

Press release

**The Global Financing Solutions “MOOC”  
An innovative and exclusive programme co-constructed by EDHEC  
Business School and Societe Generale**

**Paris, 8 March 2017** – EDHEC Business School and Societe Generale are pleased to announce the success of the Global Financing Solutions Massive Open Online Course (MOOC), a programme jointly constructed by the academic institution and one of Europe’s leading providers of financial services.

Harnessing its renowned expertise in finance and excellence, EDHEC launched this innovative training programme in conjunction with longstanding partner, Societe Generale, a global leader in structured finance and debt markets.

For Societe Generale, this initiative forms part of a broader approach geared to digitalising its training solutions. The course is suited to staff in need of customised training and to students looking to gain practical knowledge about the financial services industry.

**A major example of educational co-construction**

The launch of the MOOC testifies to the joint educational approach developed by the School with corporate partners and is fully consistent with the “EDHEC for Business” strategy.

The six-week MOOC course in English combines theory and practice. Concepts are explained by Professor Abraham Lioui, the head of EDHEC’s Finance department, then illustrated with practical case studies presented by 17 senior experts and executive managers from Societe Generale’s financing department. This distance learning programme comprises a variety of tools including videos, quizzes, learning forums and master classes where, students improve their understanding of the dynamics of financing and its role at the heart of the real economy. The subjects covered include the syndication process, the differences between asset finance and project finance, how capital markets operate, the advantages of securitisation and interest-rate risk hedging.

**Highly-successful first edition**

The first edition of the course which caters for both Societe Generale staff and EDHEC students has proved a big success. The pilot edition between October and December 2016 attracted some 800 participants, including a number from outside France. The success rate of 36% compared favourably with the average for MOOCs. Participants that pass the MOOC obtain a certificate delivered jointly by EDHEC and Societe Generale.

*“The challenge faced by all instructors working with professionals or students in the final stages of their studies is their thirst for practice. Although they are open to abstract concepts, they need to feel the practical potential associated with them”, explains Abraham Lioui, Professor of Finance at EDHEC. “The combination of theoretical videos and practical applications by experts with lengthy experience in the industry ensures the MOOC is grounded in reality”.*

*“We want to provide the talents of tomorrow – be they students or staff within our institution – with access to training and expertise focused on our business activities”, continues Pierre Palmieri, Head of Financing at Societe Generale Corporate & Investment Banking. “Through an innovative educational approach, we show how financing activities make an active and practical contribution to financing the real economy”.*

*“The MOOC provides a fine example of how EDHEC wants to embark corporate partners onto its training programmes in innovative ways. The course is a unique achievement co-constructed with Societe Generale, a longstanding partner and one of EDHEC’s leading recruiters”, comments Anne Zuccarelli, Head of Corporate Relations & Careers at EDHEC.*

*“We are delighted with the development and success of this MOOC. It’s an excellent example of our long-term partnership with EDHEC and builds on our collaboration on the Risk Allocation Solutions Chair”, comments Edouard-Malo Henry, Head of Human Resources for the Societe Generale Group.*

Notes to editors:

Here are a few testimonies from MOOC participants:

**Societe Generale:**

*"I joined the Financing department two years ago and have still not had the chance to talk with other branches of activity. The course was a fantastic opportunity to better understand the department's structure, to gain a good insight into the various activities, but also to learn several fundamental concepts".*

*"The subjects covered are highly relevant and in tune with the professional environment. Interventions were of high quality and the format suited to our needs. It's also interesting to discuss issues raised by the videos and the quizzes with other colleagues and thus understand better".*

**EDHEC Business School:**

*"I particularly appreciated the series of theoretical explanations on products and services, then the practical examples furnished by professionals".*

*"The MOOC was excellent, the videos were particularly interesting and taught me a lot.*

## Press Contacts

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## About EDHEC BUSINESS SCHOOL

- 5 campuses: Lille, Nice, Paris, London and Singapore
- 7,900 students in academic education
- 20 degree programmes: BBA, Master in Management, MScs, MBAs, PhD, etc.
- Over 30,000 alumni in 125 countries
- 156 permanent professors
- 13 research and teaching chairs
- A €121.5m budget
- €20m of R&D revenues, including €15m from international sources
- One of the first business schools worldwide to hold the triple crown of accreditations
- from AACSB, EQUIS and AMBA

Operating from campuses in Lille, Nice, Paris, London and Singapore, EDHEC is one of the world's top 20 business schools. Fully international and directly connected to the business world, EDHEC commands a strong reputation for research excellence and its ability to train entrepreneurs and managers capable of breaking new ground. EDHEC functions as a genuine laboratory of ideas and produces innovative solutions valued by businesses.

The School's research work inspires its teaching with its focus on "learning by doing" in order to build people to build business.

For more information on EDHEC Business School: [www.edhec.com](http://www.edhec.com)

## About Societe Generale

Societe Generale is one of the largest European financial services groups. Based on a diversified universal banking model, the Group combines financial solidity with a strategy of sustainable growth, and aims to be the reference for relationship banking, recognised on its markets, close to clients, chosen for the quality and commitment of its teams.

Societe Generale has been playing a vital role in the economy for 150 years. With more than 145,000 employees, based in 66 countries, we serve on a daily basis 31 million clients throughout the world. Societe Generale's teams offer advice and services to individual, corporate and institutional customers in three core businesses:

- Retail banking in France with the Societe Generale branch network, Credit du Nord and Boursorama, offering a comprehensive range of multi-channel financial services at the leading edge of digital innovation;
- International retail banking, insurance and financial services to corporates with a presence in developing economies and leading specialised businesses;
- Corporate and investment banking, private banking, asset management and securities services, with recognised expertise, top international rankings and integrated solutions.

Societe Generale is currently included in the main sustainability indices: DJSI (World and Europe), FSTE4Good (World and Europe), Euronext Vigeo (World, Europe and Eurozone), Ethibel Sustainability Index (ESI) Excellence Europe, 4 of the STOXX ESG Leaders Indices, MSCI Low Carbon Leaders Index.

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