



HEC Paris to offer three Executive Short Programs in fall

Doha, Qatar – August 21, 2017: HEC Paris, a world leader in executive education, has announced three Executive Short Programs for the fall of 2017. The programs aim at providing short, 2-day courses on management and finance keeping in mind the demanding schedules required of successful executives.

‘Managing people to create impact’, ‘Decision making in an uncertain world’ and ‘Demystifying Finance’ are courses designed to help business executives and managers keep with the challenges that confront them. These courses will be delivered in interactive workshop formats, to help create an active learning environment for attendees. The courses in management will involve interactive discussions, case analysis, group work and simulations, while the learning experience of participants opting for finance will be enhanced through real and recent case study analyses, individual exercises or group work.

“We at HEC Paris have always sought to offer courses that are relevant to our regional market. Successful people often find themselves confronted by new challenges, as they seek out different responsibilities or tasks. Further developing and learning new proficiencies will help them stay informed in the face of the changing environment. Our Executive Short Programs for the fall have been carefully planned with this purpose in mind”, said Dr. Nils Plambeck – Dean and CEO, HEC Paris in Qatar.

“Our programs equip participants with a series of tools and approaches to help them in their role. For instance, many managers underperform right after a promotion. The skills used to secure promotion are not the same as those required to successfully fulfil the tasks of the new role. Through our program in ‘Managing people to create impact’, participants will learn effective communication as well as persuasion and conflict management,” Professor Plambeck ascertained.

The course on ‘Managing people to create impact’, which has been slated for 27th and 28th of September, will also train attendees to confront uncertainty with accurate forecasting while discovering tools for adaptive leadership. The idea is to help attendees get better equipped to tackle some of the challenges associated with managing others.

'Demystifying Finance' scheduled for 22 -23 October 2017, is a curriculum on finance intended for non-financial managers. It is aimed at helping them read, understand and interpret companies' key financial indicators, in order to develop financial reporting, in a user-friendly and intuitive manner. The teaching focuses on training participants to comprehend and analyze historical and projected figures for decision-making purposes and to hedge against potential risks.

'Decision making in an uncertain world' slated for 28 and 29 November 2017, is designed for executives and managers, who are often faced with decision-making moments at the workplace that are weighed down with responsibility and risk. The course revolves around challenging situations that make it stressful for people to make calculated decisions in a VUCA (Volatile, Uncertain, Complex and Ambiguous) world. Participants will be trained on how to deal with difficult situations tactfully, by using proven business models and strategic reasoning.

All programs will be held at the Tornado Tower in West Bay – HEC Paris' campus in Doha, and are open for registration. The programs are also designed – 2 days – keeping in mind the work culture of Qatar, which is flexible to accommodate short-term training sessions of valuable employees.

Media inquiries:

Salwa Ghorayeb,
PR Account Director, Action Qatar
Tel: 00974 44361499
Email: salwa.g@actionprgroup.com

Notes to Editors

HEC Paris

Specializing in management education and research, HEC Paris offers a complete and unique range of educational programs for the leaders of tomorrow: Masters programs, Summer School, MBA, PhD, Executive MBA, TRIUM Global Executive MBA, open-enrolment and custom executive education programs. HEC Paris has been ranked one of the world's top providers of Executive Education programs for the last eight years by the Financial Times.

Founded in 1881 by the Paris Chamber of Commerce and Industry, HEC Paris is a founding member of the Université Paris-Saclay. It boasts a faculty of 138 full-time professors, more than 4,400 students and over 8,000 managers and executives in training each year.

In 2010, HEC Paris joined Qatar Foundation and brought world-class Executive Education programs and research activity to Doha and the region. By 2011, HEC Paris launched Qatar's first international EMBA. The HEC Executive MBA (EMBA) is a part-time program that provides executives with a set of fundamental skills to expand their knowledge and leadership capabilities. In addition to the EMBA, HEC Paris provides in Qatar a Specialized Master's

Degree in Strategic Business Unit Management. The institution also offers non-degree management programs for executives, in the form of open enrolment programs as well as custom-designed programs for individual companies. It has also recently introduced bespoke executive management programs for Family Owned Businesses (FOB) that are designed to meet the specific and individual needs of each client and are aimed at key decision makers, from Board level to middle management. The programs and research activities of HEC Paris in Qatar build corporate competitiveness within the global economy and are fully aligned with Qatar National Vision 2030 to support the transformation of Qatar into an advanced, competitive and knowledge-based economy. Accordingly, HEC Paris has opened a Research Office that has resulted in a number of case studies and innovative articles being published in renowned academic journals and presented at international conferences.

<http://www.qatar.exed.hec.edu/>

Qatar Foundation

Qatar Foundation for Education, Science and Community Development is a private, non-profit organization that serves the people of Qatar by supporting and operating programs in three core mission areas: education, science and research, and community development. The Foundation strives to nurture the future leaders of Qatar. By example and by sharing its experience, the Foundation also contributes to human development nationally, regionally, and internationally. In all of its activities, the Foundation promotes a culture of excellence in Qatar and furthers its role in supporting an innovative and open society that aspires to develop sustainable human capacity, social, and economic prosperity for a knowledge-based economy. <http://www.qf.org.qa/>