal
The HEC Alumni Association, founded in 1883, is a modern and powerful alumni network with a threefold mission:

- **Exchange/Share**: enhancing the sharing of professional and personal experiences among members
- **Progress**: accompanying members throughout all stages of their careers
- **Reach out**: promoting global awareness of the HEC alumni brand

44,000 alumni

107 nationalities

64 international alumni groups

1,000 events organized every year in France and across the world

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**Alumni at the top**

Jean-Paul AGON  
CEO, L’Oréal

Sébastien BRETEAU  
CEO, Asia Inspection

Pascal CAGNI  
General Manager and Vice-President, EMEIA, Apple

Isabelle CAPRON  
CEO, Fauchon

Henri de CASTRIES  
Chairman of the Management Board and CEO, AXA Group

Jean-Marie DRU  
Chairman, TBWA Worldwide

Philippe FORIEL-DESTEZET  
Honorary President, Adecco

Louis GALLOIS  
CEO, EADS

Isabelle GUICHOT  
President and CEO, Balenciaga

Valérie HERMANN  
CEO, Reed Krakoff

Hubert JOLY  
CEO, Carlson

Frédéric JOUSSET  
President and co-Founder, Webhelp

Pierre KOSOUIJSKO-MORIZET  
CEO and Founder, PriceMinister Group

Bruno LAFONT  
Chairman and CEO, Lafarge

Pascal LAMY  
Director-General, World Trade Organization

Valérie PÉCRESSE  
French Budget Minister

François-Henri PINAULT  
Chairman and CEO, PPR Group

Guillaume POIRINAL  
CEO, Unibail-Rodamco

Henri PROGLIO  
Chairman and CEO, EDF; President of the HEC Paris Board

Baudoin PROT  
CEO, BNP Paribas

Stéphane RICHARD  
CEO, France Telecom

Sidney TAUREL  
Former CEO, Eli Lilly & Co

Yoël ZAOU  
Head of European Investment Banking, Goldman Sachs International

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Among others
Around the world
64 international alumni chapters build HEC Paris’ visibility and reputation abroad.

Argentina
Australia
Austria
Belgium
Brazil (Rio de Janeiro and Sao Paulo)
Cameroon
Canada
Chile
China (Beijing, Hong Kong and Shanghai)
Colombia
Czech Republic
Denmark
Dominican Republic
Gulf Cooperation Council (GCC)
Germany (North, South and West)
Greece
Hungary
India
Indonesia
Ireland
Israel
Italy
Ivory Coast
Japan
Lebanon
Luxembourg
Madagascar
Malaysia
Mauritius
Mexico
Monaco
Morocco
Norway
Poland
Portugal
Romania
Russia

Senegal
Singapore
South Africa
South Korea
Spain (Barcelona and Madrid)
Sweden
Switzerland
Taipei
Thailand
The Netherlands
Tunisia
Turkey
United Kingdom
United States (Boston, East Coast, Florida, Midwest and West Coast)
Venezuela
Vietnam (Hanoi and Ho Chi Minh City)
International reach

International students
as of 1 January 2011
1,502
international students enrolled in
graduate programs
95 nationalities
25% international students in the MSc
program
85% international students in the MBA
program

International faculty
56%
full-time faculty from abroad
29 countries represented

International exchange programs
Global Exchange program
an exchange program during the
foundation year of the MSc in
Management Grande Ecole program
with prestigious Faculties of Arts and
Sciences worldwide
72 top universities and business schools
around the world
International Exchange program at
Masters Level with prestigious
business schools and universities
worldwide

56 MBA exchange programs
with such institutions as London
Business School, IESE Business
School, Yale University, Wharton School
of Business, CEIBS, Indian School of
Business and Hong Kong University of
Science & Technology

The PIM network
founded in 1973, the Partnership in
International Management is a
consortium of leading international
business schools

International degrees
10 Masters double degrees with top
universities around the world, such as
MIT Sloan School of Management,
Indian Institute of Management -
Ahmedabad, FGV – Escola de
Administração de Empresas de São
Paulo, Freie Universität Berlin and
Technische Universität München

CEMS Master in International
Management
CEMS Global Alliance in Management
Education, founded in Europe in 1989, is
now the global alliance of 26 leading
academic institutions and more than 60
multinational companies dedicated to
educating and preparing future
generations of international business
leaders.
The CEMS MIM is a one-year joint
degree program open to Master’s
students from CEMS schools preparing
them for international careers.

**13 MBA double degrees**

including New York University Stern
School of Business, MIT Sloan School
of Management, Tsinghua School of
Economics and Management, National
University of Singapore Business
School, London School of Economics,
GSOM-St Petersburg State University
and ESADE

The **Executive MBA**
a unique degree in general
management that offers
6 specializations and the option to learn
from the best in 5 different locations
around the world: Paris, Beijing,
Shanghai, St. Petersburg and Doha

**TRIUM Global EMBA**
an alliance between New York
University Stern School of
Business, London School of
Economics and Political
Science and HEC Paris

The international **Executive Master of
Science** in partnership with Oxford
Saïd Business School: the Consulting
and Coaching for Change program

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**Global Initiatives**

Among others:

**HEC Center for Executive
Education and Research in Qatar**

HEC Paris joined the Qatar Foundation
in 2010 and is the first European
Partner in Education City.
Qatar Foundation’s mission is to
prepare the people of Qatar and the
region to meet the challenges of an
ever-changing world, and to make Qatar
a leader in innovative education and
research.
HEC Executive MBA and Executive
Education programs are delivered in the
heart of Doha’s West Bay zone, one of
the most rapidly-expanding areas in the
world.

**HEC Paris-Tsinghua
Entrepreneurship Track Program
in Beijing**

HEC Paris and Tsinghua School of
Economics and Management offer a
Certificate program in Beijing – the
Entrepreneurship Track Program - for
Chinese women to become
entrepreneurs. The program, which is
supported by the Goldman Sachs
“10,000 Women” initiative, trains
underserved Chinese women who
aspire to, or currently operate, their own
business, aiming to provide them with
an integrated entrepreneurial and
managerial education with a global
perspective.

**Baltic Management Institute: a
Consortium of European Leaders
in Business Education**

The mission of Baltic Management
Institute (BMI) is to enhance the
management skills of executives and
business leaders in the Baltic region in
order to ensure its continuing economic
success and its integration into the
global economy. It combines the
knowledge, resources and experience of
five leading European business schools:
Copenhagen Business School (CBS),
Louvain School of Management (LSM),
Norwegian School of Economics and
Business Administration (NHH),
Vytautos Magnus University (VMU) and
HEC Paris.

**HEC Paris and Technische
Universität München (TUM)
Double Degree Program**

In April 2011, the TUM School of
Management and HEC Paris launched a
double degree master’s program in
technology and management. This
unique, cross-disciplinary program
aims to train future managers in
international technology-driven
industries.

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**Centers of expertise**

Among others:

**The HEC Paris Finance Club** was set
up in 1981 and collects information on
the world financial system for leading
specialists from various fields of
financial management. The Club
currently counts 300 members
representing a number of major firms.

**The HEC Europe Institute** was
launched as a center for excellence in
European affairs in 2004, under the
leadership of former French Minister
for European Affairs, Noëlle Lenoir, and
Deputy Dean of HEC Paris in charge of
Executive Education and Academic
Development, Bertrand Moingeon. It is
a center for training, dialogue and
collaborative research for policy
makers, business leaders and
academic experts across Europe. It
focuses on the major socio-economic,
political and business issues of the 21st
century."

**The HEC Eurasia Institute** is a think
tank on Asian business based on a
strong dedicated research body at HEC
Paris. It provides services to European
companies in developing their
strategies in the Asian market. Since its
establishment by Jacques Gravereau in
1988, the Institute has earned wide
recognition for its expertise of the Asian
region.
In Europe
1 Aalto School of Economics, Helsinki, Finland
2 Ashridge Business School, Ashridge, UK
3 Baltic Management Institute, Vilnius, Lithuania
4 Bogaziçi University, Istanbul, Turkey
5 Copenhagen Business School, Copenhagen, Denmark
6 Corvinus University of Budapest, Budapest, Hungary
7 Cranfield University, Bedford, UK
8 ESADE, Barcelona, Spain
9 Faculdade de Economias da Universidade Nova de Lisboa, Lisbon, Portugal
10 Freie Universität Berlin, Berlin, Germany
11 IE Business School, Madrid, Spain
12 IESE Business School, Barcelona, Spain
13 Institut voor Bedrijfskunde, Zeist, Netherlands
14 Koc University, Istanbul, Turkey
15 London Business School, London, UK
16 London School of Economics and Political Science, London, UK
17 Manchester School of Business and Management, Manchester, UK
18 MGIMO, Moscow State Institute of International Relations, Moscow, Russia
19 Norwegian School of Economics and Business Administration, Bergen, Norway
20 Oxford Said Business School, Oxford, UK
21 Rotterdam School of Management, Erasmus Universiteit Rotterdam, Rotterdam, Netherlands
22 Stockholm School of Economics, Handelshögskolan i Stockholm, Stockholm, Sweden
23 GSGM - St. Petersburg State University, School of Management, St. Petersburg, Russia
24 Technische Universität München, Munich, Germany
25 Trinity College Dublin, Dublin, Ireland
26 Universidad Carlos III de Madrid, Madrid, Spain
27 University College Dublin, The Michael Smurfit Graduate School of Business, Dublin, Ireland
28 University of Belgrade, Faculty of Economics, Belgrade, Serbia
29 Università Commerciale Luigi Bocconi, Milan, Italy
30 University of Edinburgh, Edinburgh, UK
31 University of Cologne, Universität zu Köln, Cologne, Germany
32 University of British Columbia Sauder School of Business, Vancouver, Canada
33 University of California, Berkeley, Haas School of Business, Berkeley, USA
34 University of California at Los Angeles, Anderson School of Management, Los Angeles, USA
35 University of California, Davis, Graduate School of Management, Davis, USA
36 University of Chicago, Graduate School of Business, Chicago, USA
37 University of Michigan, Ross School of Business, Ann Arbor, USA
38 University of Minnesota, Carlson School of Management, Minneapolis, USA
39 University of North Carolina, Kenan-Flagler Business School, Chapel Hill, USA
40 University of Pennsylvania, Wharton School of Business, Philadelphia, USA
41 University of Southern California, Marshall School of Business, Los Angeles, USA
42 University of Texas, McCombs School of Business, Austin, USA
43 University of Virginia, Darden School, Charlottesville, USA
44 University of Washington, Foster School of Business, Seattle, USA
45 University of Western Ontario, Richard Ivey School of Business, London, Canada
46 Wisconsin School of Business, University of Wisconsin-Madison, Wisconsin, USA
47 Yale University, New Haven, USA
48 York University, Schulich School of Business, Toronto, Canada
49 Columbia Business School, New York, USA
50 Harvard Business School, Harvard University, Cambridge, USA
51 London Business School, London, UK
52 Stanford Graduate School of Business, Stanford, USA
53 Wharton School, University of Pennsylvania, Philadelphia, USA

In South America
78 Fundação Dom Cabral, Belo Horizonte, Brazil
79 Fundação Getúlio Vargas, Escola de Administração de Empresas de São Paulo, São Paulo, Brazil
80 Instituto de Estudos Superiores de Administración, Caracas, Venezuela
81 INCAE Business School, Alajuela, Costa Rica
82 Pontificia Universidad Católica de Chile, Escuela de Administración Santiago, Chile
83 Universidade Federal do Rio Grande do Sul, Porto Alegre, Brazil
84 Universidad ESAN, Lima, Peru
85 Universidad Torcuato Di Tella, UTDT, Buenos Aires, Argentina
86 Asian Institute of Management, Makati, Philippines
87 China Europe International Business School, CEIBS, Shanghai, China
In the programs

The MSc and the Specialized Master in Sustainable Development

Both programs’ academic ambition is to train creative and determined managers and leaders who will help to transform the business model of companies, and invent new models creating wealth for all, with no negative impact on nature and people. The curriculum focuses not only on providing students with all the necessary knowledge on environmental and social stakes (climate change, biodiversity, poverty…) but also on the changing environment of companies (pressures of civil society, financial markets and soft and hard laws).

Since September 2008, a Major in Sustainable Development has been available to students in the final year of the MSc in Management program.

The Social Realities and Innovations Academy

This Academy is one of nineteen short courses offered to MSc students. Held over 2-3 weeks in January, this short program encourages participants to reflect on current social issues, such as old-age isolation or extreme poverty.

The “Alter-Management” specialization

Established in September 2006, the Alternative Management Major is a specialization available to students in the final year of the MSc in Management program interested in exploring new ways of thinking that challenge established ideas.

The “Social Business” Certificate program

Offered in the final year of the MSc in Management program as a complement to the student’s specialization, as well as MBA, MSc and Specialized Masters students, this certificate aims to contribute towards training a new generation of managers, aware of societal challenges and aspiring to be part of the solution, regardless of their professional activity. The objective is not necessarily for all students to work in Social Business, but for them to acquire an awareness of the importance of these issues in their field of work and to develop questioning skills about the role of business in society.

Social awareness

Over the years, HEC Paris has multiplied its sustainable-development and social initiatives. These initiatives all form part of an organizational learning process which HEC Paris seeks to further strengthen and develop, thereby positioning societal and environmental issues at the heart of the school’s strategy.

There are three main focuses within the initiatives: teaching and research, equal opportunities and a green/eco-friendly campus.
Development of Social Awareness in the MBA program

For years now, the HEC Paris MBA has developed an integrated approach to teaching business ethics, sustainability and corporate social responsibility, in order to develop social awareness. Initiatives like introducing courses covering sustainable business practices, the proposition of a wide range of relevant electives, the annual on-campus Sustainable Business Conference, the integration of Mission and Action Projects reflect the HEC Paris MBA’s ongoing commitment to forecasting and meeting the changing needs of global business.

Research through the Chairs

The “Social Business/Enterprise and Poverty” Chair

The aim of the chair is threefold:

▷ To educate the next generation of managers, encouraging them to become more aware of societal challenges: The chair offers the integrated “Social Business Certificate program” as well as several shorter courses on the topic.

▷ To develop quality research on strategic innovation in societal fields as well as composing case studies on themes involving social business and the ways in which business can contribute to alleviating poverty.

▷ To bring together large firms, government members and heads of non-profit organizations to contribute to building a more inclusive economy, in France and in developed countries through the “Action Tank” initiative.

The goal is to help firms develop a series of social experimentations seeking to alleviate poverty. Twelve multinational corporations are active within the “Action Tank” at this stage, in four different working sectors, and this number is still growing.

This chair is co-chaired by Professor Muhammad Yunus and Martin Hirsh, and receives financial support from Danone, Schneider Electric, the French government (DGCS) and private donors.

The GDF Suez “Business Sustainability” Chair

This chair focuses on business models for sustainable development and how they can be used to generate growth and create value. It examines social entrepreneurs and multinational corporations coming together in social business initiatives. It also explores the water and energy sectors and the conditions required to transform volume strategies into value strategies.

The Renault “Multicultural Management and Corporate Performance” Chair

Dedicated to the study of daily cooperation of teams from different countries and cultures, this chair places particular emphasis on managerial practices geared to economic realities and to all types of cultural diversity: national, professional and organizational.

Alternative Management Observatory (AMO)

The AMO welcomes students, researchers and executives who think outside the box. AMO publications include case studies, articles and papers.

The Society and Organizations (SnO) Research Center

The SnO Research Center was created in the wake of the 2008 financial crisis to question the prevailing socio-economic models of the time and investigate their historical foundations. Building on a wide range of disciplines (economy, sociology, psychology, history) and theoretical frameworks, SnO members study how organizations affect broader social issues and, conversely, how changes in the political and social spheres affect organizational actions. SnO is supported by the HEC Foundation.

Social diversity

In partnership with the French Ministry of National Education and the HEC Foundation, HEC Paris continues to develop targeted tutoring and mentorship programs. These initiatives aim to promote academic achievement and equal opportunity among promising students from disadvantaged backgrounds.

Through the “Cordées de la Réussite”, HEC Paris supports and tutors more than 200 students from preparatory schools in the Paris suburbs and in two French overseas departments.

PACE (Programme d’action et de coopération pour l’éducation) also supports students from disadvantaged areas in the Paris region in their final years of school, preparing them for further education. PREP’ is designed more specifically for students preparing to attend business schools.
These two programs involve more than 60 HEC Paris students, all volunteers from large associations such as Fleur de Bitume.

Equal opportunities
To support access to excellence to students from disadvantaged backgrounds and to enhance social diversity on campus, HEC Paris launched a new need-based tuition fees policy in spring 2009 where eligible students pay neither entrance exam nor tuition fees. The initiative is supported by the HEC Alumni Association and the HEC Foundation.

Class Gift
Created in 2005 by three HEC Paris students, this initiative encourages students to say 'thank you' before leaving the campus by donating towards HEC Paris’ development. Donations made to the HEC Foundation go towards financing scholarships and grants for future students.

Social awareness on campus
Growing student response to HEC Paris initiatives is reflected by the increasing levels of involvement of students from all programs in missions, internships, professional theses, student-led clubs and the organization of numerous conferences on social business-related subjects.

ESP’R: an HEC Paris association for Hope
The ESP’R is an initiative set up by an HEC Paris student association enabling students in their first and second years to accompany social entrepreneurs in different projects or missions.

Another student association Genepi organizes workshops and courses in prisons.

The HEC Paris Net Impact club is in charge of the on-campus annual Sustainable Business Conference that brings together more than 300 people to dialogue on the crucial challenges in social and environmental sustainability.

Handifférence aims to make future managers more aware of the issues faced by disabled people in their everyday lives.

Responsible campus
Beyond the academic programs it offers, HEC Paris is also a practitioner of socially responsible initiatives.

In June 2005, the school launched the ‘Responsible Campus’ initiative, which aims to integrate sustainable development and social responsibility into teaching and research, campus life and social engagement.

An annual awareness day called Rethink showcases the ongoing efforts of staff, teachers and students to integrate sustainability into their daily lives.

In 2007, HEC Paris underwent a carbon emissions audit, and the school recently published its first Sustainable Development Report, with a view to further reducing its carbon footprint.

Focus
Connecting people through technology
On December 9, 2010, international thinkers and social activists convened on the HEC Paris campus for Digital4Change, a conference aimed at encouraging people to change the world through technology-based social actions. The event was co-organized by HEC Paris and danone.comunities along with over 50 partners and in partnership with French European Commission representatives as part of the 2010 European Year for Combating Poverty and Social Exclusion. The conference united participants from different European locations via live broadcast, streamed over the Internet.

Digital4Change brought together Nobel Peace Prize winner Muhammad Yunus and Martin Hirsch, President of France’s Civil Service Agency with other panelists from leading technology and social organizations including Florence Devouard (independent consultant and former board member of Wikimedia), Matt Flannery (Kiva.org founder), Walter de Brouwer (One Laptop Per Child – Europel, Mitchell Baker [Mozilla World] and Joe Green [Causes co-founder].

Keynote speeches and debates challenged participants to rethink how web 2.0 technologies can help develop the means to escape poverty and become tools for social inclusion.
Entrepreneurship

In the programs
Entrepreneurial themes are woven throughout the curriculum of HEC Paris’ academic programs which give students first-hand exposure to experienced entrepreneurs, venture capitalists and consultants through coursework, group projects and seminars designed to test and hone their entrepreneurial skills.

HEC Entrepreneurs
“HEC Entrepreneurs” is both a specialization for HEC Paris MSc in Management students in their final year and a Specialized Masters dedicated to young French and international graduates.

“HEC Entrepreneurs” aims to train young entrepreneurs who are ready to step into positions of operational responsibility alongside managers, but also as creators, venture capitalists or as strategic advisors. To this end, the Specialization in Entrepreneurship offers students a human, scientific training through concrete field missions and theoretical courses.

300+ professionals are currently taking part in the major

MBA Entrepreneurs Track
As part of the customized HEC Paris MBA program, participants can choose to follow classes in entrepreneurship. Available during the second half of the MBA, the Entrepreneurship and Innovation track enables students to develop an understanding of all the key issues and phases an entrepreneur will be faced with. The track is offered with three types of entrepreneurs in mind: self entrepreneurs (create, develop, manage small and medium sized companies and start-ups); corporate entrepreneurs (set up / manage a business unit) and takeover entrepreneurs (private equity investors / managers).

Executive Education
Challenge +
A leading training program created for early-stage companies working on innovative projects with strong potential and growth (24 days training over one year).

350+ companies have taken part since the program’s creation in 1990
HEC Family Business Center
A center whose role is to design and develop, within HEC Paris, training courses and research related to the problems of family entrepreneurial projects. The center proposes several management programs, short seminars and family business related events.

The Entrepreneurial Excellence Fellowship
This fellowship receives the support of the CCIP. It is directed by Frédéric Iselin, Affiliate Professor of entrepreneurship, and is co-chaired by Jacqueline Fendt from ESCP Europe and Maria Bonnafous-Boucher from Advancia Negocia.

Launched in December 2006 by the CCIP, this fellowship brings together the expertise of 4 schools: HEC Paris, ESCP Europe, ESIEE Paris and Advancia Negocia. Its aim is to encourage research on entrepreneurship and innovation and to incorporate this academic knowledge into management training, for application in a professional environment.

HEC Incubator
Launched in 2007 for HEC Paris students and young graduates, the HEC Incubator assists innovating business start-ups in their development, by providing mentoring, workshops, networking and support in fundraising.

65 start-ups have been supported by the HEC Incubator since its creation, in the internet, mobile phone, software, media, and business services sectors, each of which offers innovative services and a high potential for strong development.

30 new business ventures, out of around 200 proposals, are launched from student ideas every year.

1,000 students interact with the incubator start-ups each year across all areas of course study, in class lectures, case studies, start-up internships, research projects, etc.

100 mentors from HEC alumni support the start-ups every year. They are in senior management positions or are entrepreneurs themselves.

The HEC Incubator is supported by Pierre Kosciusko-Morizet, entrepreneur and Founder of PriceMinister Group.

Social Entrepreneurship Summer School
The Université du droit d’entreprendre is designed in partnership with the SFR Foundation and the Talents des Cités competition and is co-financed by the European Social Fund for entrepreneurs in outer city regions. Participants come from disadvantaged urban areas. Over three days, they benefit from HEC Paris faculty and executives’ support, through training sessions and workshops to stimulate their business projects and develop their management skills.

Initiatives
HEC Paris Start-up In Vitro
There are entrepreneurs without projects and projects without entrepreneurs. This is why in March 2011 HEC Paris launched the pro-active initiative to match new innovative ideas with highly skilled entrepreneurs. There have been 10 start-ups as of May 2011.

Special annual event
HEC Mercury prize for entrepreneurship
This has been the largest annual entrepreneurship meeting organized by the HEC Alumni Association for twelve years. The awards recognize entrepreneurial spirit at HEC Paris and the development of the HEC Paris brand’s entrepreneurial values across the world.
Shooting a student film on HEC Paris campus
For HEC Paris to continue strengthening its international competitiveness, fundraising has become a vital tool. To help finance HEC Paris’ ambitions, the HEC Foundation launched its first fundraising campaign in 2008.

€100M fundraising drive over 5 years

€70M pledged in 2010

4 funding priorities for HEC:

**Scholarships**
Attract talented and diverse students with competitive financial aid

**Research faculty**
Recruit world-class professors to produce innovative research

**Pedagogy**
Upgrade teaching tools in line with current technology and business practices

**International**
Strengthen HEC Paris’ international visibility through investment in quality academic partnerships

55 corporate partners [as of April 2011]
including 15 Chairs
*Please see the list on page 20*

112 major donors [above €150,000]
One alumni gift of €5 million

345 alumni donors, members of our five clubs [above €5,000]

4,300 donors
(2,200 donors in 2010)
Our major donors’ generosity is truly valued and recognized in our major donors’ circle

Grand HEC
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Our circles of major donors:

- Grand HEC: €5 million
- Grand Benefactor: €2 million
- Benefactor: €1 million
- Honorary Member: €500,000
- Partner Member: €250,000
- Member: €150,000

www.thecampaign-hec.com
www.hec.fr/fondation
A place where leaders speak

HEC Paris has the honor of welcoming leading figures from French and international public and private sectors to speak to students on campus.

The above have each received HEC Paris honorary degrees. Honorary degrees are awarded at official ceremonies at which the recipients are invited to make a speech of acceptance before the assembled faculty, graduates and students.

From left to right
1- José Manuel BARROSO, President of the European Commission 2- Jacques DELORS, Former President of the European Commission 3- Bill GATES, Chairman, Microsoft 4- Valéry GISCARD d’ESTAING, Former President of France 5- Mikhaïl GORBATCHEV, Former President of Russia 6- Jeffrey IMMELT, CEO, General Electric 7- Helmut KÖHL, Former Chancellor of Germany 8- Aleksander KWASNIEWSKI, Former President of Poland 9- Samuel J. PALMISANO, Chairman, President and CEO, IBM 10- Romano PRODI, Former Prime Minister of Italy and former President of the European Commission 11- Helmut SCHMIDT, Former Chancellor of Germany 12- Abdoulaye WADE, President of Senegal
Highlights from 2010-2011

Ongoing international development
Qatar Foundation

Qatar Foundation (QF) and HEC Paris launched a unique partnership in June 2010 for degree and custom executive programs aimed at providing cutting-edge practices in management education in Qatar and the larger Gulf region, targeting experienced managers and executives. HEC Paris became QF Education City’s first European Partner. This unique initiative with QF resulted in the successful launch of Qatar’s first ever Executive MBA in February 2011 and the establishment of a new Chair with Total, which has long supported HEC Paris’ arrival to Qatar.

IIM-Ahmedabad Strategic Partnership

HEC Paris and the Indian Institute of Management - Ahmedabad (IIM-A) have extended the cooperation between the two leading business schools by officially signing a Strategic Partnership Agreement. It encompasses the following areas of cooperation: faculty exchange and joint research projects; student exchanges; executive education and a double degree HEC MSc in Management Grande Ecole program and IIM-A Post Graduate Program in Management.

Leading the way for knowledge sharing

HEC Paris and iTunes U

In March 2010, HEC Paris became the first French business school to share its knowledge and academic content (courses and conferences) on iTunes U. Less than three months after the launch of HEC Paris on iTunes U, the academic content made by HEC Paris faculty was widely acclaimed. Many courses now form part of the most downloaded podcasts on iTunes U, four of which were selected by the editorial board of iTunes U to be showcased on the international iTunes U homepage. Following this great success in 2010, with a range of public lectures and courses available for download, HEC Paris has been developing its academic content by uploading full research workshops on its iTunes U site.

Maintaining its leading position in business education, HEC Paris has bolstered its international presence by forging strategic partnerships with leading institutions around the world. Still strengthening and developing its programs, HEC Paris continues to enhance the HEC experience for all participants.
News from the campus

MSc in Management’s Academies

In January 2011, HEC Paris Grande Ecole students participated in the Academies, two-and-a-half-week seminars offered once a year and structured around a series of topical seminars alternating theoretical study, practical workshops, case studies and group work.

Options cover a wide range of topics including social innovation, film, business creation, consulting, e-business, business negotiations and public speaking.

Leadership in Real Estate

HEC Paris has established a unique partnership with the Wisconsin School of Business, USA, for the Global Real Estate Master [GREM] Program. The GREM is an innovative short degree program in partnership with the best business schools in Asia and Latin America. It is the first and only graduate-level business program designed to provide students with a specific set of skills and experiences that will prepare them to be leaders in global real estate. Participants receive two degrees and join two top-ranked international business school alumni networks.

Certificate programs

The Certificate programs are offered to students in their final year of the MSc in Management program and to MBA participants as a complement to the specialization. They are a set of interdisciplinary courses corresponding to approximately 100 contact hours as well as business projects and other types of field work related to a given sector, sponsored by a company. Students who successfully complete all the courses in the same program are awarded an additional HEC Paris certificate.

› Energy and Finance, sponsored by Deloitte and Société Générale

› Social Business, sponsored by Danone, Schneider Electric, the French government [DGCS] and private donors

› Real Estate, sponsored by Unibail-Rodamco and Morgan Stanley

› Luxury Strategies, sponsored by PPR Luxury Group

› Digital Business, sponsored by Free, Meetic, Pixmania, vente-privee.com and Pierre Kosciusko-Morizet as a private donor

A new approach to management

Partnership with National Museum of Asian Arts Guimet

HEC Paris signed an exclusive partnership with the National Museum of Asian Arts Guimet in October 2010 to encourage students to experience the arts and traditions of the Asian and Oriental worlds with a new managerial and multicultural perspective. The collaboration involves classes and seminars led by the museum speakers and curators and group work with a focus on the national exhibitions.

International Competition

Shanghai 2010 Awards

In March 2010, HEC Paris and Tsinghua SEM launched the “Entrepreneurship and the Sustainable City” competition related to the Shanghai World Expo 2010 theme, “Better City, Better Life”. The event was designed to raise awareness among business students and young entrepreneurs about the opportunities and challenges of sustainable urban development.

Over 1,000 candidates from Africa, Brazil, China, Europe, India, Japan, Russia and the US took part in the international business project competition, which culminated in an exclusive awards ceremony held in Shanghai on 15 July 2010. The 5 winning teams were awarded the Lafarge, Sodexo, Schneider Electric, Veolia Environnement prizes and the Golden Prize from the Bank of China.

Ongoing support from the business world

HEC Paris is expanding its corporate network through new and renewed partnerships and chairs.


Furthermore, seven forward-thinking corporations have joined HEC Paris. Alcatel-Lucent and MSD China [Merck], joined the Visions of Leadership Center. Schneider Electric now co-supports HEC Paris’ Social Business/Enterprise and Poverty chair. Free, Meetic, Pixmania and vente-privee.com have joined the HEC Foundation and now sponsor HEC Paris’ new Digital Business chair, with the support of Pierre Kosciusko-Morizet, Founder of PriceMinister, as private donor.

The support of these leading organizations allows HEC Paris to be at the forefront of management research.

For further information on the chairs, please see page 20.

Last but not least

Campus extension

HEC Paris will inaugurate 8,000 m² of campus extension at the end of 2011, including residential and study facilities.

This will increase the campus size to 1.3 square kilometers.