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HEC Paris launches new online corporate finance program: Strategy@HEC Paris

Press release
Jouy-en-Josas, July 19

Following the success of its first online program, the International Certificate in Corporate Finance (ICCF@HEC Paris), HEC Paris will launch its second online certificate program with its partner, Finance Institute this September.

[Strategy@HEC](#), will enable participants to understand the reasons behind the success and failure of certain companies, and provide the tools and frameworks for them to formulate and implement effective strategies for their own organisations.

Participants will also discover the ways in which a company can increase its performance whilst developing its activities, and will build knowledge essential to the successful development of businesses in new markets.

The curriculum is composed of three core courses – Business Strategy, Corporate Strategy and Strategy Implementation – delivered online through virtual classes, videos, forums and other activities.

The program will be taught by faculty from HEC Paris' strategic management department: [Pierre Dussauge](#), [Laurence Lehmann-Ortega](#), [Georges Blanc](#), [Bernard Ramanantsoa](#), [Hélène Chanut-Musikas](#) and [Bertrand Moingeon](#).

For Pierre Dussauge, Academic Director of the program, the fundamental question any strategy must answer is, *"why are some firms more successful than others?"*

Pierre says: "The certificate will permit the participant to understand the reasons for success or failure and will provide the keys to build an effective strategy and then to put it into place."

Admittance to the programme is open to all, and enrolment is currently underway. The certificate is priced at €1,800. The ICCF@HEC Paris programs are now accredited by EFMD.

The course will begin on 27th September 2016. For more information, or to apply, please [click here](#).

About HEC Paris

Specializing in management education and research, HEC Paris offers a complete and unique range of educational programs for the leaders of tomorrow: Masters programs, Summer School, MBA, PhD, Executive MBA, TRIUM Global Executive MBA, open-enrolment and custom executive education programs.

Founded in 1881 by the Paris Chamber of Commerce and Industry, HEC Paris is a founding member of the Université Paris-Saclay. It boasts a faculty of 138 full-time professors, more than 4,400 students and over 8,000 managers and executives in training each year.

HEC Paris was ranked second business school in Europe by the Financial Times' overall business school ranking in December 2015. www.hec.edu

About FIRST FINANCE Institute

A spin-out of FIRST FINANCE Training/Consulting, FIRST FINANCE Institute (FFI) is a leading enabler of online education programs for premier graduate schools worldwide. Through its offices in New York, Paris, Hong Kong, and Singapore, FFI supports academic institutions with market research, instructional design, marketing, technology and testing services. Since its launch in 2015, more than 1,500 students from 40 different countries have enrolled in FFI-enabled online programs. <https://first-finance.institute/en/>

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