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HEC Paris launches program in South Africa to create economic change

Press release
Jouy-en-Josas, November 14

To build a network of change-makers in South African business, HEC Paris will deliver an Executive Education program in Johannesburg called “Inclusive Business and Value Creation” from 17-21 April 2017.

For the last three years, HEC Paris delivered the program in both France and in South Africa’s biggest city, Johannesburg, attracting 37 participants from different countries and industries.

This high-level program will allow social entrepreneurs, senior managers and executives of large private organizations, or NGO’s and governmental organizations to gain a unique interdisciplinary perspective of how to align social issues with corporate strategy, to acquire a pragmatic approach to inclusive business and understand the role of international aid agencies, governments, impact investors and NGOs, and the ways in which they contribute to create value.

At the end of the 4 and a half day program participants will be able to develop or accelerate innovative business initiatives in their organizations and become part of a pioneering network of “change-makers”.

The program seeks to connect global businesses with leading social entrepreneurs and provides an optional six months project tutoring and a one-year membership to a community of inclusive business leaders.

Frédéric Dalsace, HEC Paris Associate Professor in Marketing and holder of the HEC Social Business, Enterprise and Poverty Chair, is Co-Academic Director of the program with Dr Sabrina Djefal, Executive coach in Leadership in complex situations, and will be joined by faculty from GIBS Business School as well as local players in the field of Inclusive Economy who will share their experience and expertise.

The program began in 2011, when three industry giants, Danone, Renault, and Schneider Electric, commissioned HEC Paris to launch a program tailored for business executives. In response to this initiative, HEC Paris, together with Ashoka, the first global network of leading social entrepreneurs, and Hystra, a consultancy specialized in inclusive businesses, combined their efforts to design and deliver a program in executive education.

The program is designed for participants who have typically 15 or more years of management experience and are part of the team determining the strategic direction of their company.

Please see here for more information: <http://www.exed.hec.edu/certificate-open-programs/advanced-certificates-and-open-enrolment-programs/inclusive-business-and-value-creation>

About 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.

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.

HEC Paris was ranked second business school in Europe by the Financial Times' overall business school ranking in December 2015. www.hec.edu

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