



### Personalized Phase

Selecting a track in one of the following areas of expertise enables participants to develop their professional projects and increase their knowledge in a specific area.

### SPECIALIZED TRACKS

- [Finance](#)
- [Marketing](#)
- [Entrepreneurship](#)
- [Strategy](#)

### PROFESSIONAL TRACKS

- **MBA Fieldwork:**
  - [Company Consulting Project](#)
  - [Individual Professional Project](#)
  - [Mission and Action Project](#)
  - Creative Academic Project

You may also apply to be selected for one of our international exchange or double-degree programs:

- [International Exchange](#)
- [Double Degree](#)

In addition, throughout the eight-month personalized phase, participants select courses or seminars among 80 electives with emphasis on either management knowledge or personal skills and development. Some electives are offered in French.

- [Advanced Management Electives](#)
- [Personal Skills and Development](#)

### Finance

This track allows for specialization in all realms of finance such as treasury management, merger and acquisitions, and financial auditing. The asset management side of the business is also explored, paying special attention to consulting and venture capital issues.

### Entrepreneurship

In this track, participants explore the tools and methods dedicated to the creation and management of growth in start-ups and business units. Designed to optimize the leadership and operational vision of participants, this track is targeted towards operational managers, consultants and venture capitalists.

### Marketing

The objective is to provide participants with the insights, skills and tools to formulate and implement strategic marketing decisions. More specifically, the track focuses on developing new products in a changing and competitive environment.

### Strategy

This track encompasses many fields of strategic management such as decision-making, organic growth, acquisitions, alliances, and management of staff, technology, and finance. Participants learn to analyze the roles of consultancy firms, investment banks, legislators, and environmentalists. It represents a first step

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towards a career as a strategic management consultant.

### Individual Professional Project (IPP)

The IPP track provides HEC MBA participants with a four-to-six month, hands-on corporate experience in France or elsewhere in Europe. This option allows participants to define their own professional project with a faculty member's guidance. It enables participants to focus specifically on their professional transformation and to gain a solid work experience in Europe while giving companies access to the HEC MBA talent pool. At the same time, host companies must allow participants to attend four MBA executive seminars on the HEC campus. The seminars, which last three days, cover key advanced management topics that all participants must take, including personal assessment, innovation and strategy, change management, and ethics and corporate social responsibility.

### Company Consulting Project

This track presents an opportunity for participants to work as consultant on a project with a defined strategic and operational objective. Working in teams of three-to-five participants, each CCP work group is supervised by one of the MBA faculty members and an in-company mentor. In the last few years, many companies have worked closely with HEC MBA participants on field audits and research projects, including Allied Signal, GE Medical Systems, Volvo, Hugo Boss, Schneider Electric, SmithKline Beecham, BNP Paribas and Bouygues Telecom.

### Mission and Action Project

This project offers a unique opportunity to gain hands-on experience in a challenging environment under academic supervision. By selecting this option, which allows you to work in the field toward a humanitarian goal, you engage in fieldwork where stakes are high and the rewards are even greater. Whatever your field of business expertise, you will have the opportunity to tune your business skills while giving back to the community. Take on the world and affect social change: the MAP Project is a first step.

### Creative Academic Project

This self-driven project provides MBAs with the opportunity to develop the skills and experience needed to successfully pursue their professional ambitions. Such projects may include developing or advancing a business concept, or writing a business case study in collaboration with an HEC professor.

### International Exchange

The HEC MBA Program has established privileged partnerships with leading business schools around the world. Full-Time MBA participants who wish to join one of our bilateral exchange programs will be subject to a internal selection process. The exchange takes place from September through December for the September intake, and from January through April for the January intake.