



# HEC LAUSANNE EXECUTIVE MBA

unlock your potential. transform your career.

*Unil*

UNIL | Université de Lausanne  
HEC Lausanne

# welcome to a world of opportunities

Are you ready to make a lasting change to your career? Then you've come to the right place.

Each year our programme attracts a diverse group of motivated professionals pursuing roles that require new skills, greater responsibility, and strong leadership.

This commitment to change is what defines our programme. Through a wide range of teaching methods, we give you the tools to take change into your own hands. You will be able to better understand and negotiate the ever-shifting business environment at both a professional and personal level; and, thanks to our Faculty's cutting-edge research and network of partners, you will be better prepared to transform your career, your organisation, or even your industry.

We look forward to meeting you and discussing how our programme can help you achieve your goals.

*"Our Executive MBA offers a unique opportunity to take time out from your business life, to reframe your focus and review your aims. Many of our graduates are transformed personally and professionally. They are energised with a fresh new vision of the possibilities open to them and they leave equipped with the skills needed to fulfil their highest potential."*

*Jeffrey S. Petty, Academic Director*



# programme format

**Duration:** 16 months

**Schedule:** Fridays and Saturdays every second week, with two additional block weeks

**Location:** University of Lausanne campus + one residential week abroad

**Language:** English

**Intake:** End of August

**Curriculum:** Core Business Concept Modules

Focus Areas:

- Healthcare Management
- Management & Corporate Finance

Professional Development & Essential Skills

# accreditations & rankings



Top 100 EMBA (2012–2018)



Healthcare Focus, 2<sup>nd</sup> worldwide  
Finance Focus, 3<sup>rd</sup> in Western Europe



25 credits

# why choose HEC Lausanne?

**When you study with us, you will be joining a leading business school.** HEC Lausanne is consistently ranked among the best business schools worldwide. We are known for offering outstanding programmes in management, economics, and finance as well as for conducting world-class research across a wide range of fields in business.

Our first MBA programme dates back to 1979, and we have been finetuning our curriculum, teaching methods and holistic approach to learning ever since. In 2005, our Executive MBA was born, with a focus in Corporate Finance. The programme rapidly grew in size and scope, leading us to create a second area of specialisation in Healthcare Management, which further leverages our strengths.

Today, our EMBA offers you a chance to interact with like-minded peers and professors, to gain insight and understanding of business in all its forms, and to prepare yourself for success in our ever-changing world.

## FAST FACTS 2018

### University of Lausanne

Founded in 1537  
Became a university in 1890  
7 faculties  
15,000 students  
3,800 employees

### International Business School

100 academic partnerships  
42% international students  
65% international faculty

### HEC Lausanne

Founded in 1911  
+ 3,000 students  
+13,000 alumni  
72 full-time professors  
350 researchers

### Executive MBA

Cohort of 40 to 50 students  
+800 alumni



# 5 reasons our programme is unique

## 1. Be energised by unique content & guidance

Our EMBA programme addresses the most pressing issues facing today's business world. You will also equip yourself with the skills and tools to reach your highest potential through our Career Management series.

## 2. Benefit from cutting-edge pedagogy

Our teaching methods are designed to challenge you. Taking you beyond your comfort zone, we help sharpen your critical thinking, expand your capabilities and develop new skills. You will benefit from our leading-edge research and tailored methodologies, building your confidence and helping you make better decisions. Ultimately, you will discover a new world of the possibilities open to you.

## 3. Be challenged & inspired by peers

There is a reason why our selection process is intense. Every year, we aim to build a dynamic and heterogeneous class with the perfect balance of academic backgrounds, professional experience and career ambitions. We believe learning should also be a social process and, thanks to the breadth and depth of experience of our students, you will learn from your classmates as well as your professors.

## 4. Reorient your professional development

When you study with us, you get more than an executive qualification. You get a chance to take time out from business life, reframe your focus and review your goals. Our mission is to help you achieve your objectives. Executive coaches and specialists support you throughout the programme to enhance your individual development, improve your team effectiveness, and hone your leadership skills.

## 5. Fit studies around your life

We have designed our programme to fit with your personal and professional commitments. Classes are held every second week, so you will have time to prepare and complete assignments. While intensive, we have built a structure that helps you maintain work-life balance.

## inspiring professors and lecturers

**Do you aspire to become a pacesetter, a leader, or a visionary in your industry? We have the people to inspire you.**

Our professors all hold doctorates from world-leading universities and have extensive experience within the Executive MBA programme. In addition to their academic responsibilities, they play an **active role in the international business community**.

Above all, they are known for developing **new methodologies and theories**, using their research to enrich and strengthen their teaching. You can expect teaching methods that are bold, dynamic and innovative. It's one of the main reasons we consistently rank as an exciting, best-in-class Executive MBA programme.

## an international perspective

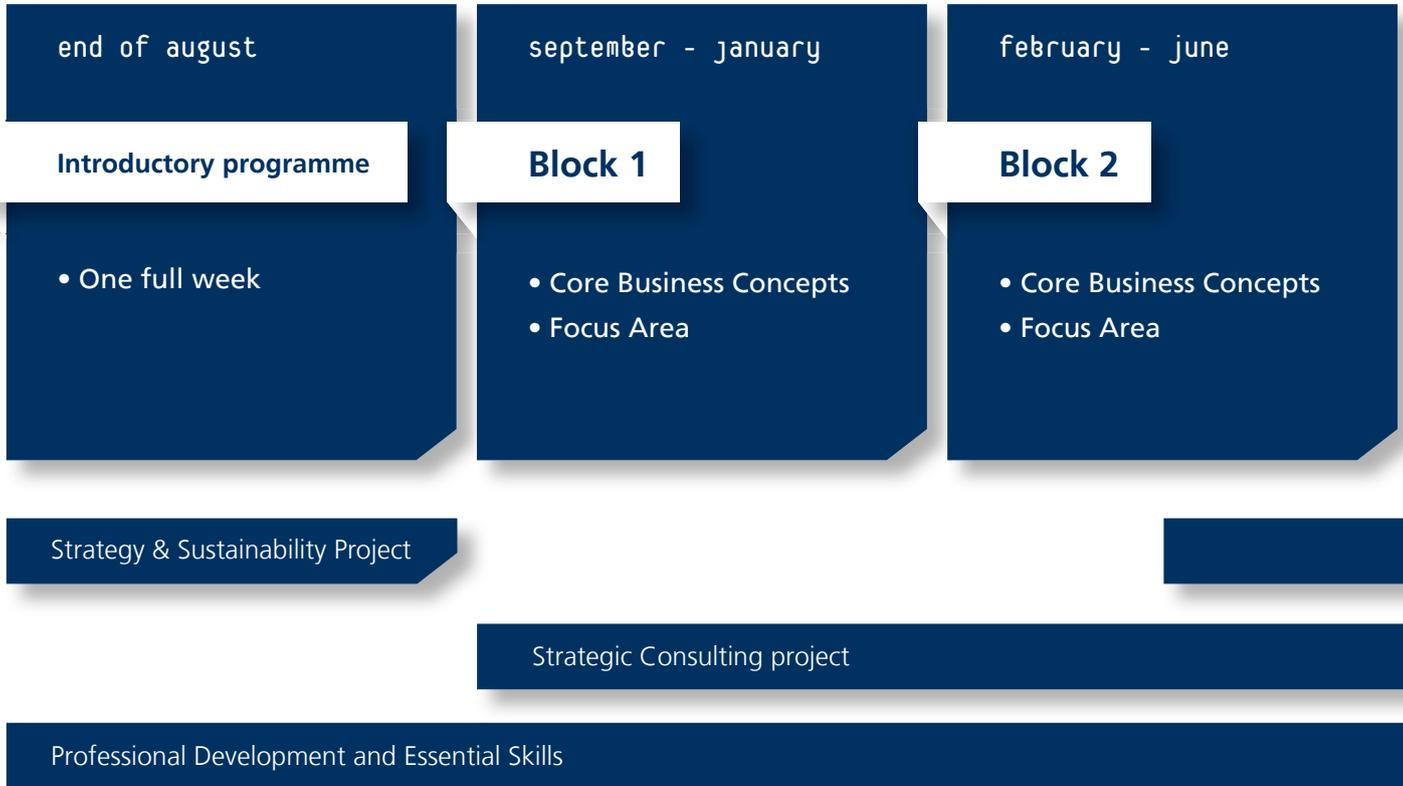
HEC Lausanne is a global campus. Study with us, and you will find yourself at the heart of a key European business cluster, with over 70% of the Faculty comprised of international professors and lecturers. We are proud to be one of the most cosmopolitan business schools in Europe.

Our location is another reason for choosing us. French-speaking Switzerland is home to the headquarters of numerous international corporations, the United Nations, a strong finance industry and is a significant hub in the healthcare industry. We attract a particularly rich and unique mix of talented professionals, who bring international experience and perspective. Where better to share and challenge your ideas?

## enriched by partnerships

We work with a number of organisations and businesses to enhance the academic, leadership and career-related aspects of our programme. During your studies, you will enjoy insights and guidance from these key partners.

# curriculum



## CORE BUSINESS CONCEPT

Through our core programme, you'll get an in-depth **understanding of business analytics, strategic management and leadership.**

Accounting & Control  
 Business & Society  
 Business Economics  
 Business Law Fundamentals  
 Data Analytics  
 Entrepreneurship  
 Finance Fundamentals  
 Financial Accounting  
 Leadership

Leading Organisational Culture & Change  
 Marketing Management  
 Module Abroad  
 Negotiation  
 Operations Management  
 Public Speaking & Presence  
 Strategic Management  
 Strategy & Sustainability  
 Strategy Consulting Project

## FOCUS AREA

In addition to the broader learning of the core programme, you'll choose from one of our two focus areas.

### Healthcare Management

Healthcare Strategy & Marketing  
 Health Technology Assessment  
 & Regulation  
 Therapeutic Innovation

OR

### Management & Corporate Finance

Corporate Finance  
 Financial Investments  
 Strategic Taxation Issues

july

**Module Abroad**

- One week with partner Institution

august - december

**Block 3**

- Core Business Concepts
- Focus Area

graduation



Entrepreneurship Group Project

MULTI-DISCIPLINARY PROJECTS

Learning to analyse a real-world business opportunity or challenge from a variety of perspectives is an essential part of the programme. You will get the chance to test your skills by applying the knowledge and tools learned in class as you engage in three major multi-disciplinary projects.

- Entrepreneurship
- Strategy & Sustainability
- Strategy Consulting Project

PROFESSIONAL DEVELOPMENT & ESSENTIAL SKILLS

We help you work on your essential skills, so you can pursue the career path you wish. Throughout your 16 months with us, you will follow a personal and professional development programme, helping you analyse your needs and goals. You will **work with professional and executive coaches** to develop your talents, optimise your methodologies and strengthen your interpersonal skills. Thanks to this tailored approach, you will be empowered to take your career to new heights.

- Career Management Series
- Individual & Group Coaching
- Marketing Yourself
- Mindfulness & Personal Reflection

## choose your focus area

To be an executive manager, you need to have multidisciplinary competences. So, whether you choose a focus in Healthcare Management or in Management & Corporate Finance, you will discover key business concepts in our core modules.

Through the programme's learning objectives, you will be able to:

- Develop management strategies and implement them effectively
- Leverage key management concepts and tools to boost your organisation's competitiveness
- Enhance your essential skills and interpersonal aptitudes
- Learn and apply the latest leadership principles
- Re-think entrepreneurship and intrapreneurship to generate new business opportunities

### HEALTHCARE MANAGEMENT FOCUS

FAST-EVOLVING INDUSTRY  
MULTIDISCIPLINARY FACULTY  
25 CREDITS SIWF/ISFM

**Be a leader in the healthcare sector. Choose our focus in Healthcare Management to make the most of the opportunities in Switzerland and beyond.**

The **healthcare market in Switzerland is dynamic and far-reaching**, employing one in every ten workers nationally. Your career options in this sector include hospitals, pharmaceutical groups, medtech and biotechnology companies, insurers, research centres, government and non-profit organisations, as well as a growing number of start-ups.

Through our focus in Healthcare Management, you will be equipped to meet future challenges in this fast-changing environment. You will benefit from the expertise of faculty members, with specialisations in business strategy, medical technology, health regulations, therapeutic innovation and more. You will reap the rewards of our **medical partnerships** with some of the world's leading healthcare companies, all located on our doorstep.

Our Executive MBA is recognised by the **Faederatio Medicorum Helveticorum (FMH)**, and graduates are eligible to receive **25 credits toward SIWF/ISFM training**.

*"The focus in Healthcare Management brings together professionals from various sectors of the industry, who generally have different perspectives on the same subject. In my class, you are encouraged to explain your point of view and expertise. My aim is to provide you with the tools you need to develop a comprehensive vision of the industry and understand the decision-making process of health companies, including stakeholders from different interest groups. By the end of the programme, you'll have a new outlook and a better understanding of how decisions are made in the healthcare environment."*

*Jean-Pierre Fonta, Lecturer in Therapeutic Innovation*

MANAGEMENT & CORPORATE  
FINANCE FOCUS

WORLD-LEADING FACULTY

EXPERTISE FROM THE SWISS  
FINANCE INSTITUTE

HOLISTIC AND APPLICABLE  
KNOWLEDGE

**Choose the focus in Management & Corporate Finance to gain a better understanding of financial concepts.**

We are known for our **outstanding research in finance** and our professors have a talent for making **seemingly complex financial principles accessible and understandable**. How? By using actual business cases and real-world applications and by focusing on tangible implications.

Through different modules, you will explore corporate finance, financial investments and strategic taxation and acquire the tools and knowledge required to apply these principles across a wide range of situations. As a result, you will be capable of identifying and exploiting financial planning opportunities to drive the performance of your organisation, no matter what your industry.

*"Coming into my class, many participants think the topic of financial investments is for experts only – and that the course will be very complicated. My goal is to help you understand the financial concepts that every leader should know, and can know, without any difficulty. You'll learn to see finance as an interesting and important part of your professional and even personal life."*

*Amit Goyal, Professor of Financial Investments*



# introductory programme & module abroad

TWO BLOCK WEEKS

## Introductory Programme

Start the programme by re-wiring your brain!

When was the last time you were a university student? For many participants, it has been years or even decades. We begin with an intensive Introductory programme. It is our way to **kick-start your return to studies**, helping you get re-acquainted with the university environment and back into learning mode.

The four-day immersive experience helps you 'unlock your brain' to get the most out of the learning experience. You will discuss cognitive methods and brainstorm how to better maximise the learning process, and work on the multi-disciplinary **Strategy & Sustainability Group Project**. This involves exploring a real-world business case with different stakeholders coming to offer their expertise on a range of related topics. As will often be the case, you will be working in a group to complete the project.

The Introductory programme is intensive but also oriented toward networking and **meeting fellow participants**. You will get to know the people with whom you will be spending the next 16 months, which is an essential step in forming a collaborative class dynamic, enriched by a strong team spirit.

## Module Abroad

We think it is important for you to get another perspective on business. For this reason, we organise a module abroad as part of the EMBA. Thanks to our longstanding partnerships, you will spend one week studying at a **renowned partner institution** in another country, visiting local companies selected for their outstanding business principles and practices.

*\*The programme reserves the right to modify the location or institute of the study tour without notice.*





# professional development & essential skills

If you want to be successful, you need self-awareness, confidence, and social skills, both for your career and personal life. As part of the EMBA, you will have a chance to develop **yourself** in terms of communication, teamwork, leadership and presentation skills. They are the building blocks for a **personalised plan to help you steer your development** and align it with your professional and personal aspirations.

## INDIVIDUAL & GROUP COACHING

Throughout the programme, we support you in achieving deeper self-assessment and awareness. Sessions are held on a one-to-one and group basis, focusing on **self-development and building effective teams**. You will learn to give and receive high quality feedback, develop your individual goals, and identify your strengths and potential for development.

## MINDFULNESS & PERSONAL REFLECTION

Mindfulness is a state of active, open attention in the present moment. It is as relevant for you professionally as it is personally. Through practical lessons, you will learn to reflect on your thoughts and feelings without judgement and explore the connection between mind and body. This applied approach will familiarise you with the philosophy, techniques and ethical considerations of mindfulness, helping you increase overall quality of life.

*"We're lucky to have Essential Skills as part of the Executive MBA. It's helped me reflect on my values and evaluate my priorities. The process of self-awareness is not always easy, but I can clearly see the benefits and how it helps me in my professional and private life. I've acquired techniques and take-aways that I now use every day in my communication and relations with others."*

*Flavia Virey, Alumna 2016*

## CAREER MANAGEMENT SERIES

Are you aiming to change jobs or move up within your company? Our Career Management Series (CMS) is designed to help you do just that. You will participate in **interactive workshops** offering you a clearer vision of your professional goals. Career portals and tools will help you better **understand how employers make their assessments**; and you will learn from international career transition specialists. It is a programme created to help you effectively build and leverage your professional network. By the time you graduate, you will be equipped to drive your career in the direction you want.

*"We were offered invaluable insights from coaches in the recruitment industry. We got to learn some very useful tips and tricks, including an approach on how to reflect on your past experience to establish a "to do" list for setting career goals. There was also advice on how to improve your CV and LinkedIn profile – and on the importance of networking. The sessions gave me time to think about aspects of my career I hadn't really considered, and I now have a much better understanding of what executive recruiters are looking for. I also know how to show my best side to a prospective employer."*

*James Holman, Alumnus 2017*

# build a lasting business network

Participating in our EMBA represents a unique opportunity to expand your network. For 16 months, you will learn alongside people who work and think differently from you. You will find your fellow participants come from a wide variety of educational and professional backgrounds, but that they all have the same desire to excel, learn, and share. By exchanging your knowledge and experiences with them, you will broaden your vision and create exciting new opportunities.

Once you have completed the programme, your network-building opportunities continue to grow thanks to our Alumni Association. It is a chance to **build lifelong international contacts** with a particular focus on the Swiss and European economic landscape.

## Alumni Association

As an EMBA graduate, you will become part of a lively community of people who regularly get together and network. Run by former students, the Alumni Association serves the needs of more than 800 members (MBA and Executive MBA). You will benefit from **support services and events** such as conferences, workshops, company visits, social and networking gatherings. Best of all, it is a community that keeps on developing, expanding worldwide year by year.

*“As president, I am pleased to see the Alumni Association growing ever stronger. Each member helps enrich the network, bringing international knowhow, career experience and cultural diversity. We organise both formal and informal activities to help members acquire and share new knowledge while preserving a friendly and fun atmosphere. As an alumnus, I am delighted to be part of this incredible community where everyone contributes to enhance the reputation and value of our HEC degree!”*

*Olivier Genton, President of Alumni Association*



# get energised through diversity

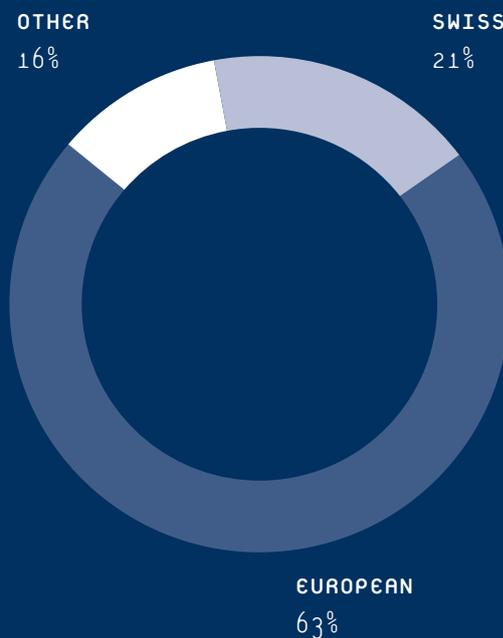
**Diversity is one of the defining elements of our Executive MBA.** It is also an essential part of the learning experience.

Join our programme and you will be surrounded by people from a wide variety of organisations and with experience from all over the world.

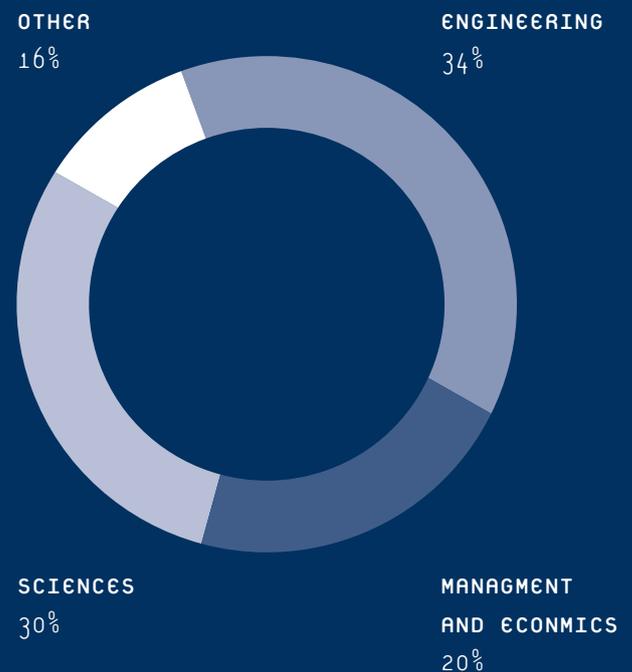
## class profile

- Class size: 40-50 participants
- Female ratio: 25%-40%
- Average age: 39
- Nationalities: 15 to 20
- Average years of work experience: 13

**NATIONALITIES**  
CLASS OF 2018



**EDUCATIONAL BACKGROUND**  
CLASS OF 2018





## maximilien murone

“ With about 20 years of experience in the life sciences industry, I came into the programme looking to strengthen my knowledge of business management, broaden my perspectives and meet other professionals from different backgrounds and industries. I found more than a valuable network ; I met interesting and inspiring people, some of whom have since become business partners! The focus in Healthcare Management has helped me develop a global view of that sector and all parties involved, hence complementing my oncology specialty. Upon graduation I felt ready for a new challenge and was offered a COO position in a biopharmaceutical company, where I can combine both my scientific and leadership expertise. ”



## jennifer avancena

“ I was looking for a programme which allowed me to develop a more holistic approach as a manager and complement my 17-year career in sales and marketing within the cosmetic industry. Business is more competitive than ever ; you cannot survive if you do not have the necessary tools to create innovative solutions in a fast-changing market environment, and this is why I came to HEC Lausanne. While I was lucky to have the support of my company and superiors, I was also able to combine my studies with a busy family life and other commitments, which was very important to me. The programme was challenging, but the class cohesion was great and we had lots of fun along the way! ”



## alexandre rio

“Joining the Executive MBA was the perfect opportunity for me to reflect on my career, my professional achievements and what my next step would be. The teaching was always high-quality, the participants had diverse profiles, and I found the skills taught were easy to apply. The programme not only provides a powerful set of tools so you can improve the way you work and interact with your colleagues; it also sharpens your internal compass, allowing you to make key decisions for yourself. I came out of this journey feeling more energised and with a whole new career path in entrepreneurship.”

# How to enrol

## Is our programme right for you?

Are you ready to embrace the challenges of our Executive MBA programme? You will need to be broad-minded, ready to take the initiative, and open to change. You should also be ambitious, with a desire to further your career and enhance your skills. If that sounds like you, we would love to hear from you!

## Entry Requirements

University degree or equivalent  
Min. 5–7 years of relevant professional experience  
Fluency in English

## Admission process

Admission is based on a competitive selection process that aims to ensure the right mix of qualified participants and a broad diversity of profiles for each class.

### ● 1. Pre-Assessment

Not sure if you are eligible for the programme? Feel free to contact us for a one-on-one discussion. We can review your CV before you complete the application form.

### ● 2. Apply Now

Apply on our website at [www.unil.ch/emba/admission](http://www.unil.ch/emba/admission). Make sure you fill in the form with accurate, up-to-date information – and do not forget to attach all the requested documents.

### ● 3. Interview

If your application passes our initial review, you will be invited for an interview with our admissions committee.

We operate on a rolling application process year-round so the sooner you apply; the sooner you receive a decision.

We encourage you to apply as soon as possible, as the number of seats available is limited.

# contact

**Talk to us:** +41 21 692 33 91

**Email us:** [executivemba@unil.ch](mailto:executivemba@unil.ch)

## Location

The University of Lausanne campus is located along the beautiful shores of Lake Geneva, known as the Olympic capital.

## How to find us

### BY RAIL

Lausanne is just 50 minutes by train from Geneva airport. From Zurich airport, it's 2.5 hours. The University of Lausanne is approximately 20 minutes by metro from the Lausanne railway station.

#### From the Lausanne railway station:

Take the M2 metro line heading toward Croisettes

Get off at the Lausanne "Flon" stop

Take the M1 metro line heading toward Renens CFF

Get off at the "UNIL-Chamberonne" stop

### BY CAR

The journey time from Geneva is about 50 minutes, and 2.5 hours from Zurich. The A1 highway links Geneva and Zurich directly to the university.

Take the A1 highway heading towards Lausanne-Sud

Leave the highway at the UNIL-EPFL exit

Follow the signs to UNIL

Then follow the signs to UNIL-Chamberonne

### CONTACT

#### HEC Lausanne Executive MBA

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### IMPRESSUM

Graphic design and page layout: [www.lasbranding.com](http://www.lasbranding.com)  
Photos: UNIL, couverture: © gradyreese  
September 2018

