



**EDHEC Business School**  
**a new online training offering for tomorrow's entrepreneurs,**  
**Incorporating innovation and entrepreneurship content from Stanford University**

*Press release*

**Paris, October 28<sup>th</sup> 2019** - Stepping up the digitalisation of its training programmes, EDHEC announces the signature of a collaboration agreement with the **Stanford Center for Professional Development**, Stanford University, a global leader in innovation education.

This collaboration broadens the strategy initiated by EDHEC a year ago via the launch of EDHEC Online, a fully-online platform embracing a range of degrees and certificates, and offering an innovative pedagogical experience founded on a high level of academic and technological excellence.

In line with these objectives and since its inception, EDHEC Online has been a member of the Future Of Management Education (FOME) alliance grouping together six universities at the forefront of e-learning: Imperial College Business School, ESMT Berlin, BI Norwegian Business School, SMU Singapore, Ivey Business School and Melbourne Business School.

In this collaboration, select EDHEC students will take four modules incorporated in the **Stanford Innovation and Entrepreneurship** programme. Delivered entirely by Stanford professors, the modules will combine lectures, videos and practical exercises.

*"By teaming up with Stanford Center for Professional Development, EDHEC Online can now offer students working on their entrepreneurial projects the possibility of taking specialist innovation and entrepreneurship modules at one of the world's most prestigious universities",* explains Benoît Arnaud, Director of EDHEC Online.

**A fully-online track providing cutting-edge competencies in innovation and entrepreneurship**

Starting in spring 2020, participants in EDHEC's Online BSc motivated by entrepreneurship will have the chance to take online modules focusing on the management of innovation and growth, while also benefiting from pedagogical excellence *from the incorporated Stanford courses*.

Through these specialist courses, participants will acquire a solid culture of innovation, prepare an enduring business strategy and develop their decision-making skills.

*"Innovation and entrepreneurship are essential drivers of growth and sources of value creation for businesses and the economy. Tomorrow's entrepreneurs need to acquire the right reflexes and develop*

*the competencies required to identify, structure, evaluate and drive innovative projects”* explains Loïck Menvielle, PhD, Professor of Marketing and Director of the Online BSc.

In practice, students eligible for this curriculum will be selected for their motivation, academic excellence and level of English. Students will also benefit from regular and personalised coaching, like that offered by EDHEC Online’s local e-learning pedagogical model.

On completion of the track, they will be required to present an innovation project to a jury of EDHEC. The curriculum will be recognised by a **Certificate of Achievement** delivered by the **Stanford Center for Professional Development**.

*“We are delighted to work with EDHEC Business School. We believe the four of our Innovation and entrepreneurship courses fit nicely in the broader curriculum of EDHEC’s Online BSc., and collectively they bring to EDHEC students the essential mind-sets, frameworks, and tools that Stanford students have benefited and put to practice in respective ventures.”* Paul Marca, Associate Vice Provost, Stanford Center for Professional Development

## About EDHEC BUSINESS SCHOOL

Founded in 1906, EDHEC is one of Europe’s top 15 business schools.<sup>i</sup> Based in Lille, Nice, Paris, London and Singapore and counting more than 90 nationalities on its campuses, EDHEC is a fully international school directly connected to the business world. With more than 40,000 graduates in 120 countries, it trains committed managers capable of dealing with the challenges of a fast-evolving world.

Harnessing its core values of excellence, innovation and entrepreneurial spirit, EDHEC has developed a strategic model founded on research that is of true practical use to society, businesses and students and which is particularly evident in the work of the EDHEC-Risk Institute and Scientific Beta.

The School functions as a true laboratory of ideas and plays a pioneering role in the field of digital education via EDHEC Online, the first fully online degree-level training platform.

These components combine to make EDHEC a centre of knowledge, experience and diversity, geared to prepare new generations of managers to excel in a world facing transformational change.

**EDHEC in figures:** 8,600 students in academic education, 19 degree programmes from Bachelor’s to PhD level, 184 professors and researchers, 11 specialist research centres.

For more information, please see [www.edhec.edu](http://www.edhec.edu)

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<sup>i</sup> FT EBS 2018 ranking