



# Executive MBA. Company Transformation

A four-party consortium program



## Concept

**An Executive MBA program for “The Corporate Triples” who lead their businesses to the new global markets of the Fourth Industrial Revolution.**

The program will equip business leaders with critical mass of ideas and competences for transformation and growth in the Fourth Industrial Revolution (4IR). That will be done through the curriculum built around a joint learning of small teams of key executives from the same company who are responsible for generating strategic vision and implementing it in practice. The program will enroll, educate and mentor agents of change – “The Corporate Triples” – possessing all the necessary power and resources to foster strategic reforms in their companies.

The program will be conducted as a co-brand consortium of four parties:

- Higher School of Economics;
- a European partner business school;
- a leading Russian digital platform;
- a global strategic consulting firm.

The two educators will provide the overall academic integrity of the program and the double diploma, the two corporate partners will contribute the contents on digital transformation.



## Target Audience

“The Corporate Triples”, i.e. teams of top executives representing fast-growing non-public medium-sized enterprises of all industrial tiers, economic sectors and geographic areas of the Russian Federation, Kazakhstan and Belarus – the future “national champions” currently with market shares of 1-15%.

This target market, regardless of its diversity, faces common challenges of strategic transformations due to lifecycle stage, industrial and resource position.

Examples of “The Corporate Triples”:

- ❑ Director General + Director for Commerce + Director for Finance;
- ❑ Director General + Director for Human Resource + Director for Information Technologies;
- ❑ Director General + Director for Commerce + Director for R&D.



# Value Proposition

## 1. Digitalization

The 4IR means company transformation, a rapid and fundamental change of business processes, products, leaders.

- Core course;
- Study tour;
- “Internal” assignment on Company Digital Transformation.

## 2. Global South

Global South means new resources for Russian companies, new markets without sanctions.

- Core course;
- study tours to countries of Global South (China + non-BRICS);
- “External” assignment on Doing Business with The Global South.

## 3. Company specifics

- This program changes companies.
- This program turns corporate triples into powerful agents of change.



## Program Snapshot

An 18-month part-time program with 4-day face-to-face modules held once in a month. The first cohort of students is planned to start the studies in October 2019.

The program will be designed by HSE under supervision of the partner business school. To secure the double diploma, the program content will meet the quality standards of the partner's accreditations (AMBA, EQUIS, AACSB).

50% of courses of the program will be taught by the partner's faculty and 50% by HSE faculty. The corporate partners' cases will be built into relevant courses throughout the program.

Languages of tuition will be Russian for HSE faculty and English for the partner's faculty with a simultaneous interpretation to Russian. All teaching materials and students' works will be done in Russian and translated to English for the quality control by the partner.

- ❑ 15 modules in St. Petersburg and Moscow;
- ❑ 1 study tour in a leading EU economy;
- ❑ 1 study tour in China (The Global South - BRICS);
- ❑ 1 study tour in a strong emerging economy (The Global South – non-BRICS);
- ❑ Mentored company-specific projects (theses) by “The Corporate Triples”.