



EDHEC launches the Family Business Global Executive MBA *EDHEC supports future family business leaders with a unique MBA programme*

Paris, 27 May 2014: EDHEC Business School is proud to announce the launch of the EDHEC Family Business Global Executive MBA, an innovative academic programme tailor-made for next generation family business leaders. The programme, which will focus on the distinct challenges faced by family firms, is the first of its kind in Europe and will welcome its first class of students in February 2015.

The EDHEC Family Business Global EMBA responds to the distinct needs of family firms, which represent 65 per cent of private sector enterprises in Europe. The objectives of this new programme are to provide next generation family business leaders with the management competences and confidence necessary to move into a Senior Management position or join the Board of Directors.

This new programme teaches participants how to provide excellent leadership, efficient governance, and to better understand the highly-competitive international marketplace. The programme is composed of three phases: *Foundations of Business and Management Practices*, including a trip to Singapore to learn from Asian and European family firms; *Growth of the Family Business*, including a “serious game” with a focus on family firm strategy; and *Development of an Action Plan*, during which each participant creates his or her own personal business strategy.

During the 15-month programme, participants will learn management theory from renowned academic experts and business innovators, and test their knowledge by participating in case studies executed in partnership with top family firms from around the globe. They will also put their leadership skills to the test as part of a boot camp – an experience that is sure to thrill and challenge participants.

The EDHEC Family Business Global EMBA also offers an “Assessment Centre” to help each participant chart his or her personal development plan, regular coaching sessions and discussions with industry-specific mentors, and a media training course. These and other programme features promise a truly transformational experience to participants.

“EDHEC has long recognised the important role of family businesses in the global economy,” said Olivier Oger, Dean of the EDHEC Business School. “We believe that by launching this one-of-a-kind MBA programme that we can provide additional support to these firms and the families who work to ensure their success. Our motto is ‘EDHEC for Business’ and the creation of this programme is perfectly in line with our strategy to be useful to business and to provide research-based solutions to the business innovators who fuel our economy and our imagination.”

The application process for the EDHEC Family Business Global Executive MBA is now open. For more information about the programme, please visit www.edhec-family-business-gemba.com.

Notes to Editors

Press contacts

Rachel Hawkins: +44 20 7973 4456 / Rachel.Hawkins@hkstrategies.com

Tess Harris: +44 207 413 3058 / Tess.Harris@hkstrategies.com

About the EDHEC Family Business Centre

The Family Business Centre was created in 2012 by the EDHEC Group with the support of several families (the Mulliez family and the Michelin family), renowned family businesses (BIC Group, Oddo&Cie, Roquette, Somfy, Promod, Clinitex and Sisley) and global corporations (Caisse d'Epargne Nord France Europe and Deloitte).

Our mission is to sustain family business growth by engaging in research that focuses on the unique management challenges associated with family businesses, and by creating training programs that meet the specific needs of these firms, as well as organising events to provide learning opportunities for family business executives and managers.

About EDHEC Business School

6,200 students and 10,000 managers in continuing professional development

17 degree programmes: ESPEME – undergraduate programme, Master in Management and MSCs

2 MBAs, 1 PhD in Finance

23,000 participants in lectures and workshops organised in 28 financial capitals around the world

Over 25,000 graduates in 120 countries

142 permanent lecturers (49% of whom are international) and 810 part-time lecturers

13 research chairs

A budget of 85 million euros, one third of which comes from businesses and 20% of which is invested in research

5 campuses (Lille, Nice, Paris, London and Singapore)

Triple accreditation by EQUIS – AACSB – AMBA

EDHEC Business School seeks to win recognition for the impact of its research and its academic programmes, and for the innovative ideas and methods it makes available to businesses. This aim, summarised by the motto 'EDHEC for Business,' is underpinned by excellent academic research, the results of which are shared with students through EDHEC's academic programmes (MSc, PhD, MBAs, etc.), as well as with the business world and society at large.

For more information about EDHEC Business School, please visit www.edhec.com.