



EDHEC announces new Geopolitics and Business Strategy Chair

The aim of the chair will be to support students and business leaders as they navigate an uncertain world, including economic and political challenges

FOR IMMEDIATE RELEASE

PARIS, JUNE 24, 2025 – EDHEC Business School announces the creation of its *Geopolitics and Business Strategy Chair*, which will be co-directed by Luc de Rancourt, a retired General of the Armée l’Air et de l’Espace (French Air and Space Force), and Mailys Vicaire, EDHEC’s director of management education. This new Chair will provide students, future decision-makers, and senior executives with the means to analyse, anticipate, and make decisions in an unstable international climate, which is forcing businesses to constantly adapt their strategies.

Global geopolitical tensions are prompting business leaders to reassess their operational strategies. According to a recent OpinionWay survey, 61% of business leaders report that geopolitical events have impacted their activities over the past two years. International conflicts, sanctions, and trade restrictions can lead to financial losses, erode asset values, and disrupt supply chains.

Decision-making In Complex Situations

Today, more than ever, business leaders must understand the global balance of power and their underlying strategic dynamics. Beyond imparting knowledge to students, the Chair will aim to sharpen their analytical thought process, nurture their critical capacities, and help them develop the mindset necessary to make informed decisions in complex environments. The goal is not only to help students and business leaders better understand the world around them, but also to equip them to be highly effective in their day-to-day functions.

The Chair's activities will encompass various training courses, events, practical tools, and publications. Here is a sampling:

- The Chair will teach students and executives to use methodologies such as risk maps, geopolitical forecasting tools, and economic intelligence matrices to enrich business decisions.
- The Chair will create practical case studies inspired by business strategies (successful and unsuccessful) that include ethical dilemmas or operational stress situations.
- The Chair will organise conferences that offer the broad perspectives needed to understand highly complex geopolitical stakes, allowing for the comparison of different views and analyses.

The Chair will have the support of an *advisory board*¹ of high-level leaders from various sectors (government, corporate, academic, consulting, media, and think tanks) that will oversee its work and ensure its relevance.

The launch of the Chair is in step with EDHEC’s *Generations 2050* strategic plan, which aims to teach students how to transform business for the common good. Starting from the 2025-26 academic year,

¹ Complete list of the Advisory Board members: [Chair in Geopolitics and Business Strategy | EDHEC BUSINESS SCHOOL](#)



all EDHEC Pre-Master students will be required to take a course in Geopolitics as part of the core curriculum. The training modules will include practical case studies, strategic foresight and ethical discernment workshops, as well as applied games for a complete immersion in geopolitical stakes.

"We won't be training geopolitical specialists but rather enlightened leaders. Our goal is to give students and managers real-life tools they can use to analyse, anticipate, and act responsibly in complex global contexts in which businesses are geopolitical players in their own right", explains Luc de Rancourt, EDHEC's inaugural Chair of Geopolitics and Business Strategy.

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About EDHEC Business School

EDHEC Business School, a leader in management education in Europe since 1906, has been ranked 7th Best Business School in Europe by the Financial Times for three straight years. EDHEC's 2024-2028 strategic plan – Generations 2050 – reflects the school's commitment to driving the world's most significant economic, social, and environmental transformations through impactful education and research. Our "raison d'être" is to make a positive impact on the world.

EDHEC profile

- 9400 undergraduate students, 175 professors and researchers, 14 centres of expertise, 130 nationalities
- A portfolio of transformative higher education programmes: Bachelor (BBA and BSc), Master in Management, Master of Science (MSc), MBAs (Full-time, Executive MBA and MBA Online), PhD in Finance, EDHEC Executive Education (for managers, executives, and entrepreneurs), EDHEC Online (created in 2018) for distance learning
- 3 French campuses that offer rich student experiences in Lille, Nice, and Paris, as well as 3 entrepreneurship campuses: the Jean Arnault Campus in Roubaix, EDHEC Entrepreneurs at Station F, the world's largest start-up campus in Paris, and Techforward in partnership with Eurecom and Institut les Mines-Telecom at Sophie Antipolis in Nice
- Triple-accredited for the highest quality in business education by AACSB, EQUIS, and AMBA

Learn more at: <https://www.edhec.edu/en>.