



Press release

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IESEG School of Management and Cegos join forces to launch an Executive MBA

Are our senior managers meeting the new challenges of a world in search of meaning? Have they been empowered to create the levers for human commitment within the company, while at the same time meeting the demands of the other stakeholders in a globalised competitive environment? The Executive MBA launched by the IESEG School of Management aims to train this new generation of leaders, capable of transforming the company to generate cooperation and sustainable performance. To build the programme, IESEG joined forces with Cegos, the international leader in professional and continuing training. An initial information meeting will be held on 11 March and the programme (which is open to high-potential managers) will begin in January 2015.

Against the current backdrop of far-reaching technological, economic and social changes, companies need a new style of leadership in order to develop. A new generation of leaders - trained by a powerful, innovative system sensitive to the human aspects of their responsibilities - is needed to meet the challenges of creating a vision, engaging men and women, rolling out productive projects that will create value over the long term, and weathering constant change.

The Executive MBA is intended primarily for senior managers and those who hope to achieve this level of responsibility (members or future members of executive committees, heads of departments, heads of business units or subsidiaries, etc.), and more generally high-potential professionals with managerial responsibilities.

The course spans 24 months and consists of a two-day session (Friday and Saturday) every fortnight for 18 months, followed by the writing of a professional dissertation for six months and two learning experiences abroad: one week in Mumbai, India, and one week in Montreal, Canada.

Applicants are required to have a five-year degree and five years' experience. Employees can take the course as part of a training plan or on individual training leave. Cegos provides free, personalised guidance to help applicants identify the most suitable financing arrangement for their situation.

The course will be delivered in English on the IESEG campus in La Défense, in the heart of one of the largest business districts in Europe.

Jean-Philippe Ammeux, Head of the IESEG School of Management, points out that: *“For 50 years, IESEG has set out to train well-rounded international managers who can bring about change for their company's development. Participants in our training programmes are led by top-flight teaching teams. Over 80% of our permanent teachers have an international background and 96% hold doctorates. Participants in the IESEG-CEGOS Executive MBA course will reap the full benefit*

of this academic quality, which has been recognised by the international EQUIS and AACSB accreditations and the Financial Times' ranking.”

Jacques Coquerel, Chairman of the Cegos Group, adds that: “We're very proud to have worked with IESEG to build this new course. It is one of the best management schools in France, with a resolutely international focus and very high-level expertise. This EMBA is the [14th diploma course](#) that Cegos is now in a position to offer. We hope one day to be able to offer this type of course for all of our fields of expertise. Our joint projects with prestigious schools and universities, such as Ecole Centrale Paris, Supélec, Grenoble School of Management, Mines ParisTech, Université Paris-Dauphine and others, are helping to draw together the corporate world and the world of higher education. We bring each partner our in-depth knowledge of the corporate world and our extensive teaching skills.”

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About the IESEG School of Management

IESEG was created in Lille in 1964. It is a member of the Université Catholique de Lille, the Conférence des Grandes Ecoles, and the FESIC. Today IESEG is one of the top management schools in France and one of the very few global schools to hold dual EQUIS and AACSB accreditation.

In the Financial Times' Masters in Management ranking, IESEG is ranked 24th internationally and 7th among the French schools. Additionally, 82% of the school's permanent faculty are non-French nationals (32 nationalities) and the school has a network of 215 partner universities in over 50 countries.

Along with HEC, IESEG is the only French management school whose research centre is part of a CNRS laboratory.

The school has a wide range of programmes, including a 5-year Grande Ecole programme, specialised MSc programmes, and a catalogue of open and in-house courses for companies.

www.ieseg.fr

About the Cegos Group

Since its creation in 1926, the Cegos Group has developed into Europe's leading player and one of the world's top providers of professional and continuing training. Cegos currently employs 1,200 people and operates in over 30 countries worldwide through its subsidiaries and partner distributors. The Group generated sales of €168 million in 2012. Its consultants' expertise covers every area of skills management and development, and enables the Group to roll out large-scale training programmes in France and worldwide.

Backed by this deep knowledge of the corporate world, Cegos trains 220,000 people around the globe every year, in open or in-house courses. The Group has a comprehensive product range (cegos.fr) that extends from off-the-shelf courses to bespoke solutions. Its 'multimodal' approach draws on all of the currently-available learning formats. Alone or in partnership with universities and top educational facilities, the Group also offers 90 certificate or diploma courses.

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