



The more you know, the more you dare®



This is HEC Paris

2011-2012



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This is HEC Paris



The more you know,
the more you dare®



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



1881, first class at HEC Paris, rue de Tocqueville

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



The Paris Chamber of Commerce and Industry, Avenue de Friedland, Paris

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:

- › 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

- › 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



The Grand Palais, Paris

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 dits 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
President, Dargaud S.A

François 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'ARTHUYS
Managing Director and member of the
Executive committee, Fonds Stratégique
d'Investissement; President, HEC Alumni
Association

Abdulla Ali AL-THANI
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 BIETO
Dean, 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 DANGÉARD
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 HANSSSENS
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
President, 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 SCHMITTLEIN
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 VACHEY
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

A unique program portfolio

Since 1881, HEC Paris has offered management programs for top talent from around the world.

Today, HEC Paris' mission is to foster teaching and research in management for students and executives across the world.

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.



A lecture theater in 1881



A lecture theater in 2010

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

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

79

classrooms

31

auditoriums

with over 50 seats, including one 474-seat amphitheatre with a stage

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

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

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 LEHAVY,
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

Michaël 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 SKARLICKI,
University of British Columbia, Canada

Marie SUSHKA,
Arizona State University, USA

Juhani VAIVIO,
Aalto University, Finland

Kathy YUAN,
London School of Economics and Political
Sciences, UK

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.

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

Research@hec

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

Research partnerships



The HEC Center **GREGHEC** (*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 ARJALIES

PhD Essec – Université Paris-Ouest, France

Raul BARROSO

PhD, HEC Lausanne, Switzerland

Sriite BURKLAND

PhD University of Vaasa, Finland

Vedran CAPKUN

PhD University of Lausanne, Switzerland

Eve CHIAPELLO

PhD University of Paris IX-Dauphine, France

Claire DAMBRIN

PhD University of Paris IX-Dauphine, France

Caroline LAMBERT

PhD University of Paris IX-Dauphine, France

Cédric LESAGE

PhD University of Rennes I, France

Hélène LONING

PhD HEC Paris, France

Véronique MALLERET

PhD University of Paris IX-Dauphine, France

Martin MESSNER

PhD University of Innsbruck, Austria

Carlos RAMIREZ

PhD EHESS, France

Andreu SOLE

PhD University of Nancy II, France

Hervé STOLOWY

PhD University of Paris I-Panthéon Sorbonne, France

Economics & Decision Science

Alessandro CITANNA

PhD University of Pennsylvania, USA

Veronika CZELLAR

PhD University of Geneva, Switzerland

Itzhak GILBOA

PhD Tel Aviv University, Israel

Ai-Ting GOH

PhD University of Pennsylvania, USA

Brian HILL

PhD University of Paris I-Panthéon Sorbonne, France

Gilles MAUFFREY

PhD University of Paris IX-Dauphine, France

Tomasz MICHALSKI

PhD Columbia University, USA

Eloïc-Anil PEYRACHE

PhD University of Toulouse, France

Dina ROSENBERG

PhD University of Paris X-Nanterre, France

Marco SCARSINI

PhD University of Paris IX-Dauphine, France

Tristan TOMALA

PhD University of Paris I-Panthéon Sorbonne, France

Nicolas VIEILLE

PhD University of Paris VI-Pierre et Marie Curie, France

Finance

Blaise ALLAZ

PhD Princeton University, USA

Joël BESSIS

PhD University of Paris IX-Dauphine, France

Laurent CALVET

PhD Yale University, USA

François DERRIEN

PhD HEC Paris, France

Thierry FOUCAULT

PhD HEC Paris, France

Laurent FRESARD

PhD University of Neuchâtel, Switzerland

Ulrich HEGE

PhD Princeton University, USA

Johan HOMBERT

PhD University of Toulouse I and EHESS, France

Antoine HYAFIL

PhD HEC Paris and University of Orleans, France

Stefano LOVO

PhD Catholic University of Leuven, Belgium

Jacques OLIVIER

PhD University of Pennsylvania, USA

Evren ÖRS

PhD Carroll Graduate School of Management, Boston College, USA

Christophe PERIGNON

PhD Swiss Finance Institute, Switzerland

Ioanid ROSU

PhD Massachusetts Institute of Technology, USA

David THESMAR

PhD EHESS, France

Philip VALTA

PhD Ecole Polytechnique de Lausanne, Switzerland

Languages & Cultures

Hans BRODERSEN

PhD University of Paris VIII-Vincennes-Saint-Denis, France

Michael BROOKES

PhD University of Paris IV-Sorbonne, France

Valérie GAUTHIER

PhD University of Sorbonne Nouvelle-Paris III, France

Sylvie GERVAIS

Master of Arts University of Boulogne, France

Jocelyne REITH

Master of Arts University of Paris IV-Sorbonne, France

Christopher ROBINSON

PhD University of Paris X-Nanterre, France

Management & Human Resources

Charles-Henri BESSEYRE DES HORTS

PhD University of California, Los Angeles, USA

Françoise CHEVALIER

PhD HEC Paris, France

Adina DABU

PhD University of Illinois, USA

Elie MATTA

PhD University of Western Ontario, Canada

Vesa PELTOKORPI
PhD Swedish School of Business & Economics, Finland

Mathis SCHULTE
PhD Columbia University, USA

Michael SEGALLA
PhD University of Iowa, USA

Amy SOMMER
PhD University of Western Ontario, Canada

Eris Luis UHLMANN
PhD Yale University, USA

Kevyn YONG
PhD Cornell University, USA

Marketing

Selin ATALAY
PhD Pennsylvania State University, USA

Anne-Sophie BAYLE-TOURTOULOU
PhD HEC Paris, France

Frédéric DALSAË
PhD INSEAD, France

Jean-Marc DE LEERSNYDER
PhD University of Paris V-Descartes, France

Kristin De VALCK
PhD Erasmus University Rotterdam, The Netherlands

Jean-Michel GAUTIER
PhD EHESS, France

Bo HUANG
PhD University of Michigan, USA

Jean-Noël KAPFERER
PhD Northwestern University, USA

Bruno KOCHER
PhD University of Lausanne, Switzerland

Joseph LAJOS
PhD INSEAD, France

Gilles LAURENT
PhD Massachusetts Institute of Technology, USA

Laurent MARUANI
MSc in Management HEC Paris, France

Dominique ROUZIES
PhD McGill University, Canada

Bige SAATCIOGLU
PhD Virginia Tech, USA

Francesca SOTGIU
PhD Erasmus University Rotterdam, The Netherlands

Wolfgang ULAGA
PhD University of Paris I-Panthéon Sorbonne, France

Marc VANHUELE
PhD Anderson Graduate School of Management, UCLA, USA

Stefan WORM
PhD University Kaiserslautern, Germany

Operation Management & Information Technology

Gérard BAGLIN
MSc in Management HEC Paris, France

Olivier BRUEL
MSc in Management HEC Paris, France

Marie-Hélène DELMOND
PhD HEC Paris, France

Sihem JOUINI
PhD University of Paris IX-Dauphine, France

Laoucine KERBACHE
PhD University of Massachusetts, USA

Sri KUDARAVALLI
PhD University of Maryland, USA

Andrea MASINI
PhD INSEAD, France

Andreas ROBOTIS
PhD INSEAD, France

Svenja SOMMER
PhD INSEAD, France

Shirish SRIVASTAVA
PhD National University of Singapore, Singapore

Christian VAN DELFT
PhD University of Geneva, Switzerland

Zhixi WAN
PhD University of Michigan, USA

Strategy & Business Policy

Thomas ÅSTEBRO
PhD Carnegie Mellon University, USA

Kristina DAHLIN
PhD Carnegie Mellon University, USA

Rodolphe DURAND
PhD HEC Paris, France

Pierre DUSSAUGE
PhD University of Paris IX-Dauphine, France

Bernard GARRETTE
PhD HEC Paris, France

Oliver GOTTSCHALG
PhD INSEAD, France

Pierre-Antoine KREMP
PhD Princeton University, USA

Jean-Paul LARÇON
PhD University of Paris IX-Dauphine, France

Dahlia MANI
PhD University of Minnesota, USA

Denisa MINDRUTA
PhD University of Illinois at Urbana-Champaign, USA

Bertrand MOINGEON
PhD University of Franche-Comté, France

Anup-Menon NANDIALATH
PhD Ohio State University, USA

Gonçalo PACHECO DE ALMEIDA
PhD INSEAD, France

Corey PHELPS
PhD New York University, USA

Nils PLAMBECK
PhD University of Hamburg, Germany

Bertrand QUELIN
PhD University of Paris Nord, France

Bernard RAMANANTSOA
PhD University of Paris IX-Dauphine, France

Tax & Law

Alberto ALEMANNI
PhD University of Bocconi, Italy

Philippe CORRUBLE
PhD University of Jean Moulin-Lyon III, France

Nicole FERRY-MACCARIO
DES University of Bourgogne, France

François LENGART
PhD University of Lille, France

Marie SERNA
PhD University of Paris II-Panthéon-Assas, France

Oana STEFAN
PhD University College Dublin, Ireland

Nicole STOLOWY
PhD University of Paris I-Panthéon Sorbonne, France

Emeritus Professors

Gilles AMADO

Professor of Management & Human Resources

Jean-Loup ARDOIN

Professor of Accounting & Management Control

Michel BADO

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

Hélène 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, Collège de France

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 LADURIE

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 ZALEZNIK

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

“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.

“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.

“Digital Innovation for Business”

Executive director: Julien Lévy, Affiliate Professor in Management & New Technologies



with the support of Free, Meetic, Pixmania Group, vente-privee.com and Pierre Kosciusko-Morizet, private donor

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.

“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.

“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 on-going training for the energy industry.

“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.

“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.

“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 multisectorial 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.

“New Business Models in the Energy Industries”

Chair holder: Wolfgang Ulaga,
Associate Professor of Marketing



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.

“Real Estate”

Executive director:
François Ortalo-Magné, Visiting
Professor of Real Estate



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.

“Service Management”

Chair holder: Pierre Dussauge,
Professor of Strategy & Business
Policy



The chair carries out research on management issues faced by service industry firms. Research focuses on strategic alliances in service industries.

“Social Business / Enterprise and Poverty”

Chair holder: Frédéric Dalsace,
Associate Professor of Marketing



with the support of
Danone, Schneider Electric,
and private donors

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.

Center

The Visions of Leadership Center



HEC Paris created 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.



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



Executive Education participants in class

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	GENERAL ELECTRIC	NOTAIRES DE PARIS
A2 CONSULTING	GENERALI FRANCE ASSURANCES	NOVARTIS PHARMA
AB-INBEV	GROUPE ALPHA	OC&C STRATEGY CONSULTANTS
ACCENTURE	GROUPE BPCE - BANQUE POPULAIRE & CAISSE D'EPARGNE	OGILVY
ADVANCY	GROUPE CASINO	OLIVER WYMAN
AEGIS MEDIA FRANCE	GROUPE CREDIT DU NORD	ONEIDA ASSOCIES
AIR LIQUIDE	GROUPE KRAFT FOODS	ORANGE
AMAURY SPORT ORGANISATION	GROUPE SEB	PEPSICO FRANCE
AMAZON.FR	GROUPE SOPARIND BONGRAIN	PERNOD RICARD
ATOS CONSULTING	HENKEL FRANCE	PHILIPS
AXA	HERBERT SMITH LLP	PIXMANIA
AXA INVESTMENT MANAGERS	HSBC	PRICEWATERHOUSECOOPERS
BAIN & COMPANY	IBM FRANCE	PROCTER & GAMBLE
BANQUE DE FRANCE	IMC FINANCIAL MARKETS	PROTIVITI
BEARINGPOINT	INTERNATIONAL FLAVORS & FRAGRANCES	PSA PEUGEOT CITROËN
BEIJAFLORE	JCDECAUX	PUIG
BETC EURO RSCG	JOHNSON & JOHNSON	RATP
BNP PARIBAS	KEA & PARTNERS	RECKITT BENCKISER
BOUYGUES CONSTRUCTION	KPMG	RENAULT
CANAL+	KURT SALMON	ROLAND BERGER STRATEGY CONSULTANTS
CAPGEMINI CONSULTING	LA COMPAGNIE FINANCIERE EDMOND DE ROTHSCHILD	SAINT-GOBAIN
CARREFOUR	LA POSTE	SANOFI-AVENTIS
CELERANT CONSULTING	LEADERS LEAGUE	SCHNEIDER
CELGENE	LEROY MERLIN	SIA CONSEIL
CLEARY GOTTlieb STEEN & HAMILTON LLP	LINKLATERS LLP	SNCF
CMA CGM	L'OREAL	SOCIETE GENERALE
COCA-COLA ENTREPRISE	LVMH	THALES
COLOMBUS CONSULTING	MAZARS	THE BOSTON CONSULTING GROUP
COTY	MCKINSEY & COMPANY	TNS SOFRES
CREDIT AGRICOLE GROUP	MICHELIN	TOTAL
CSC, CONSEIL EN MANAGEMENT ET SI	MICROSOFT FRANCE	UBISOFT
CVA	MONITOR GROUP	UNIBAIL-RODAMCO
DASSAULT SYSTEMES	MUREX	UNILEVER
DELOITTE	NATIXIS	VEOLIA ENVIRONNEMENT
EDF	NESTLE	VERTONE
ERNST & YOUNG	NISSAN EUROPE	WEBHELP
EXANE	NOBLE GROUP	WHITE & CASE LLP
FACEBOOK		WORDAPPEAL
GDF SUEZ		



HEC Alumni Association

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



Jean d'Arthuys
President,
HEC Alumni Association

44,000
alumni

107
nationalities

64
international alumni groups

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

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 KOSCIUSKO-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 POITRINAL
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 ZAQUI
Head of European Investment Banking,
Goldman Sachs International

Among others

The HEC Alumni Association organizes and coordinates the alumni network to maintain and create friendships and professional relationships between the 44,000 members, wherever they are and whatever they do.



The HEC Alumni Association's General Assembly, June 2010



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

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 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

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 Sao 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

For over thirty years, HEC Paris has been actively establishing links with international partners, selected for their high standards and reputation.

HEC Paris offers a unique range of programs and exchange programs as well as double degree programs.



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

International partnerships

119

Please see map on page 34

International associations

HEC Paris is a member of the following international associations:

AEABIS - the European Academy of Business in Society

EDAMBA - the European Doctoral Programs Association in Management and Business Administration

EUDOKMA - the European Doctoral School on Knowledge and Management

UNICON - the International University Consortium for Executive Education

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), Vytautas 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.

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."

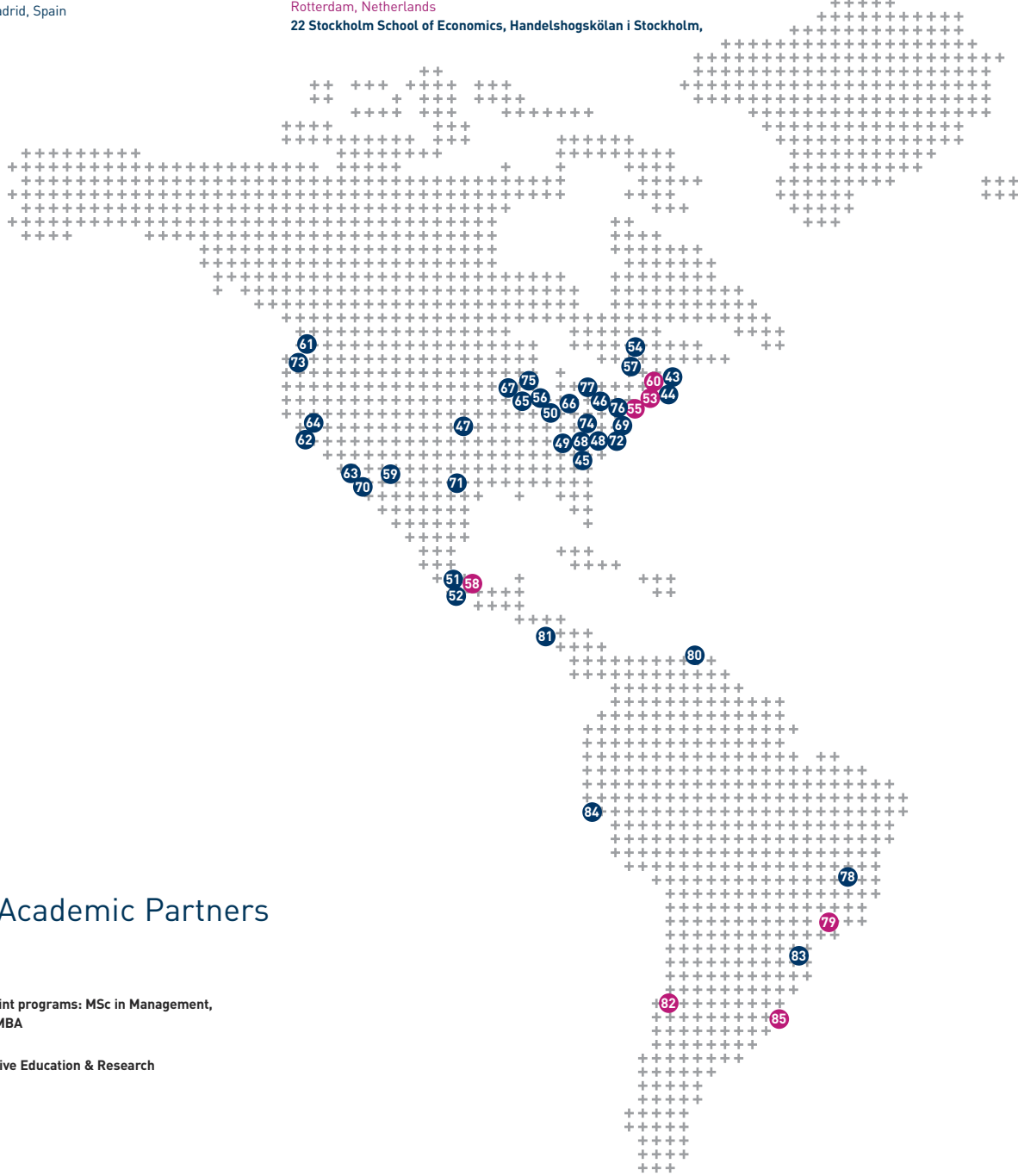
The HEC Eurasia Institute is a think tank on Asian business based on a strong dedicated research body at HEC Paris. It provides services to European companies in developing their strategies in the Asian market. Since its establishment by Jacques Gravereau in 1988, the Institute has earned wide recognition 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 Economicas 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 Instituut voor Bedrijfskunde, Zeist, Netherlands
- 14 Koç 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 Saïd Business School, Oxford, UK
- 21 Rotterdam School of Management, Erasmus Universiteit Rotterdam, Rotterdam, Netherlands
- 22 Stockholm School of Economics, Handelshogskölan i Stockholm, Stockholm, Sweden

- 23 GSOM - 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



HEC Paris Academic Partners

- Exchange programs
- Double degrees and joint programs: MSc in Management, MBA, EMBA, TRIUM EMBA
- HEC Center for Executive Education & Research

- 61 University of British Columbia Sauder School of Business, Vancouver, Canada
- 62 University of California, Berkeley, Haas School of Business, Berkeley, USA
- 63 University of California at Los Angeles, Anderson School of Management, Los Angeles, USA
- 64 University of California, Davis, Graduate School of Management, Davis, USA
- 65 University of Chicago, Graduate School of Business, Chicago, USA
- 66 University of Michigan, Michigan Ross School of Business, Ann Arbor, USA
- 67 University of Minnesota, Carlson School of Management, Minneapolis, USA
- 68 University of North Carolina, Kenan-Flagler Business School, Chapel Hill, USA

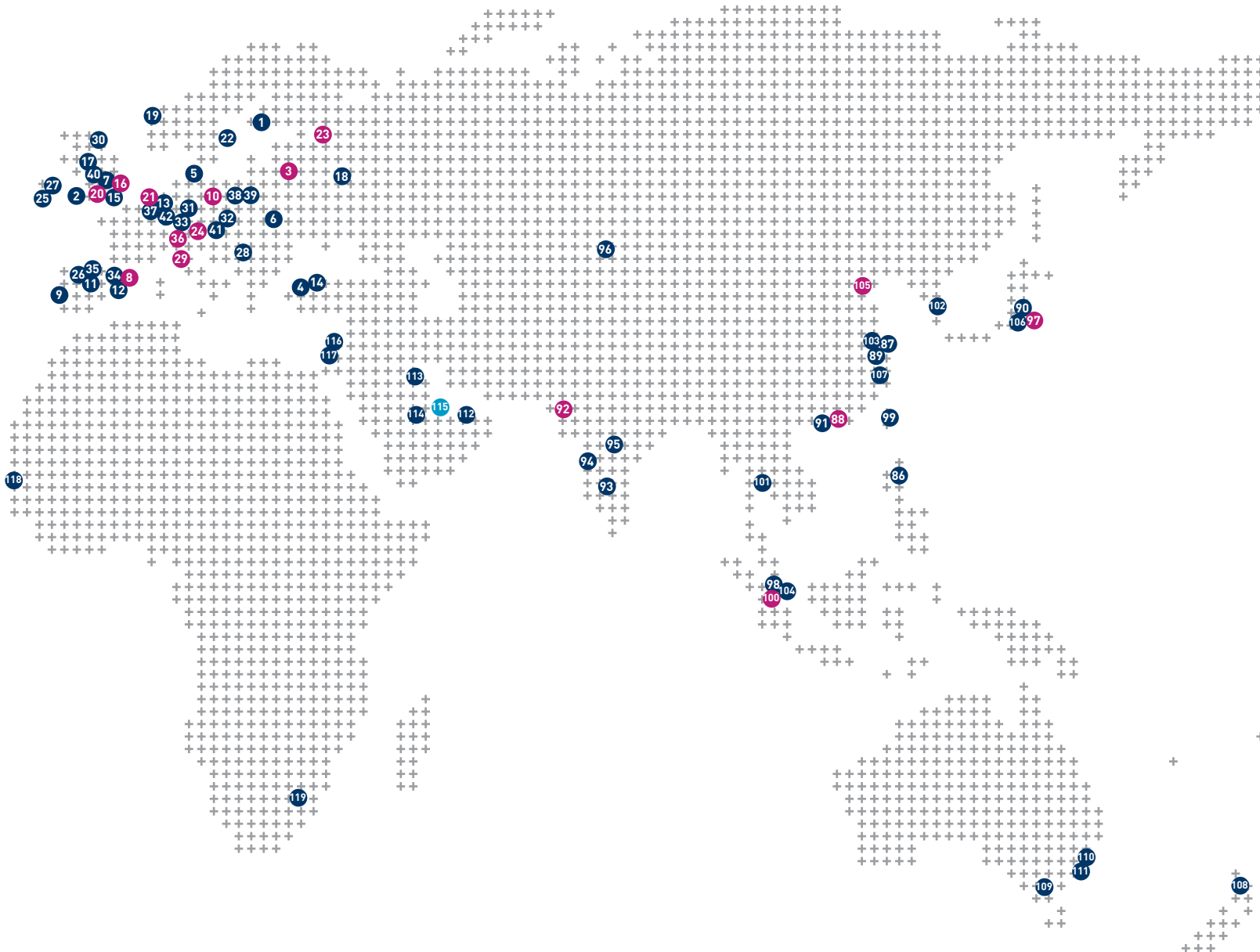
- 69 University of Pennsylvania, Wharton School of Business, Philadelphia, USA
- 70 University of Southern California, Marshall School of Business, Los Angeles, USA
- 71 University of Texas, McCombs School of Business, Austin, USA
- 72 University of Virginia, the Darden School, Charlottesville, USA
- 73 University of Washington, Michael G. Foster School of Business, Seattle, USA
- 74 University of Western Ontario, Richard Ivey School of Business, London, Canada
- 75 Wisconsin School of Business, University of Wisconsin-Madison, Wisconsin, USA
- 76 Yale University, New Haven, USA
- 77 York University, Schulich School of Business, Toronto, Canada

- IN SOUTH AMERICA
- 78 Fundação Dom Cabral , Belo Horizonte, Brazil
- 79 Fundação Getulio Vargas, Escola de Administração de Empresas de São Paulo, São Paulo, Brazil
- 80 Instituto de Estudios 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
- IN ASIA
- 86 Asian Institute of Management, Makati, Philippines
- 87 China Europe International Business School, CEIBS, Shanghai, China

- 32 University of Economics, Prague, Prague, Czech Republic
- 33 Universität Mannheim, Mannheim, Germany
- 34 Universidad Politecnica de Catalunya, Barcelona, Spain
- 35 Universidad Politecnica de Madrid, Madrid, Spain
- 36 Universität St. Gallen, St. Gallen, Switzerland
- 37 Louvain School of Management, Louvain, Belgium
- 38 Warsaw School of Economics, Warsaw, Poland
- 39 Warsaw University of Technology, WUT Business School, Warsaw, Poland
- 40 Warwick Business School, University of Warwick, Coventry, UK
- 41 WU Vienna University of Economics and Business, Vienna, Austria
- 42 WHU Otto Beisheim Graduate School of Management, Vallendar, Germany

- IN NORTH AMERICA
- 43 Babson College, Wellesley, USA
 - 44 Boston University, School of Management, Boston, USA
 - 45 Columbia University, Columbia Business School, New York, USA
 - 46 Cornell University, Samuel Curtis Johnson Graduate School of Management, Ithaca, USA
 - 47 Dartmouth College, Tuck School of Business, Dartmouth, USA
 - 48 Duke University, Fuqua School of Business, Durham, USA
 - 49 Emory University, Goizueta Business School, Atlanta, USA
 - 50 Indiana University, Kelley School of Business, Bloomington, USA
 - 51 Instituto Panamericano De Alto Direccion De Empresa, Mexico City, Mexico
 - 52 Instituto Tecnológico Autónomo de México, Mexico city, Mexico

- 53 Massachusetts Institute of Technology, Massachusetts Cambridge, USA
- 54 University McGill-Desautels, Faculty of Management, Montreal, Canada
- 55 New York University, Leonard N. Stern School of Business, New York, USA
- 56 Northwestern University, Kellogg Graduate School of Management, Chicago, USA
- 57 Queen's School of Business, Kingston, Canada
- 58 Tecnológico de Monterrey (ITESM), Monterrey, Mexico
- 59 Thunderbird University, American Graduate School of International Management, Glendale, USA
- 60 Tufts University, the Fletcher School, Boston, USA



- 88 Chinese University of Hong Kong and CUHK Faculty of Business Administration, Hong Kong, China
- 89 Fudan University, School of Management, Shanghai, China
- 90 Hitotsubashi University and Hitotsubashi ICS, Tokyo, Japan
- 91 Hong Kong University of Science and Technology Business School, Hong Kong, China
- 92 Indian Institute of Management Ahmedabad, Ahmedabad, India
- 93 Indian Institute of Management Bangalore, Bangalore, India
- 94 Indian Institutes of Technology (7) network, Mumbai, India
- 95 Indian School of Business, Hyderabad, India
- 96 International Academy of Business, Almaty, Kazakhstan
- 97 Keio University and Keio Business School, Tokyo, Japan
- 98 Nanyang Technological University, Nanyang Business School, Nanyang, Singapore
- 99 National Taiwan University College of Management, Taiwan

- 100 National University of Singapore Business School, Singapore
 - 101 SASIN Graduate Institute of Business Administration, Bangkok, Thailand
 - 102 Seoul National University of Korea, College of Business Administration, Seoul, South Korea
 - 103 Shanghai International Studies University, Shanghai, China
 - 104 Singapore Management University, Singapore
 - 105 Tsinghua University School of Economics and Management, Beijing, China
 - 106 University of Tokyo, Tokyo, Japan
 - 107 Zhejiang University School of Management, Hangzhou, China
- IN OCEANIA
- 108 Auckland University of Technology, Faculty of Business, Auckland, New Zealand
 - 109 University of Melbourne, Melbourne Business School, Victoria, Australia

- 110 University of New South Wales, Australian Graduate School of Management, Sydney, Australia
 - 111 University of Sydney, Faculty of Economics and Business, Sydney, Australia
- IN THE MIDDLE EAST
- 112 Abu Dhabi University, Abu Dhabi, United Arab Emirates
 - 113 Kuwait University, College of Business Administration, Kuwait City, Kuwait
 - 114 King Saud University, Riyadh, Saudi Arabia
 - 115 Qatar Foundation, Doha, Qatar
 - 116 Technion Israel Institute of Technology, Technion City Haifa, Israel
 - 117 Tel Aviv University, Leon Recanati Graduate School of Business Administration, Tel Aviv, Israel
- IN AFRICA
- 118 ISM Dakar, Dakar, Senegal
 - 119 University of the Witwatersrand, Wits Business School,

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.

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.

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-presided by Professor Muhammad Yunus and Martin Hirsch, 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



Muhammad Yunus arrives at the conference

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.communities 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 – Europe), 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.



"Rethink" annual awareness day

RETHINK YOUR BOTTLES
RETHINK YOUR BOTTLES
RETHINK YOUR BOTTLES

Entrepreneurship

HEC Paris provides the educational programs, environment and opportunities most conducive to the success of students, participants and graduates with entrepreneurial ambition.

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.

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.

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.

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

THE CAMPAIGN 2008 - 2013

€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)

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.



Our major donors' generosity is truly valued and recognized in our major donors' circle

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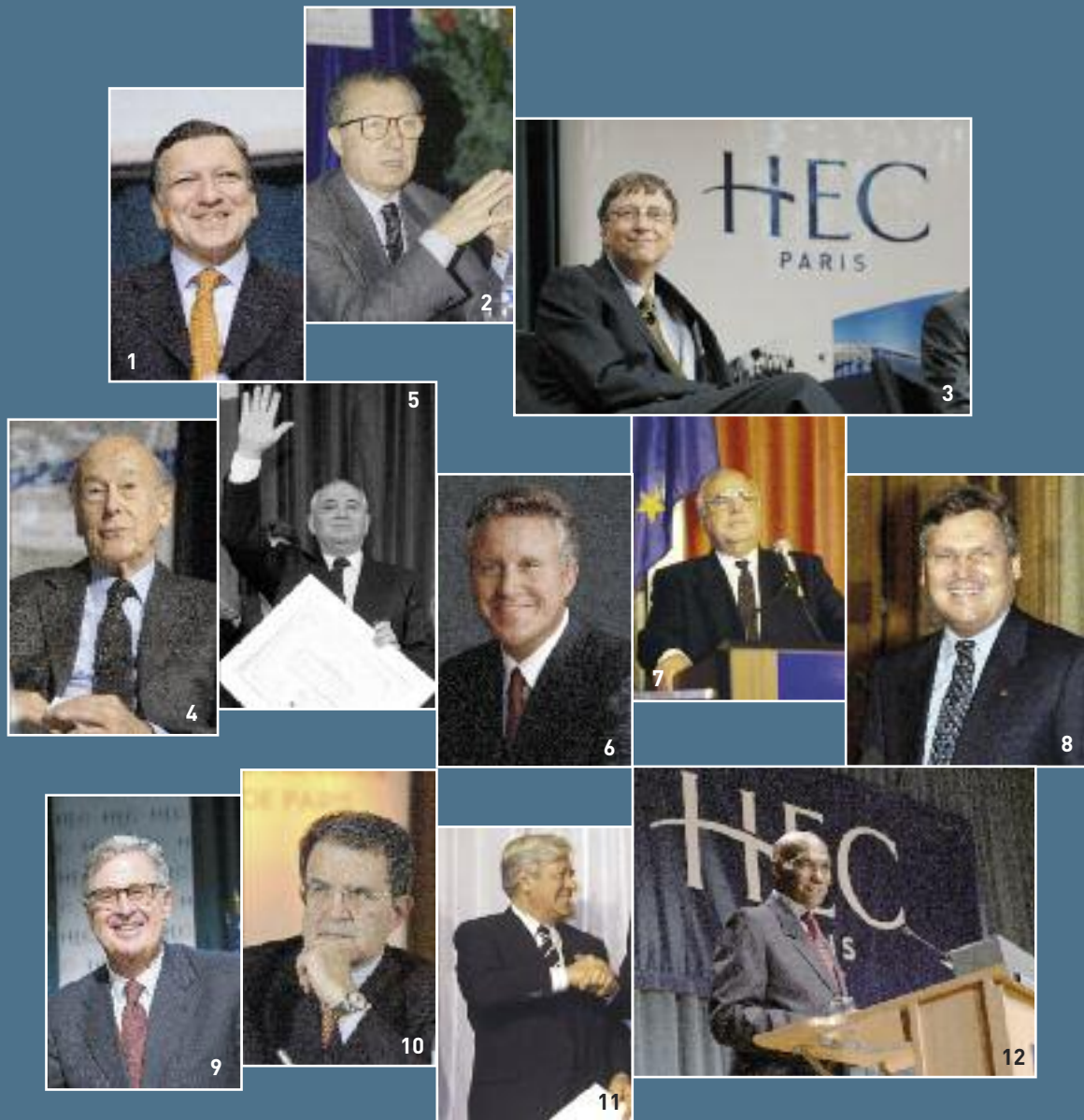
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A place where leaders speak

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 KOHL, 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





New amphitheater at the HEC Paris campus

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



Awards ceremony, Shanghai Grand Theatre

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.

HEC Paris launched 3 new chairs between June 2010 and February 2011: the e-business chair "Digital Innovation for Business", the GDF Suez chair "Business Sustainability" and the AXA chair "Decision Science".

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.

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