HEC Paris is a world-leading business school, renowned for the quality of its degrees, faculty, and research. For more than a century, our history of academic excellence and selectivity has enabled us to train innovative and responsible leaders, capable of meeting and inspiring the numerous challenges of our ever-evolving world.
#1
MASTER IN STRATEGIC MANAGEMENT WORLDWIDE
(The Economist Ranking 2017)

MSc STRATEGIC MANAGEMENT

100% IN ENGLISH

10 MONTH PROGRAM

8 CERTIFICATES

10-WEEK PART-TIME COMPANY PROJECT

90 ECTS CREDITS
BE A STRATEGIC LEADER IN TOMORROW'S WORLD

ORIGIN OF MSc STRATEGIC MANAGEMENT STUDENTS

MSc Strategic Management student background:

- **60 STUDENTS**
- **25% ENGINEERING**
- **47% BUSINESS ADMINISTRATION, MANAGEMENT**
- **14% ECONOMICS**
- **3% MATHMATICS**
- **3% HUMANITIES**
- **3% POLITICAL SCIENCES**
- **3% OTHERS**

**Median GMAT:** 700

**Average Age:** 23

**73% INTERNATIONAL STUDENTS**

**Former University location of MSc Strategic Management students:**

- **76% EUROPE**
- **12% ASIA, PACIFIC**
- **6% AMERICA**
- **6% REST OF THE WORLD**

CLASS PROFILE
The HEC Paris MSc Strategic Management is an exciting intellectual challenge. The program is very intense and demanding and is comprised not only of mandatory core courses, but also of elective courses, which allow the students to tailor their curriculum according to their interests and career goals.

**PRE-TERM MODULES**

*HEC provides students with online and on-campus courses, related to the following fields:

- Strategy
- Finance / Accounting
- Marketing.

**CORE COURSES**

- Core Methodologies for Strategy Consulting
- Deciding Strategically on the scope of the firm
- Financial Dimension of Strategic Decisions
- How to integrate Consulting Firms and Master Case Cracking
- Research and Writing Tools for Master’s Thesis
- Strategic Analysis of Negotiation

**ELECTIVE COURSES**

- Games
- Thinking Strategically: Applied Game Theory for Business.
- Big Data and Business Analytics
- Big Data and Strategy
- Business Plan Workshop
- Creativity and Innovation
- Designing and Managing Processes for Competitive Advantage
- Digital Transformation, Media and Beyond
- Energy Strategies
- From Digital to Big Data
- Innovative Business Models for Sustainability
- Internet-Based Business Models
- Issues in Offshoring Strategy
- Managing Global Complexity
- Managing Public-Private Partnerships: Strategic and Organizational Issues
- Private Equity Strategies
- Shaping Strategies
- Strategic Aspects of Mergers and Acquisitions
- Strategic Challenges in Creative Industries
- Successful Strategy Mobilization
- Most of these electives are taught by firms and thus, heavily rely on practical knowledge from cases and real-life experience.

**GLOBSTRAT**

Globstrat is a 2-day business simulation in which teams of 5 participants are in charge of managing virtual companies that compete in international markets. Teams will have to make multiple strategic decisions in different areas, e.g., product portfolio, pricing, advertising, marketing, international expansion, and innovation.

**COMPANY PROJECT**

The optional 10-week part-time Company Project is designed for students to face a company’s real-life, concrete strategic issue. They work hand in hand with companies’ representatives and deliver their recommendations to the firm’s top management.

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**BE A STRATEGIC LEADER IN TOMORROW’S WORLD**

**A COMPREHENSIVE SUPPORT FOR YOUR CAREER**

The program gives major importance to field work and maximizes networking opportunities with the professional world through:

- Workshops with firms (BCG, McKinsey, etc)
- Conferences with leaders
- A Master’s thesis
- A 10-week part-time company project
- A study trip (London, Dubai, etc)
- Company project

**8 CERTIFICATES TO ENHANCE YOUR EXPERTISE**

Sponsored by companies, Certificates are a set of interdisciplinary courses that include 100 contact hours and a wide range of fieldwork.

- Energy and Finance
- Mergers and Acquisitions
- Excellence in client experience
- Digital transformation
- Social business
- Digital entrepreneurship
- Leadership

*Mandatory for all MSc Strategic Management students*
KEY PLACEMENT DATA
Post-MSc Strategic Management job functions:

- 62% CONSULTANT
- 11% FINANCE
- 4% DATA ANALYST
- 6% PROJECT MANAGEMENT
- 8% BUSINESS DEVELOPMENT
- 9% OTHER

Post-MSc Strategic Management job sectors:

- CONSULTING 58%
- FINANCIAL SERVICES 11%
- HEALTH 8%
- INFORMATION TECHNOLOGY 6%
- OTHER 17%

*Post-STRAT job location: Africa and Middle East 5%; America 5%; Asia 10%; Europe 80% (France 35%; other European countries 45%).
Source: Graduation Survey 2017
INFORMATION AND APPLICATION:
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HEC PARIS PROGRAM PORTFOLIO:
- Grande École Master’s Programs:
  Master in Management (MiM), Master in Management & Public Affairs (MPA),
  Master in Management & Business Law (MBL)
- One year MSc/MS programs
- MBA Program
- PhD Program
- Executive Education Programs: TRIUM Global Executive MBA, Executive MBA,
  Executive Masters Programs, Open-Enrollment Programs, Custom Programs
  and Coaching
- Summer School Programs.