

EXECUTIVE SUMMER PROGRAMME ON EUROPEAN BUSINESS

The gateway from your MBA classroom
into the realities of European Business & Economics



“
I chose Solvay because the teaching philosophy places emphasis on teamwork, interaction and on balancing theory with practice for effectively translating strategy into action.
”

Kari Matalone,

USA, Senior Executive Communications Manager at Cisco Systems



Academic Director's Introduction

The European Union is living in interesting times. It has never been more at the center of global attention. Today, everyone seems to have a strong interest in the way “Brussels” handles its business and economic affairs.

We believe international MBA students and Executives are the global opinion makers of the future, so we have tailored this programme for you to master European business and take your knowledge into the world.

We have designed 4 dynamic modules that will provide you with a **360° view** on the most topical issues in European Business.

Each module is led by a senior, pre-eminent expert in the field. Immersion in live cases in the form of small group works will help you develop your international **team skills**.

Each module is followed by company visits and/or presentations. You will meet and **network** with business leaders in an informal environment, get advice and ask your questions and benefit from potential **recruitment offers**.

We require no prerequisite knowledge from participants. We simply urge you to embrace two personal development goals: be prepared to question traditional modes of thinking; and be ready to immerse yourself in one of the most **international** contexts you will ever encounter in your life.

Now is the ideal time to join our European Executive Summer Programme. You will not only come away professionally enhanced, you will also make a series of **important friendships**.

I very much look forward to welcoming you onto the programme in June 2013!

Manuel Hensmans

Academic Director,

Professor, Strategic Management SBS-EM

Your Brussels Learning Experience

The Executive Summer programme is organised into 4 modules :

- Euro-Finance
- Innovation in Europe
- EU Regulations of the Economics & Business Environment
- EuroMarketing & Multicultural Business

Each module will provide different layers of learning.

MODULE	ACADEMIC SEMINARS
	CASE STUDIES & GROUP WORKS
	COMPANIES / INSTITUTIONS VISITS



Examples of companies / institutions visits or presentations: European Commission, AUDI AG, National Bank of Belgium, AB Inbev.



Euro-Finance

Hugues Pirotte

Module Leader
Professor of Finance

PhD, University of Lausanne
Co-founder Finance Club of Brussels &
Finmetrics SA.

We shall zoom in on Euro-Finance from different viewpoints: financial exchanges, international finance and the banking industry. We will discuss the future of the European financial exchange industry and today's value of stock exchanges and also the foreign exchange mechanisms that have been used across the world.

We will discuss the challenges and roles at stake for European System of Central Banks and the possible alternative solutions for the Euro. Finally, participants will learn the characteristics and pitfalls of European financial integration from the viewpoint of the banking industry.



Innovation in Europe

Michele Cincera

Module Leader
Professor of Economics

PhD, ULB
Director iCite

This module will provide participants with the frameworks and tools necessary to understand and analyse the past, present and future of the European knowledge society. Participants are encouraged to discuss the innovation road map of European firms and policy-makers, the innovation challenges facing them and the ways they tackle those challenges.

Also the strategic management of Intellectual Property Rights (IPR) in Europe will be covered with emphasis on the use of IP tools.

We will finalise the module by discussing the strategic management of innovation in two of the most Internationalised European industries: biopharma and renewable energy. This part is heavily case-oriented, zooming in on the trailblazers such as Vestas and Apopo.

Key figures SBS-EM

- Founded in 1903
- EQUIS & AMBA accredited
- MBA Full-time & Part-time programmes with 82% students from abroad
- 20,000 members of Alumni
- 30+ Executive Education Programmes
- New building equipped with high tech facilities
- Located in Brussels, the rest of Europe (Paris, Amsterdam, Berlin) less than 2 hours away



Bruno Liebhaberg
Module Leader
Professor SBS-EM

PhD, London School of Economics and
Political Science
Director General , CERRE

EU Regulations of the Economic & Business Environment

This module will raise participants' awareness of a number of regulatory matters. What are the political and economic justifications for regulations commonly used in Europe and how are competition and anti-trust matters typically regulated. National and European labour regulations will be discussed and also the main constraints encountered by regulators and firms.

The module straddles theoretical clarification and practical application to cases. Industries that will be discussed amongst other are: energy and utilities, telecom, transport and finance. There will be ample scope for comparison between European, US, Chinese and other regulatory regimes in the world.



Christian Bluemelhuber
Module Leader
Professor INBEV LATOUR
Chair in EuroMarketing

PhD, LMU Germany
President, CEREM

EuroMarketing & Multicultural Business

In this module our goal is to break free from the metanarratives of an American marketing culture driven by North American superstars such as Philip Kotler and suggest European approaches as our "Santa Maria" in a rougher and rougher marketing-ocean. You will understand "multiculturalism" and its impact on our everyday consumer life. We teach you about European values, symbols and myths and their translation into marketing plans and actions. And of course we shall not forget to speak about football, the "Eurovision song contest", and Love.

Taking into account that Europe is a multicolored patchwork (a region of regions), different EuroMarketing theories such as: "Mediterranean marketing", "Celtic", "Balkan", and "Viking" approaches will be discussed that are better alternatives to the American marketing when it comes to European challenges.



Social programme

Your experience outside of the classroom is as important as your academic participation. We have carefully organised several social and networking events to foster your learning experience with our programme.

Opening Reception

You will meet with the Programme's Academic Director, Coordinator and participants during breakfast in a relaxed environment. You will receive a thorough information package to orient you to the programme, as well as the necessary course material.

Welcome Dinner

A welcome dinner is organised in one of the most intimate restaurants in Brussels, where you will get to know your fellow participants and instructors.

Beer-Tasting Night

You can't leave Belgium without discovering some of the world's finest beer varieties. You will have the opportunity to meet with SBS-EM alumni during this fun night.

City Trips

For those of you who are looking to discover more than Brussels, we have organised some visits to some of Belgium's other great cities. The amazing Bruges and Antwerp's world-known harbour are few of these examples.

Farewell Dinner

This evening provides the perfect environment to reflect upon the programme and bid farewell to your colleagues and instructors and a great way in which to end the programme.

Programme Timing & Workload

	Mo	Tu	We	Th	Fr	Sa
Week 1	Opening Reception					
	Session 1	Session 4	Session 7	Session 9	Session 12	City Trip
	Session 2	Session 5	Session 8	Session 10	Company visit	
	Session 3	Session 6	Company Visit	Session 11		
	Welcome Dinner					
Week 2	Session 13	Session 16	Session 19	Session 21	Session 24	
	Session 14	Session 17	Session 20	Session 22	Company Visit	
	Session 15	Session 18	Company Visit	Session 23	Farewell Dinner	
	Networking Event					

* Each module will be covered in 6 sessions of 3 hours



Practical Information

Language

English

Duration

2 weeks 24th June - 6th July

Location

Solvay Brussels School of Economics and Management,
Avenue F. D. Roosevelt 42 - 1050 Brussels

Number of Participants

Maximum 45

Admission Criteria

There are no prerequisites needed from applicants.
However participants should be fluent in English
language.

Certification

5 ECTS from SBS-EM

Cost

The cost is based on type and number of services that
you request. Accommodation and logistics can also be
taken care of. Please contact the programme coordinator
for all your questions regarding the fee.

Deadlines

Registration will be closed by 24th May

Application

Please contact the programme coordinator.

Further information

www.solvay.edu/european-business

Contact

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