EXECUTIVE SUMMER PROGRAMME ON EUROPEAN BUSINESS

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

SBS-EM

www.solvay.edu/european-business
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

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“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
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.

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**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.

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**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.
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.

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.

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.
Social programme

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

Opening Reception
You will meet with Programme Academic Director, coor -dinator and your classmates during breakfast in a relaxed environment. You will receive necessary study materials and a thorough information package.

Welcome Dinner
A welcome dinner is organised in one of the most intimate restaurants of the town. You can get to know your fellow participants and some of the programme faculties.

Beer-Tasting Night
You can’t leave Belgium without discovering at least a few of the world’s most diverse beer collection. You will meet some of SBS-EM alumni during this fun night.

City Trips
For those of you who are willing to discover more than only Brussels, we have organised some trips. The amazing Bruges and Antwerp’s world-known Harbour are few of these examples.

Farewell Dinner
This night is an ideal environment to bid Farewell to your classmates and lecturers and a great way in which to end the programme.

Programme Timing & Workload

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| 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

**Soha Saati, Programme Coordinator**

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