



### Theory Meets Practice

At the HEC MBA, we understand that leaders can only be formed through direct experience and action, and we have developed an Analytical, Critical, and Experiential approach to leadership that trains our participants to manage in a positive, intuitive, and creative manner. Through direct contact and interaction with today's business leaders, you will learn to master your communication skills, sharpen your intuitive intelligence, and develop an ethical, sustainable vision of leadership.

### Visions of Leadership

Visions of Leadership seminars bring CEO's, entrepreneurs, and leadership analysts to the HEC campus to share their knowledge and experience in dedicated sessions with MBA participants. This approach exposes participants to the challenges of leadership and offers first-hand insight into the attitudes and experience of leaders. The cycle further provides a platform for participants to explore and assert their personal visions of leadership, and to receive valuable feedback from their peers and visiting business leaders.

### TEC

The Executive Committee On-Campus Program is one of the most rewarding and applicable career development experiences offered to HEC MBA participants. Its purpose is to help guide them in their career, business, and personal life issues. Directed by Gary Brinderson, CEO of Brinderson Inc., TEC is open to 12 selected participants. The program requires six group meetings and up to six one-on-one meetings with the chairman. The program is designed to assist participants in defining their personal and professional growth objectives. The TEC on-campus program is the student version of the executive development TEC program, which has provided business leadership to over 7,000 CEO members worldwide since its inception in 1968.

### NEGOSIM

This is a computer-based business game that requires participants to solve real-life business problems. Working in teams of four to five, participants manage virtual companies that compete on international markets. Over the course of four days, the teams simulate 18 months in the life of their company. They have to make strategic business decisions regarding product portfolio, pricing, advertising, marketing, manufacturing, human resources, finance, international expansion, and alliances. A dedicated software program processes the data generated by these decisions, in order to simulate international market competition among the companies. HEC professors coach participants and provide guidance regarding decision making, business management techniques, and effective team building.