

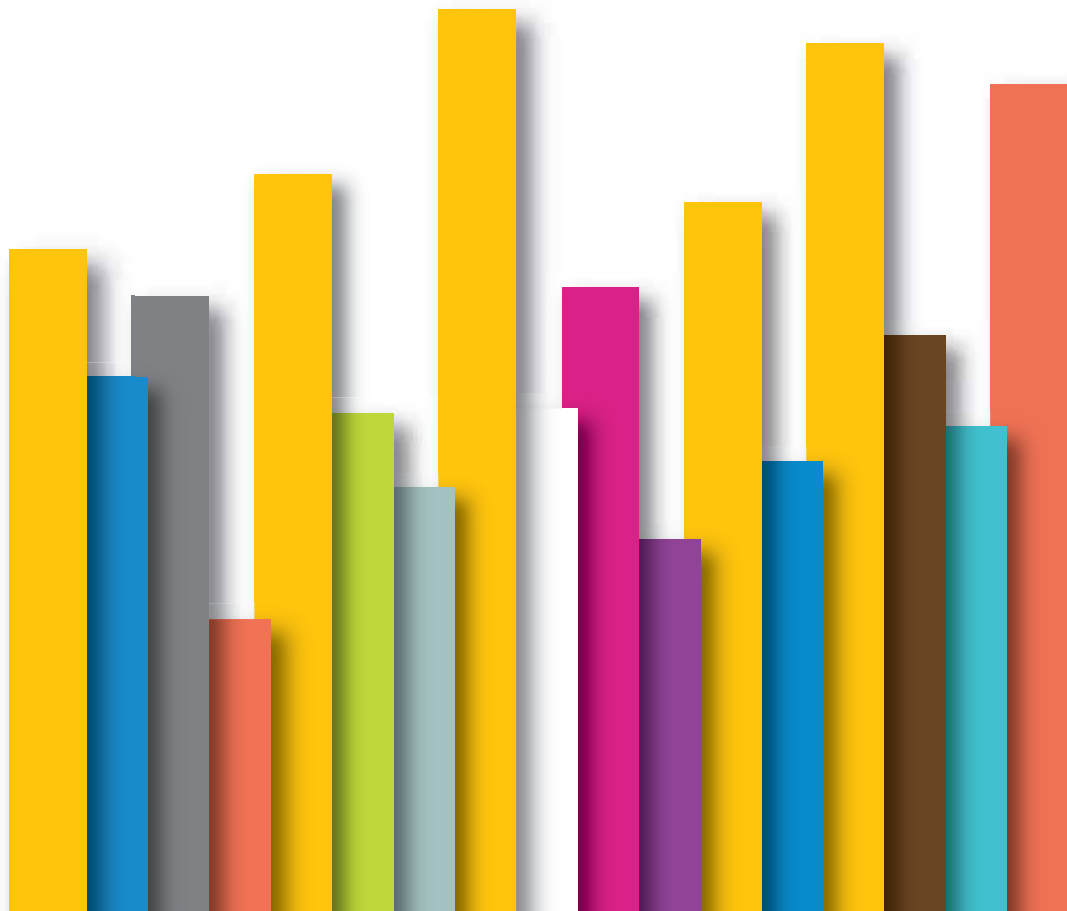


The Executive Education of



EXECUTIVE MBA

## LIVE A **DISTINCTIVE** GLOBAL EXPERIENCE



# EDITO



**Raymond OUELLET**

Marketing & Strategy professor  
MBA Director

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This past academic year was marked by two important events: the awarding of AACSB accreditation to Reims Management School; and the launch of Executive MBA14 at Paris Executive Campus, the joint venture between RMS and Rouen Business School dedicated to Executive Education.

Thus, after successfully completing their MBA in December 2011, not only will the EMBA graduates be awarded the first co-degree from Reims Management School and Rouen Business School, but they will also gain access to the Alumni networks of both institutions.

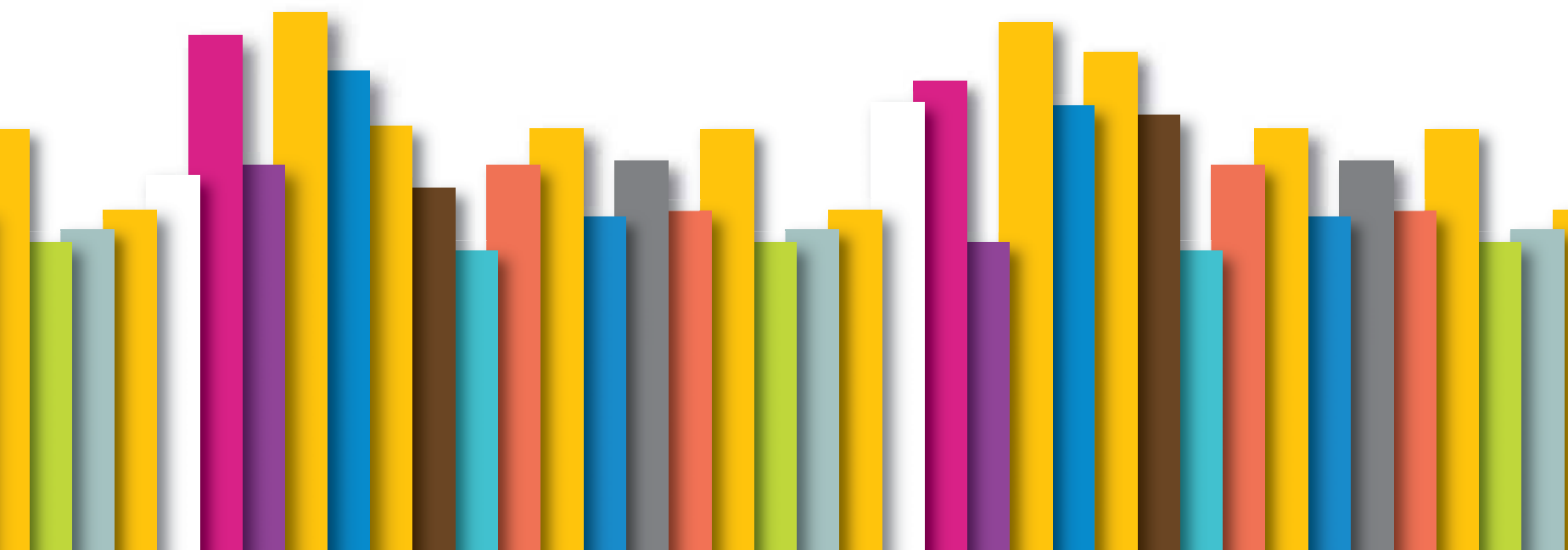
Receiving AACSB accreditation gives Reims Management School membership in the 1% club –those business schools worldwide with MBA programmes that are “triple accredited”: AMBA, EQUIS and of course, AACSB.

Joining the programme will enable managers to become tough-minded graduates and be able to provide, present and execute innovative solutions to complex global business problems.

I hope you have what it takes to join our special community of scholars and practitioners wishing to embark on a distinctive global experience. If so, I look forward to welcoming you to Paris Executive Campus in May 2011.

NAME	CITIZENSHIP	DIPLOMA	TITLE	TEACHING AREA
Raymond Ouellet	Canadian	MBA	MBA Director - Reims Management School Professor	Marketing and Strategy
Maria Ruiz	Spanish		Reims Management School Professor	Accounting and Finance
Juan Dominguez	Spanish	Ph.D.	Professor - EOI -Escuela de Organización Industrial - Madrid	Finance
Svellana Serdukov	Kasack	Ph.D.	Research Director - Reims Management School	Strategy
Rouslan Koumakhov	Russian	Ph.D.	Reims Management School Professor	HR and organisation
Stéphane Dubreuille	French	Ph.D.	Asset Management Specialized Master Director - CFA	Corporate Finance and Financial Markets
Bruno Cohanier	French	Ph.D.	Co-chair of Department Accounting, Law, Operations and Information Management, Rouen Business School	Management Accounting
Stephen Jeffrey Murdoch	Canadian	LLB	Associate Dean - Rouen Business School	Law, Negotiations, Marketing
Dominique Garval	French	MBA	Reims Management School Professor - Simulation Center Director	Marketing and Strategy
David Evans	English	Ph.D.	Director International Relations at ESC La Rochelle	HR & Org, Personal Development, Intercultural Management
Christopher Townley	Scottish		Teaching and consulting	Logistics
Charles Fouché	French	MBA Doctor.	Entrepreneur - Entrepreneurship consultant	Entrepreneurship
Vanessa Lehmann-Mansior	French		Lawyer	Business Law
Christopher Howard - Williams	English	MS	Executive Director	HR and Leadership
<b>STUDY TOUR SOUTH AFRICA / USB - UNIVERSITY OF STELLENBOSCH BUSINESS SCHOOL</b>				
Johan Burger	South African	MBA	Consultant	Business Fundamentals, Strategic Management
Prof. André Roux	South African	Dr	Director: Institute for Futures Research, University of Stellenbosch	Management Economics, Africa Country Risk Analysis
Prof. Frikkie Hubst	South African	Dr	Associate Professor USB Head Doctoral Programme USB	Marketing Management, Research Methodology
Dr Jan Havanega	South African	Dr	Head Center for Supply Chain Management, University of Stellenbosch	Business Fundamentals, Strategic Management
<b>STUDY TOUR USA / BARUCH COLLEGE - NEW YORK</b>				
Edward Rogoff	American	Ph.D.	Professor of Management, Baruch College Academic Director, Lawrence N. Field Center for Entrepreneurship	Management
Joseph Onochie	American	Ph.D. MBA	Academic Director, Executive MBA Program	Economics and Finance
			Associate Professor of Economics and Finance	Economics and Finance
Kishore Tandon	American	Ph.D.	Chairman & Professor of Economics and Finance	Economics and Finance
Dr. Parul Jain	American		Chief Investment Strategist, MacroFin Analytics	
Richard D. Holowczak	American	Ph.D.	Associate Professor of Computer Information Systems Director, Bert W. and Sandra Wasserman Trading Floor and Subotnick Financial Services Center	Computer Information Systems
Raj Nahata	American	Ph.D.	Assistant Professor of Economics and Finance	Finance
Jay Dahya	American	Ph.D.	Assistant Professor of Economics and Finance	Economics and Finance
<b>STUDY TOUR CHINA / UNIVERSITY OF INTERNATIONAL BUSINESS AND ECONOMICS / BEIJING</b>				
Prof. Li Young	Chinese		Professor University of International Business and Economics	Cross cultural management
Prof. Liu Bao Cheng	Chinese	MBA	Professor University of International Business and Economics	Economics & International Business

# THE FACULTY



# PARIS EXECUTIVE CAMPUS

## The Executive Education of Rouen Business School & Reims Management School

At the heart of the French capital, Paris Executive Campus offers innovative and effective solutions in training and development of skills to companies and professionals. Leveraging the competencies gained from the open degree EMBA and Specialized Masters programmes, Paris Executive Campus can bring significant value in delivering company-specific programmes to its clients.

This leverage is visible through expertise covered by teams of professors and experts in Finance, Accounting, Change Management, Consumer Marketing, Team Management, Corporate and Business Strategy, and Project Management.

Part-time Specialized Masters and the Executive MBA lead to a co-degree delivered by Rouen Business School and Reims Management School. Besides access to the expertise and networks of the two schools, the graduates of the degree programmes delivered at Paris Executive Campus will join the Alumni networks of both institutions.

Paris Executive Campus's competitive advantage is to present a balance between portfolio expertise and entrepreneurial spirit totally focused on client needs.

## KEY ELEMENTS

- 150 French and international teachers
- 200 international academic partners
- 1,000 experts and professionals
- 30,000 graduates worldwide

■ Some current clients:  
Auchan / Axa / Bouygues / CNEP Algeria / Credit Agricole / GrandVision / IBM / Kempinski / Leclerc / McDonald's / Orange / Somfy / Geoservices (Schlumberger Group)



# WHY AN MBA?

## AN INTERNATIONAL STANDARD

The MBA is the only general management training degree to be recognized worldwide.

For many participants the Executive MBA serves as a powerful career springboard enabling them to make the transition from functional to general management positions.

## PEOPLE LEADING PEOPLE

Its aim is to give a long-term vision in global management to tap into new business perspectives, to enable a career change, or to create and develop a business activity. It is a unique opportunity for participants to capitalize on their experience already gained in business.

## ADDED VALUE FOR COMPANIES

Better trained and higher performing executives are a swift return on investment for corporations.

The part-time rhythm fulfils as much the expectations of the participant as the companies's needs to have a 100% dedicated manager. Each year, large international groups as well as small and medium-size companies entrust Reims Management School and Rouen Business School with improving the technical competencies and leadership skills of their managers.

## A PROGRAMME WITH HUGE POTENTIAL

This Executive MBA programme was started in 1998 at Reims Management School as a way to leverage close to 40 years of experience delivering MBA programmes full-time. Growing more and more successful with each passing year, the EQUIS, AACSB and AMBA-accredited programme is recognised as one of best Executive MBAs by the european and international Press (Business Week, Challenges, Le MOCI...).

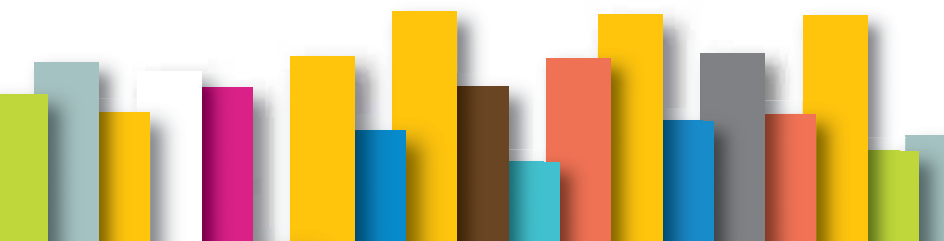
Now delivered by Paris Executive Campus the programme provides the opportunity to offer a double degree to take advantage of qualified international faculty from each school.

# KEY ELEMENTS

- International exposure with 3 study tours: South Africa, USA and China
- International Faculty
- Creation, development and turnaround of a business activity
- Strong focus on Leadership Development
- Taught in English, 600 hours over 18 months, 3 days per month
- Campus at the heart of Paris



An international focus with 3 study tours to 3 different continents, probably France's most international Executive MBA





## AN INTERNATIONAL FOCUS

Participants are repeatedly challenged by faculty and professionals with extensive international business experience. At the end of each semester, participants spend a one-week study tour in a leading International Business School. Meetings with business leaders and local MBAs, company visits and cultural events mix to provide participants with a comprehensive view of the local environment and international perspectives.

## INTERACTIVE TEACHING METHODS: AN ACTION LEARNING FOCUS

The ultimate goal of the programme is to reinforce a participant's capacity to take team decisions in complex environments and under time constraints. To do so, conceptual methods are combined with participation, interaction and action learning methods (computer simulations and real business problem-solving tasks).

## FACULTY

Linking together teaching, research and business experience. The Faculty, of whom more than two thirds hold doctorates, guarantees the academic quality of the Executive MBA. Many of them have acquired significant international business experience through working in different industries and functions.

## PERSONAL DEVELOPMENT

Acquisition of soft skills to provide more well-rounded leadership Personal Development is a very important focus of our Executive MBA. Courses in interpersonal communication (public speaking, work on different language functions, etc.) as well as team management and leadership development are delivered.

## THE BUSINESS PLAN

Your entrepreneurial capstone project "The Business Plan" brings into play all the skills acquired from an MBA. The subject is the creation, development or turnaround of a business activity.

## MBA CAREER SERVICE PERSONALIZED COACHING

The Executive MBA provides structured career guidance services to assist them in job hunting: personal coaching, meetings with companies and head-hunters, CV and web MBA platforms.

WHAT MAKES OUR  
**EXECUTIVE MBA SPECIAL**



# MODULE 1

## LEARNING THE ROPES

The first part, as the title suggests, presents five of the fundamental disciplines of business management. Each course will combine pre-course reading, conceptual presentations/discussions, the opportunity to apply knowledge through a simulation (Marketing Management 1) or case studies, and some post-course assignments. At the end of semester 1, the first study tour will take place in South Africa with an emphasis on Marketing.

MAY

### INTEGRATION SEMINAR

The Integration Seminar will introduce participants the Executive MBA programme and its objectives. Exposure to interactive leadership, an Introduction to Strategy session, MBTI (Myers-Briggs Type Indicator), the business plan project, and team building activities will provide participants with a taste of what to expect and the opportunity to build a cohesive group. Not only will the course structure and content during the seminars be reviewed, but the importance of pre-work preparation for each seminar will also be stressed.

JUNE

### MARKETING MANAGEMENT 1

- Introductory course to the major themes in marketing today, with special emphasis on the marketing concept, market orientation and the marketing mix
- Through the MARKOPS® simulation, participants will actively participate in discovering marketing from a functional point of view

JULY

### ACCOUNTING FOR DECISION MAKING

- Mastering accounting logic and fundamentals
- Reading and understanding accounting data as a tool for business decisions

AUGUST

### STRATEGY

- Introduction to analytical models that support strategy formulation at the management level
- Emphasis on internal and external analysis with regard to the competitive and geopolitical environment

SEPTEMBER

### FINANCIAL ANALYSIS & BUILDING PRO FORMA STATEMENTS

- Provides participants with financial tools to:
- examine the quality of financial information provided by companies
  - evaluate the financial performance of a business
  - structure a computerized financial planning model

OCTOBER

### ORGANIZATIONAL BEHAVIOUR & ORGANIZATIONAL THEORY

- The process of:
- predicting, maintaining and influencing people's behaviour in an organizational setting
  - developing employee's and manager's skills by providing the practical background of management
  - handling exceptional situations such as mergers, acquisition, and downsizing

NOVEMBER

### STUDY TOUR

- University of Stellenbosch Business School Cape Town SOUTH AFRICA
- Emphasis on Marketing/Doing Business in SOUTH AFRICA

## BENEFITS TO PARTICIPANTS

### MODULE 1

- Enhance and develop previous relevant experience in business and management in an international environment
- Continue to prepare participants for leadership and transformational roles in business
- Continue to develop interpersonal and group-working skills

# MODULE 2

## GETTING READY FOR ACTION

In the second part, the courses are more advanced and help the participants to build on the fundamentals previously covered. Participants will benefit from concepts oriented towards managing a company's performance through analysis and marketing strategies, acquiring skilful negotiating techniques, and exposure to principles of business law and ethics. Additionally, special leadership development classes will be scheduled Thursday and Friday evenings each month.

The study tour to New York City will close the loop in Corporate and Market Finance.

DECEMBER

### CORPORATE FINANCE

- Understand financial markets, financial information and risk analysis, learn how to drive financial performance and effectively manage large accounts
- Focus on investment decisions, capital structure of the firm, discounted cash-flows and relative valuation methods

JANUARY

### COMMUNICATION & NEGOTIATION

- Workshop in improving interpersonal skills in commercial negotiation and especially complex situations
- Participants role-play, in pairs or in teams, learning how to be prepared to communicate with corporate headquarters, employees and trade union leaders, clients and suppliers

FEBRUARY

### MANAGEMENT CONTROL

- Help managers understand the optimisation of objectives and performance
- Familiarize them with key knowledge such as business unit, responsibility centre, plans and budgets, and performance measurement

MARCH

### MARKETING MANAGEMENT II

- Fundamentals of marketing strategy: segmentation, targeting and positioning
- The MARKSTRAT® simulation allows participants to apply principles of product portfolio analysis and portfolio development

APRIL

### INTERNATIONAL BUSINESS LAW & ETHICS

- Guide participants through how to successfully engage in and conduct international business transactions
- Consider the legal and ethical environment of domestic and international law, traditional and e-commerce contracts, arbitration and settlement of disputes

MAY

### STUDY TOUR II

- Baruch College, City University of New York USA
- Emphasis on Market/Business Finance

### MODULE 2

- Foster understanding and provide experience in global business issues
- Widen the perspective through direct contact with New York, the world's financial capital
- Develop the ability to apply previous and newly acquired knowledge and experience to complex business issues in a wide range of contexts

# MODULE 3

## MAKING THINGS HAPPEN

Part three is oriented towards strengthening knowledge needed to complete the EMBA capstone project, the Business Plan –a cross-disciplinary exercise that allows participants to apply tools and concepts learned throughout the MBA in the context of a real-life business venture. Participants continue to sharpen their skills in the different management functions as well as receiving greater exposure to entrepreneurship and leadership principles.

The final study tour takes participants to Shanghai and Beijing, where the focus will be on cross-cultural sensitivity and doing business in China.

JUNE

### LEADERSHIP & MANAGERIAL COMMUNICATION

- Examine the role of leadership competencies in the global environment
- The necessary knowledge, tools and techniques to manage change, uncertainty and diversity

JULY

### INFORMATION SYSTEMS

- Define how IS should be managed as a strategic resource and the management of a full project
- The ability to discuss with technical people, either the correct use of systems or how to build and implement them

AUGUST

### OPERATIONS MANAGEMENT

- Familiarize the participants with the tasks facing operations and supply chain managers
- Provide them with a platform upon which they will develop problem-solving and decision-making skills

SEPTEMBER

### MANAGING THE NEW VENTURE

- Sensitize the participants to entrepreneurship and reinforce the principal aspects of being "intrapreneurial" and "entrepreneurial"
- Taught in collaboration with experts: founders of companies and turnaround specialists, bankers, capital risk companies and venture capitalists

OCTOBER

### MANAGING THE FIRM

- Capstone course (4 day-seminar), which requires participants to integrate several aspects of the courses they have taken throughout the EMBA
- The goals of the MARKETPLACE® simulation are to master strategic management skills and to instill a culture of measured performance and value

NOVEMBER

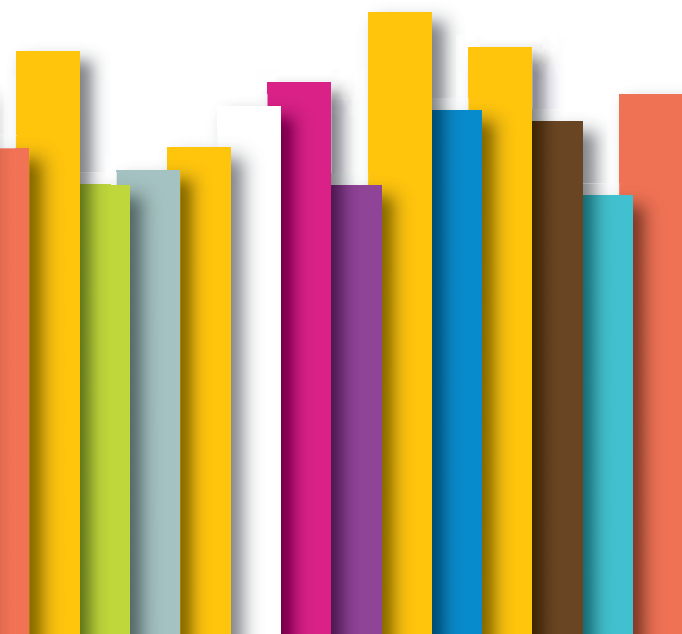
### STUDY TOUR

- University of Finance and Economics / Shanghai University of International Business and Economics / Beijing CHINA
- Emphasis on Cross-Cultural Sensitivity/Doing Business in CHINA

### MODULE 3

- Leverage knowledge at an advanced level in organisations, their management and the environment in which they operate
- Encourage lifelong learning and personal development
- Develop strategic thinking, innovation and entrepreneurial skills

# A SPECIAL TRAINING FOR A SPECIAL PUBLIC





# APPLYING FOR ADMISSION

## ADMISSION REQUIREMENTS

EMBA applicants should, above all, be high potential and highly motivated persons. In order to be eligible, candidates should have:

- A Masters degree (Maitrise) and a minimum of 5 years of professional experience in management positions. Applications may be accepted from high-potential executives without Masters degrees
- Fluency in written and spoken English

## THE ON-LINE APPLICATION PACKAGE CONTAINS

<http://apply.paris-executive-campus.com>

- Completed on-line application form
- CV and statement of purpose
- Photocopies of academic degrees
- 2 recommendation letters
- GRE, GMAT or Tage-Mage score  
(Option to take the Tage-Mage test during the admission session)
- TOEIC or TOEFL or PTE score  
(Option to take an oral English test during the admission session)

## APPLICATION AND TUITION FEES

- Application fee: € 110
- Tuition fee (2011/2012) includes study tours (transportation, accommodation, meals...):
  - € 32,000 for individuals
  - € 38,272 for companies and organisations (VAT added)
- € 2,000 early bird reduction for all participants registered before 28 February 2011

## SCHEDULE OF ADMISSIONS

- Next programme starts 20 May 2011
- For the 2011 intake, the Executive MBA programme will take place at:  
Paris Executive Campus - 9, rue d'Athènes - 75008 Paris
- Admission sessions will be held at Paris Executive Campus and scheduled on\* :

1 <sup>st</sup> session	2 <sup>nd</sup> session	3 <sup>rd</sup> session	4 <sup>th</sup> session	5 <sup>th</sup> session	6 <sup>th</sup> session
15/12/10	20/01/11	10/02/11	17/03/11	14/04/11	07/05/11
- On-line applications files should be completed at least 2 weeks before the recruitment session
- Notification of admission is given within 2 weeks of selection interview

\*to be confirmed

# PROBABLY ONE OF THE MOST INTERNATIONAL EXECUTIVE MBAs IN FRANCE

## Lionel BOUJOT

Executive MBA - 2007/2008

"This Executive MBA has many assets: an accredited part-time track taught in English, a strong degree of internationalization and a focus on leadership development. My capacity to take decisions in a complex environment has been dramatically reinforced. The three study tours have strongly contributed to the developing of our managing cross-cultural situations. As a great "return on investment", I've been recently promoted Director of Strategic Proposal for Europe, a job based in Switzerland."

## Nicolas THOMAS

Executive MBA - 2007/2008

"Having spent 10 years in Honeywell Automotive Division, I was aiming to move my career to the next level and to internationalize my profile. At the moment you decide to pursue an MBA, you are regarded as a high potential executive. I had just started my part-time programme when I was named to a worldwide Manager Position... yet based in France. The seminars in finance were particularly thrilling and the Business Plan gave me the opportunity to elaborate Honeywell's strategy in Asia and to become a Global Sourcing Director there."

## Sophie VADEL

Executive MBA - 2008/2009

"In Kohler, a US based company, most of the executives who had been promoted turned out to be MBA graduates. With this EMBA, I learnt solid business concepts about the main function of an organization: Finance, Strategy, Marketing, Men- Management... Above all, the participants, coming from different backgrounds with significant working experience, have made this EMBA a fabulous human adventure! Recently named Purchasing Manager for Kitchen & Bath Europe with worldwide sourcing activities, I've definitively broadened my international perspectives."



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[www.paris-executive-campus.com](http://www.paris-executive-campus.com)

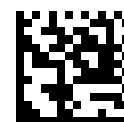
## MORE INFORMATION

Please contact: Mrs Pascale BAUDEMONT

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