

# **TRIUM EXECUTIVE MBA PROGRAM BECOMES MORE RELEVANT IN CURRENT INTERNATIONAL BUSINESS ENVIRONMENT**

## **-Applications Rise by 25 Percent in Second Year of Global Business Program-**

New York, NY, London, Paris – November 4, 2002 – As the TRIUM Executive MBA Program, an alliance of three world-renowned universities, New York University Stern School of Business (NYU Stern), the London School of Economics and Political Science (LSE), and HEC School of Management, Paris (HEC Paris), enrolled its second annual class of international senior executives, the value of TRIUM’s course of study has been underscored by the current international business environment. Building upon the success of its inaugural class, the TRIUM Executive MBA Program’s second annual class consists of an international student cohort of 35 seasoned executives, representing 20 different nationalities and 12 different countries of residency. Since the program’s first year, there has been a 25 percent increase in enrolled students and a 100 percent increase in the number of nationalities represented.

“We launched the TRIUM Executive MBA Program in September 2001. Since then, the unique aspect of this Executive MBA Program – the sociopolitical dimension that LSE brings to the learning experience – has become an even more critical component for executives who lead or aspire to lead global businesses,” stated Dr. Ray Richardson, Deputy Director of LSE, the alliance school that hosts the first TRIUM educational module for each class.

TRIUM is the only MBA program to blend the complementary strengths of three renowned universities and five international learning locations, as well as handpicked top-ranked faculty from each school to teach at their home campuses, ensuring an academically rigorous and genuinely globally-focused program. Through the participation of LSE, the TRIUM MBA Program integrates international economic, political and social policy into the traditional business curriculum. The seasoned executives enrolled in the program include CEOs, presidents, vice-presidents, managing

directors and entrepreneurs. Because the TRIUM class participates in the program's carefully crafted educational modules as a group, executives will have the opportunity to share best practices and learn from their international peers about current global business challenges throughout the course of the program. The second class completed its first TRIUM module at LSE on September 20, 2002, and will begin its second module at NYU Stern on January 5, 2003.

"I was seeking an executive MBA program that reaches beyond the traditional business curriculum and that addresses the global sociopolitical issues that are so important when making global business decisions," stated Mary Sadeghy, director of marketing for Schwab Learning and a member of the TRIUM class of 2004. "TRIUM is the only program that offers me this unique perspective and that provides me with an opportunity to learn from other seasoned international executives."

Over the course of 16 months, executives participate in six intensive, intellectually rigorous educational modules, hosted at NYU Stern, LSE and HEC Paris, as well as at two additional international locales that rotate based on their relevance to current business issues. Graduates of the TRIUM Executive MBA Program obtain a single MBA degree issued jointly by NYU Stern, LSE and HEC Paris.

For more information on TRIUM, please call +33-1-39-67-70-94 in Europe, +212 998 0442 in the U.S., or visit [www.triumentba.org](http://www.triumentba.org).

New York University Stern School of Business, located in the heart of Greenwich Village, is one of the nation's premier management education schools and research centers. Stern offers a broad portfolio of academic programs at the graduate and undergraduate levels, all of them informed and enriched by the dynamism, energy and deep resources of the world's business capital. For additional information on NYU Stern, visit [www.stern.nyu.edu](http://www.stern.nyu.edu).

LSE is the world's leading social science institution. Based in the heart of London, its 7,500 undergraduate and postgraduate students come from more than 120 countries worldwide to study in one of the 18 departments or 34 research institutes. The School, led by sociologist and *Third Way* author Anthony Giddens, is one of the UK's top three

research universities, and alumni include 28 past or present heads of state and 30 current UK MPs. A total of 13 Nobel prize winners have either studied or taught at LSE. For additional information on LSE, visit [www.lse.ac.uk/](http://www.lse.ac.uk/).

Created in 1881, HEC Paris is France's leading business school and one of the most renowned in Europe, offering a complementary range of highly selective graduate, post-graduate and executive development programs. The school enjoys unparalleled links with the French and international business communities and boasts a powerful Alumni Association with more than 20,000 members and branches in over 50 countries. Its full-time faculty of over 100 professors serves a student body representing more than 50 nationalities on a purpose-built wooded campus just minutes from central Paris. For additional information on HEC, visit <http://www.hec.fr/>.

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