

EXECUTIVE SHORT PROGRAM

INCLUSIVE BUSINESS AND SOCIAL INNOVATION

Today, an increasing number of companies want to rethink their business models to expand in lower-income markets and explore new growth opportunities while proactively contributing to solving current societal challenges. This implies a different way of doing business, different partners and different mindsets for corporate executives who need the right tools and knowledge to successfully tackle these new challenges.



The program is endorsed by the Chair in Social Business, Enterprise and Poverty which is run in partnership with:



OBJECTIVES

- **Gain a unique interdisciplinary perspective** on how to align social and environmental issues with corporate strategy
- **Acquire a pragmatic approach** to inclusiveness
- **Develop the know-how** to accelerate innovative business initiatives in your organization
- **Work on your own Inclusive Business project(s)** through individual coaching with experts and discussion with peers

PROGRAM

Theme 1 Inclusive business models

Shared value creation models, innovation in business models, marketing and distribution strategies for the Base of the Pyramid, scaling-up inclusive business

Theme 2 The ecosystem of inclusive business projects

Key players for inclusive business, social entrepreneurship insights for inclusive business, financing models for inclusive business

Theme 3 Leading change

Managing change and fostering intrapreneurial skills, aligning your organization behind your goals, crafting strong coalitions for change

LEARNING METHODS

This program provides a comprehensive package for corporate executives in charge of designing, launching or scaling Inclusive Business projects. It combines experiential learning and immersion, cutting-edge academic content, insights from pioneers in the field and peer-to-peer learning.

Application Process: selection of applicants is based on an application form followed by an interview with an Academic Director.

PARTICIPANT PROFILE

Senior managers in private corporations; company owners; social entrepreneurs; leaders of NGOs and managers in charge of implementing inclusive business initiatives in their organization.



For more information:
advancedmanagement.net

This program is eligible for the Global Network for Advanced Management (GNAM) Certificate of Excellence in Global Business, which allows Executives to choose from over 120 courses offered by 17 member schools and representing a total of 15 training days.



Academic Director

Frédéric Dalsace

HEC Paris Associate Professor, Holder of the HEC Paris Social Business, Enterprise and Poverty Chair

Lecturers from:

HEC Paris, including

B. Favier-Tavignot, F. Dalsace

Hystra including O. Kayser and

L. Klarsfeld-McGrath

Ashoka including S. Schmidt and

S. Serneels and local partners

Inspirational speakers

have included:

Jay Naidoo Former Minister from Mandela's first government

François Marty Social Entrepreneur and Ashoka Fellow from Le Chênelet

Duration

3,5 days

Dates*

16-19 October 2018

Tuition fees**

€ 3 980 excl. VAT

Contact

Aurélie Lever

+33 (0)1 39 67 70 37

lever@hec.fr

* We have a special offer for NGOs.

** Excluding meals and accommodation.