



CELEBRATING 10 YEARS IN QATAR

SPECIALIZED MASTER'S DEGREE

STRATEGIC BUSINESS UNIT MANAGEMENT

EXECUTIVE EDUCATION



SPECIALIZED MASTER'S DEGREE (MASTERE SPECIALISE®)

Strategic Business Unit Management

Today, achieving high levels of performance is a key challenge. Volatility and uncertainty are unavoidable. New technologies, competitors, and demanding customers drive innovation and change. Expectations for leaders increase as organizations aspire for sustainable development.

Business Unit managers are judged on performance and results. Generalists by nature, they must have multidisciplinary skills to lead and develop their

teams. A solid management education addresses these challenges.

This Specialized Master's Degree enables you to seize new opportunities and prepares you for more challenging times. Drawing on HEC Paris' world-class faculty, this program's content and learning methods blend research with practical application to expose you to international best and next practices and provide you with the skills for success.

Managers who are able to detect opportunities, innovate, and implement high-performance processes are a vital source of added value for any organization, be it in the for-profit, non-profit, or governmental sector.

Each manager is responsible for driving personal development, growth and career success. This program will therefore help you to master the key transitions in your professional life.

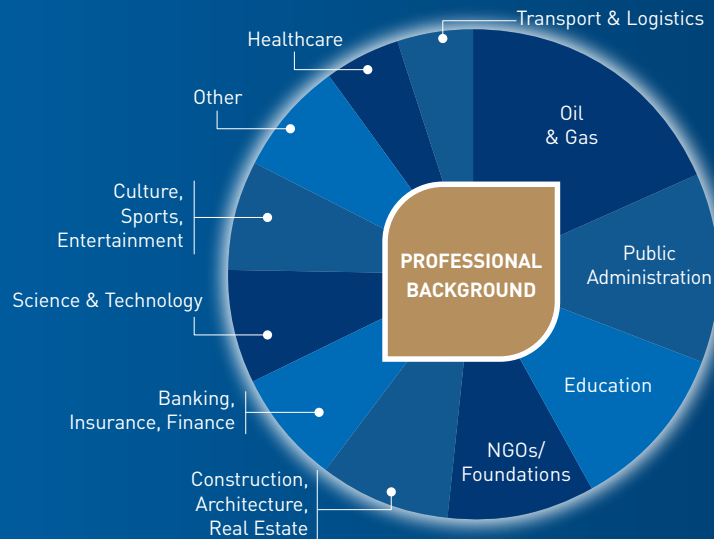
Why choose our Specialized Master's Degree? Fundamental Principles

- **State-of-the-art program design and learning methods**
HEC Paris' world-class faculty create an interactive learning environment that encourages and enables participants to step back from their daily routines, discover next generation insights and acquire the tools for sustainable success.
- **Focus on practical application**
We educate for 'glocal' success – thinking globally, acting locally. Faculty and experts will help you develop your skills and apply what you have learned within your organization from the start of the program.
- **Rapid integration of latest trends and developments**
Professors teaching in the program ensure critical discussions of latest trends, such as digitalization. Program participants are encouraged to share rising challenges and apply frameworks, theories and lessons learnt to emerging developments.
- **Orientation towards responsible leadership, management and organizations**
We foster a strong sense of ethics, sustainability and humanism in business and society among graduates.



Profile of Participants

This program is designed for professionals and entrepreneurs looking at enhancing their leadership and management skills or looking at managing their own business unit or company in the future.



- **Enhance** your leadership skills and management acumen
- **Foster** a genuinely entrepreneurial approach to management

Facts and Figures

Language: English

Location: Doha, Qatar

Format: Part-time

Length: 15 - 18 months

Next Intake: January 2021

Tuition Fees: 64,500 USD



INTERNATIONAL ACCREDITATIONS



Program

This part-time Specialized Master's program spans for a period of 15 to 18 months and blends in-depth teaching and exploration of practical application.

The in-class part of the program consists of modules of 2 to 5 full days each representing a total of 360 hours.



“The program encourages you to step back from your daily routine to discover the latest insights and acquire the right tools for success in today's evolving landscape.”

Al Anood Al Maadeed
Finance Business Partner, QF
Specialized Master's Degree 2018

“I believe my participation in the HEC Paris in Qatar Specialized Master's Degree is the best opportunity to meet my career goals.”

Fawaz Almejlal
LNG marketer, Qatargas
Specialized Master's Degree 2019

“A diverse class with huge networking opportunities. Practical knowledge through real-world business cases. Highly educated and experienced professors with supportive staff. A top class experience from a top ranked university.”

Saoud Al-Saadi
Corporate Relationship Manager, Al Khaliji Bank
Specialized Master's Degree 2021

Core Curriculum

Designed as a practical foundation for managing a business unit. You will get the opportunity to learn international best practices and focus on areas of key importance for your personal and professional development.

Part 1: Directing Organizations

■ CRAFTING CORPORATE STRATEGIES (2 days)

Achieving a sustainable and profitable growth by understanding the concepts of corporate advantage, corporate restructuring and corporate governance.

■ LOCALIZING AND GLOBALIZING SMARTLY (2 days)

Preparing for more localized or internationalized products/services, value chains, and workforces.

■ DESIGNING BUSINESS UNIT STRATEGIES (2 days)

Shaping a strategic mindset by focusing on the concepts, methods and tools of a business strategy formulation.

■ DEVELOPING THE LEADER (3 days)

Reviewing, reflecting and experimenting on leadership profiles to boost leadership versatility and business performance.

■ ORGANIZING FOR HUMANISM AND SUSTAINABILITY IN BUSINESS AND SOCIETY (2 days)

Revisiting the concept of sustainability, and human dignity across organizations.

■ UNDERSTANDING BUSINESS ENVIRONMENTS (3 days)

Understanding the existing business environments worldwide.

Part 2: Aligning with Organizations

■ EXPLORING FINANCIAL ACCOUNTING (2 days)

Introducing financial accounting as the foundation for better decisions in organizations.

■ MANAGING HUMAN CAPITAL AND CAREERS (2 days)

Showcasing the crucial role of people/human capital management and reviewing best practices in career management.

■ DEPLOYING MANAGEMENT ACCOUNTING AND CONTROL (2 days)

Driving strategy down to operational levels and measuring financial performance in holistic control systems.

■ INNOVATING FINANCE (2 days)

Implementing finance strategies and investigating innovations and disruptions in a fintech world.

■ OPTIMIZING BUSINESS OPERATIONS AND SUPPLY CHAINS (2 days)

Introducing fundamental decisions and trade-offs in supply chain and operations management, understanding complex supply chain systems.

■ SETTING MARKETING STRATEGY (3 days)

Defining the objectives, frameworks, and winning recipes for marketing strategies in different markets.

Part 3: Future-proofing Organizations

■ FOSTERING INTRAPRENEURSHIP AND ENTREPRENEURSHIP (3 days)

Triggering next generation products and services within and outside of established organizations.

■ SHARPENING NEGOTIATION SKILLS (2 days)

Creating and sharing value with stakeholders through skillful negotiation.

■ SIMULATING BUSINESS EXCELLENCE (3 days)

Practicing how to design, direct, implement and improve unique strategies over time.

■ LEADING CHANGE (2 days)

Discussing and experimenting with different change models to transform organizations.

■ SEEING ORGANIZATIONAL TRANSFORMATION IN ACTION - THE HEC PARIS FIELD TRIP (1 day)

Gathering first-hand insights on how to create, position, direct, implement, and close a renewal initiative in Qatar.

■ SUSTAINING THE LEADER'S SUCCESS (2 days)

Developing a business and sustaining the leader's success through turbulences and unavoidable circumstances.

Professional Thesis

In order to foster self-driven and problem-based learning as well as critical thinking, program participants have the opportunity to choose a crucial issue in today's organizations or society - and work out an answer. You will submit a thesis that focuses on, and provides detailed solutions for a specific challenge. After selecting a topic of deep personal interest and value, you will critically review insights that already exist, gather empirical evidence, and then propose recommendations.

Thesis mentoring is an integral part of the program and a supervisor will guide you throughout this journey of discovery.

Your final results and solutions will be presented in front of a jury.



Faculty

The quality of HEC Paris' programs stems from its international award-winning faculty and its extensive experience in delivering cutting-edge programs around the world. Our faculty regularly publish research on the latest findings in their area of expertise and engage in high-level consulting missions.

Professor Wolfgang Amann, the Academic Director for this Specialized Master's Degree, has over 20 years of experience in designing and directing international programs. Dr. Amann has published 40+ books on leadership and strategy. He repeatedly won the most prestigious CEMS teaching award for best course in top business schools in 17 European countries.

Professor Sebastian Becker teaches accounting and was awarded the Pierre Vernimmen Best Teacher Award by BNP Paribas. For his teaching in HEC's MBA, Sebastian won the 'Most innovative teacher' award. By Poets & Quants he was named one of the '40 Most Outstanding B-School Professors Under 40 in the world'.

Professor Etienne Krieger is a successful entrepreneur, co-director of the HEC Startup Studio, and an advisor to 800+ innovative companies over his career. He serves on the board of the French Academy of Entrepreneurship and Innovation and delivered entrepreneurship courses in Qatar for a number of years.



Prerequisites

- A Bachelor's Degree (or equivalent) from a recognized university.
- A minimum of four years of experience.
- English Language Exam (TOEIC, TOEFL or IELTS, taken no more than two years ago) if the Bachelor's Degree was not taken in English.

#1
ALUMNI NETWORK WORLDWIDE
The Economist

The HEC Paris Alumni Community, with its **60,000** members, is recognized as the **most powerful alumni network** globally.

Admissions Process

1. Preliminary information interview

- Interview with a program advisor
- Feedback on your eligibility for the program

2. Online application form including

- Personal essays + CV
- Two references
- Bachelor's Degree

3. Selection Process

HEC Paris general management test (or GMAT exam taken no more than three years ago) which consists of an interview with the HEC Paris Selection Committee Panel (comprised of professors, alumni and managers from HEC Paris).

4. Final Jury

Final review and decision by the Admissions Jury.

Alumni Network

HEC Paris graduates get access to a worldwide network of peers.

They are entitled to:

- Join the Association of HEC Paris Graduates and take part in the many activities listed on:

www.hecalumni.fr/en

- Become a member of the HEC Paris Executive Education alumni network on the international professional social network www.linkedin.com (Alumni HEC Paris Executive Education)

These exchanges extend the HEC Paris experience, expand graduates' professional network and strengthen their link with HEC Paris as an institution.

8000



Participants in Executive Education programs a year

111



Student nationalities

125



Strategic partnerships and alliances in 46 countries

160



Permanent professors

60000



Alumni in 135 countries



CELEBRATING 10 YEARS IN QATAR

*HEC Paris in Qatar
Executive Education*

CONTACT Qatar

Tornado Tower, 15th floor,
West Bay
DOHA - QATAR

+974 4454 1062

qatar-admissions@hec.fr

www.qatar.exed.hec.edu



*HEC Paris
Executive Education*

CONTACT France

1, rue de la Libération
78351 JOUY-EN-JOSAS CEDEX
FRANCE

+33 (0)1 39 67 70 00

exed@hec.fr

www.execed.hec.edu

