

LSE THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE



HEC
PARIS



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TRIUM GLOBAL EXECUTIVE MBA

THE TRIUM GLOBAL EXECUTIVE MBA OFFERS A UNIQUE GEOPOLITICAL FOCUS THAT PREPARES SENIOR EXECUTIVES FOR THE CHANGING WORLD OF BUSINESS.



THE TRIUM GLOBAL EXECUTIVE MBA PROGRAM
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THE TRIUM DIFFERENCE

YOUR PEERS

It is about the people — a cohort of senior business executives, global citizens who aspire to look at business from a 360-degree perspective. Consider this: a class of 65 seasoned leaders from around the world. Different cultures and ideologies combine to create a global and entrepreneurial environment that stimulates a whole new way of thinking.

YOUR CURRICULUM

It is about an advanced and rigorous curriculum built upon the strengths of three of the world's top universities:



NEW YORK UNIVERSITY STERN SCHOOL OF BUSINESS



LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE



HEC SCHOOL OF MANAGEMENT, PARIS

This unique alliance provides a broad global perspective and keen insight into local issues and points of view in the Americas, Europe, Asia and emerging markets. This is further enhanced by integrating the study of global economic, social and political forces that shape the world today.

YOUR RETURN ON INVESTMENT

It is about the return on investment that is realized. The impact is immediate. TRIUM alumni learn to think differently, becoming more innovative and open-minded businesspeople, while establishing a global network of students, faculty and alumni. The result is career acceleration thanks to a newfound global and entrepreneurial approach toward business.

PARTNER UNIVERSITIES



NEW YORK UNIVERSITY STERN SCHOOL OF BUSINESS FOCUSING ON FINANCE IN THE CENTER OF THE FINANCIAL WORLD



New York City is one of the world's great financial and business capitals, and NYU Stern is in the middle of it all. Close to Wall Street, and within easy reach of countless multinational firms and major corporate headquarters, NYU Stern has a distinctive edge in the ability to balance business theory with practical experience. It also provides unique opportunities for students to meet business leaders and learn firsthand how their companies work.

NYU Stern is ranked among the leading business schools in the world for its strength in finance and international business. With its incomparable location and prestigious reputation, the university has been able to attract top-tier professors internationally as well as distinguished visiting professors in business, politics and academia.

With more than 75,000 alumni working in over 100 countries, Stern alumni represent one of the largest, most successful alumni bodies of any business school. Stern graduates offer a tremendous resource for the school and its current and future students. On the forefront of business, Stern alumni embody real-world training and dynamic thinking.



LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE A CENTER OF LEARNING IN THE SOCIAL, POLITICAL AND ECONOMIC SCIENCES



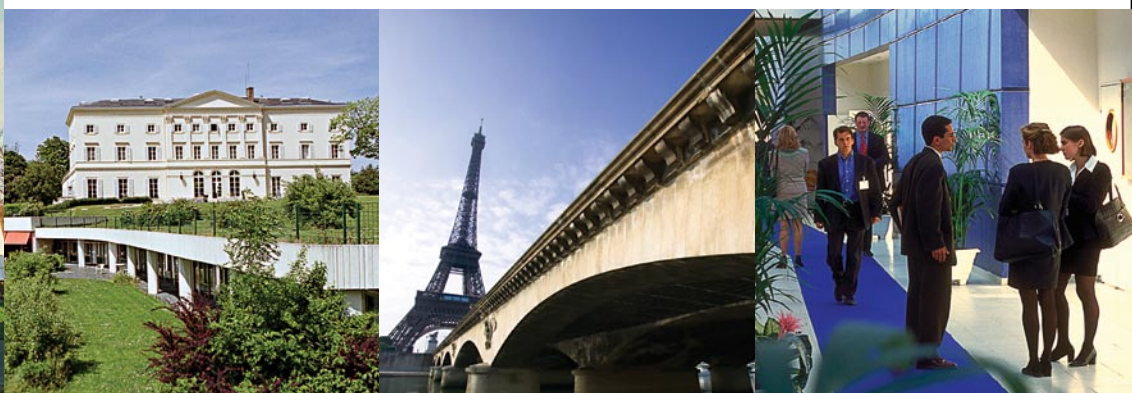
The London School of Economics and Political Science is a world-class university in the heart of London, famous for its concentration of teaching and research across the full range of social, political and economic sciences.

Its academics, drawn from across the globe, produce cutting-edge research that feeds directly into international and national policy debates. It also attracts students from almost every part of the world – about 140 countries – and from all social, educational and ethnic backgrounds.

LSE has produced more than 14 Nobel Prize winners (in economics, peace and literature), while 31 past or present heads of state have studied or taught at LSE. The current UK Parliament includes 34 MPs and 35 Peers who are LSE alumni.



HEC SCHOOL OF MANAGEMENT, PARIS A WORLD-CLASS APPROACH TO INTERNATIONAL MANAGEMENT



Located near the heart of the Paris business community, HEC – with students and faculty representing more than 70 nationalities – creates a rich multicultural environment in which talented, ambitious individuals are prepared to take their place at the highest levels of management.

Created in 1881, HEC School of Management, Paris, is considered to be one of the most highly renowned business schools in Europe. With more than 125 years of experience in management education and 40,000 alumni worldwide, HEC has trained thousands of leaders who play an active role in today's economic, financial, social, political and educational arenas. In the past 10 years, HEC has asserted its international position and has been ranked among the leading business schools worldwide.

HEC's expertise and sophistication in management, strategic and organizational issues are invaluable in today's cross-cultural world. The school has a unique international outlook and strong presence within the European business community. It has earned international acclaim for its superior programs and groundbreaking research, which is conducted by a faculty of more than 100 full-time professors.



CURRICULUM STRUCTURE



SEPTEMBER MODULE I

LSE LONDON



JANUARY MODULE II

NYU STERN
NEW YORK



APRIL MODULE III

ROTATING
EMERGING MARKET



JULY MODULE IV

HEC PARIS



OCTOBER MODULE V

ROTATING
EMERGING MARKET



JANUARY MODULE VI

NYU STERN
NEW YORK

DISTANCE LEARNING

Global Context of Business

MODULE I begins in London with an intense series of courses that examine the many aspects of globalization. The curriculum focuses on the broad international context that senior executives need to be sensitive to when making global business decisions. Special emphasis is given to in-depth critical analysis of the interaction between economics and sociopolitics, setting the tone for the program's global reach and strategic perspective.

THE POLITICAL ECONOMY represents the crux of the London module by identifying the central aspects and causes of globalization. The module provides an understanding of the contemporary debate over the significance of globalization and evaluates the key drivers of technological change and risk in the global economy.

Participants examine current problems in international economic cooperation while exploring developments in regional economic and political integration. They understand the implications of many conflicting pressures for global business strategies. The core sociopolitical approaches and concepts explored during the London module prepare participants for the complex and rigorous curriculum of the subsequent modules.

Global Strategies and Finance

MODULE II relates the broad economic and political themes developed during the London module to business, corporate and financial strategy. Macro issues presented during Module I are translated into the concerns of executives who develop strategy for corporate enterprises with an emphasis on real-world solutions.

COMPETITIVE STRATEGY covers practical techniques for analyzing how firms exist to create and capture wealth above the firm's cost of capital. Participants evaluate alternate strategic issues and plans as well as learn to anticipate the consequences of specific decisions.

FOUNDATIONS OF FINANCE is an introduction to investments, financial markets, market institutions, securities, valuation, portfolio theory and portfolio management.

FINANCIAL REPORTING AND ANALYSIS moves beyond the basics of accounting to examine how accounting and information can be most productively used by managers with international responsibilities.

CORPORATE FINANCE addresses some of the key issues facing financial managers in their quest to create shareholder value by building up a complete analytical framework for valuing both individual projects and companies as a whole. The notion of optimal capital structure is introduced, along with the attendant concepts of the cost of debt, cost of equity and weighted-average cost of capital. Considerations such as the impact of dividend policy are also covered.

Operations Management, Entrepreneurship and Corporate Governance

MODULE III, the first rotating module, is held in an emerging market where the study of corporate governance flows naturally from the study of corporate finance in New York. Participants gain an understanding of governance norms that often differ from those in the U.S. and Europe. The foundations of business and corporate strategies introduced in the New York module are further developed in an in-depth examination of operations and supply-chain management.

OPERATIONS MANAGEMENT provides a framework for the analysis of many critical facets including production, distribution systems, logistic network design, outsourcing and information systems. While examining the link between operations and business strategy, participants address the managerial challenges of coordinating and optimizing the overall system in a global context.

ENTREPRENEURSHIP covers critical issues affecting individual start-up firms and large organizations. Topics covered include: identifying new business opportunities, defining the value proposition, assessing the viability of a new venture, and developing and managing growth.

CORPORATE GOVERNANCE builds upon a theoretical framework drawn from economics, finance and law to examine key concepts and issues related to corporate governance. Issues addressed include the separation of ownership and control, property rights, the role of the board of directors and of other governance mechanisms.

Marketing, Strategy Implementation and Control

MODULE IV contributes to building an articulated approach to organizational and operational issues. Courses are supplemented by special events and guest speakers who provide insight into European legal and cultural environments.

MARKETING - MANAGING CUSTOMER VALUE evaluates major marketing concepts, analytical frameworks and methodologies required to go to market. Strategy, targeting, positioning and implementation are all key topics.

MERGERS, ACQUISITIONS AND ALLIANCES provides participants with real-world understanding of analytical and practical insights in identifying the strategic objectives of international mergers, acquisitions and alliances.

CREATING AND APPROPRIATING B2B VALUE aims to help participants learn to understand the mechanisms firms use to create, sell and appropriate value — the cornerstone of any B2B strategy.

CORPORATE STRATEGY explores value-based management, strategic cost analysis, budgeting, control and reporting systems from the business-unit level to multi-products and multi-countries.

Competing and Thriving in the 21st Century

MODULE V, the second rotating module, explores the challenges and rewards of operating in emerging markets. The module covers the perspective of "challenger" companies emerging from rapidly developing economies as well as the perspective of "incumbent" firms working to adapt to a changing set of opportunities and challenges. All coursework is supplemented with company visits and guest speakers.

MANAGING TECHNOLOGY AND INNOVATION focuses on understanding the strategic capabilities of advanced digital technologies and the options they generate.

NEW GLOBAL CHALLENGERS highlights the next wave of globalization and how it will impact the way businesses compete in the 21st century. Serving as a template for this course are major companies emerging from rapidly developing economies that are starting to have a dramatic impact on the competitive landscape of the global marketplace.

NEGOTIATION ANALYSIS reviews negotiation analysis and practice with insights from economics, psychology and decision sciences. Simulations, case studies and group discussion are employed to highlight practical applications of the issues discussed. By the end of the course, participants have a conceptual framework that helps them turn their own negotiating experience into expertise.

The Challenges of Leadership

MODULE VI leverages and builds on materials studied throughout the program in order to address the challenges of leadership and management in a rapidly changing and risky world. Student term projects, the capstone of the TRIUM Global Executive MBA program, are presented at the end of this final module.

CORPORATE FINANCIAL RESTRUCTURING AND BANKRUPTCY explores the issues that arise when firms encounter financial distress. It is devoted to different approaches and theoretical models.

PROFESSIONAL RESPONSIBILITY evaluates market failures, examining the role of ethical norms in resolving issues in managerial life and establishing standards of professional responsibility.

MANAGING RISK provides analytical frameworks and techniques to understand and measure different types of risk with an emphasis on modern instruments that mitigate financial risk.

LEADERSHIP builds on personal experiences, exploring themes such as the sources of power, alternative leadership styles and the ways in which power can be lost.

THE STRATEGIC TERM PROJECT is a fully worked-out strategic corporate initiative in which self-formed student groups collaborate on a pertinent global issue and develop a business venture during the 16-month program. Participants present their business plans to a board of directors made up of faculty, academic directors and alumni for assessment and critique.



GLOBAL ENTREPRENEURSHIP

THE TRIUM PROGRAM is grounded in the philosophy that senior-level global executives must think and perform like entrepreneurs. This is most evident during the global modules and in-between distance learning, where students benefit from a combined theoretical and entrepreneurial approach. In each of the different modules, participants work collaboratively with faculty and peers through finance, risk management, operations and marketing challenges to arrive at innovative solutions to complex global issues. It is an ongoing, seamless blend of theory and application that has real-world relevance for senior executives.

The TRIUM final term project best reflects the culmination of this applied global entrepreneurial approach. This project is a highly collaborative exercise that gives participants the opportunity to apply the concepts and techniques learned through the program to a unique, self-selected global business initiative. Participants create self-formed groups that identify a strategic global issue and deliver a fully worked-out business plan. The group project is presented to a board of directors consisting of TRIUM alumni, professors and academic directors during the final module.

THE TRIUM FINAL TERM PROJECTS are often quite entrepreneurial in their design and specially developed by participants to address global issues. Past projects have touched on a myriad of subjects, from alternative biofuel distribution networks to private equity ventures in emerging markets. Several examples of recent ventures follow:



PARENTSTROIKA

IS A LONG-TERM INVESTMENT PROJECT FOR THE CREATION OF HIGH-QUALITY AGED CARE IN RUSSIA, SOMETHING THAT HAS NEVER, UNTIL NOW, BEEN ADDRESSED IN THIS NATION.



GREENESYS™

IS A CONSULTING FIRM THAT PROVIDES AFFORDABLE, MIDSIZE EQUIPMENT AND SOLUTIONS TO UNDER-RESOURCED RURAL FARMERS SO THEY CAN GENERATE ENERGY LOCALLY FOR THEIR OWN NEEDS WHILE CREATING AN ADDITIONAL SOURCE OF INCOME FROM THE SURPLUS.



GROWTHTEK SYSTEMS LLC

IS AN AGRI-FOOD NUTRITION COMPANY SPECIALIZING IN GROWTH STIMULANT TECHNOLOGIES DESIGNED TO DELIVER FARMED FISH TO MARKET FASTER, MORE PROFITABLY AND WITH MINIMAL ENVIRONMENTAL IMPACT.



THE GLOBAL ALUMNI NETWORK

The relationships that form among TRIUM classmates are one of the many powerful long-term benefits of the program. After graduation, the Global Alumni Network expands dramatically as TRIUM graduates become alumni not only of TRIUM, but of each of the partner schools. TRIUM alumni enjoy full access to the privileges, benefits, services and contacts available through the alumni associations of NYU Stern, LSE and HEC Paris.

The TRIUM Alumni are true ambassadors for the program. Here is what some are saying:

People who are attracted to TRIUM, both students and faculty, are **GLOBALISTS IN THE TRUE SENSE OF THE WORD** - they see the world as their home and not just as their market. **ADAM ROGERS**, Strategic Communications Advisor, United Nations Capital Development Fund, Geneva, Switzerland

TRIUM has a major key selling point that everyone is trying to emulate, and that is putting **BUSINESS WITHIN A WIDER SOCIOPOLITICAL CONTEXT**. There is no way you can run a global business without better understanding how different societies and cultures function around the world. **PETTER NORE**, Director, Oil for Development, NORAD, Oslo, Norway

TRIUM is managed like a family business. It was an **INCREDIBLY PERSONAL EXPERIENCE FOR ME**. They really care about you as a person and make a big effort to match your professional and personal interests with others. **MATTHIAS JUNG**, Chairman of the Board, Mercedes-Benz Charterway, Rome, Italy

LEADER
ENTERPRISING
CURIOUS
VISIONARY
INQUISITIVE
COSMOPOLITAN
SOCIAL
FLUENT
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