



LSE

THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE



HEC  
PARIS



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 business people, 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



FEBRUARY MODULE VI

HEC  
PARIS

DISTANCE LEARNING

DISTANCE LEARNING

## Business in the Global Political Economy

MODULE I provides a sophisticated treatment of the changing global context within which modern business decisions have to be taken. Our principal emphasis is upon the interaction between economics and politics, or political economy. We are not looking so much at business decisions themselves as at the social, political and economic context in which such decisions are made. Hence, the content of Module 1 provides important background for Modules 2-6, which focus on business decisions in sectoral and internal contexts.

The objectives include:

1. To identify the central aspects and causes of change in the global political economy;
2. To provide an understanding of the debate over the significance of globalization;
3. To identify the key drivers of technological change and risk in the global economy;
4. To examine current problems in international economic co-operation, and the nature of the main multilateral and regional institutions relevant to business;
5. To begin to understand and develop the implications of these conflicting pressures for business decisions and strategies.

## Global Strategies and Finance

MODULE II relates the broad economic and political themes developed during the London Module to business, corporate and financial strategy, which form this module's core. More specifically, Module 2 is organized into four courses designed to develop participants' theoretical, analytical and technical skills in the following areas:

### COMPETITIVE STRATEGY

The central economic tenet upon which the course is built is that firms exist to create and capture wealth, above the firm's cost of capital. The course covers practical techniques for analyzing these issues, evaluating alternate strategic plans, and anticipating the consequences of specific decisions.

### FOUNDATIONS OF FINANCE

An introduction to investments, financial markets, market institutions, securities, valuation, portfolio theory, and portfolio management are the key focus here.

### CORPORATE FINANCE

Moving beyond the basics of accounting, this course examines how accounting information can be most productively used by managers, in particular by those with international responsibilities.

### RISK MANAGEMENT

Provides analytical frameworks and techniques to understand and measure different types of risk. The course puts an emphasis on instruments available in modern international markets (derivatives) to mitigate financial risk, while building an integrated framework of global risk management linked to strategy. The consequences of unsuccessful risk management will also be addressed including financial distress and restructuring.

## The Rise of China in the Global Marketplace

MODULE III draws upon the unique perspectives of the Asian context to explore entrepreneurship, operations management, business in emerging markets and China's role in the new world order.

### ENTREPRENEURSHIP

This course examines critical issues in entrepreneurship from individual start-up firms to large organizations. Topics covered include: identifying new business opportunities, defining the value proposition, assessing the viability of a new venture, developing and managing growth.

### OPERATIONS AND SUPPLY CHAIN MANAGEMENT

This course provides a framework for the analysis of many critical facets of operations, while examining the link between operations and business strategy, it gives prominence to the managerial challenges of coordinating and optimizing the overall system in a global context.

### MANAGING IN CHINA

The plurality of organizational types and fluid changes in each type make management in today's China a challenge for every manager. This course will cover key management issues facing companies in China (including foreign-invested and state-owned companies).

### CHINA IN INTERNATIONAL POLITICS

We continue to look at globalization and international politics delving more deeply into China's place in the global order. China's economic history and growth will be analysed along with its relationships to other emerging economies and world economic leaders.

## Operations Management, Marketing and Corporate Strategy

MODULE IV contributes to building an articulated approach to organizational and operational issues which are key to strategy implementation and control.

### MARKETING

Continues the process of consolidating TRIUM core curriculum. The course covers the major concepts, analytical frameworks and methodologies required to assess the marketing environment and competitive situation of a firm, to formulate a strategy based on the components of segmentation, targeting and positioning, and to implement this strategy through product planning, pricing, distribution.

### CREATING AND APPROPRIATING B2B VALUE

This course aims to help Participants learn to understand the mechanisms that firms use to create, sell, and appropriate value, the cornerstone of any B2B strategy.

### CORPORATE STRATEGY

Achieving sustainable and profitable growth is a critical objective for most firms. Senior management must therefore constantly be re-thinking the scope of the firm's activities and thus be making Corporate Strategy decisions.

### MERGERS, ACQUISITIONS, AND ALLIANCES

Analytical and practical insights to identify the strategic objectives of international mergers, acquisitions, and alliances are reviewed at this stage. The whole process of a deal is covered in order to provide participants with real world understanding.

## Competing and Thriving in the 21st Century

THIS MODULE will cover the perspective from 'challenger' companies emerging from rapidly developing economies as well as the view from 'incumbent' firms working to adapt to a changing set of opportunities and challenges. Societal issues in India contribute to the challenge of doing business in this country. Social businesses and the social responsibilities of corporations are also included in this module.

### MANAGING TECHNOLOGY

Understanding the strategic capabilities of advanced digital technologies and the options they generate is the key focus surrounding this subject.

### BUSINESS STRATEGY IN EMERGING MARKETS

The rapidly growing emerging economies are now not only an important market for multinationals, but also increasingly a locus of their innovations and capabilities. This course will examine this next phase of globalization and how it will impact the way multinational businesses and emerging economy firms compete in the 21st century.

### NEGOTIATION ANALYSIS

This course reviews negotiation analysis and practice given insights from economics, psychology, and decision sciences. By the end of the course, participants have a conceptual framework which will help them turn their own negotiating experience into expertise.

### PROFESSIONAL AND CORPORATE RESPONSIBILITY

By developing a set of analytical perspectives for making judgments this course examines the role of ethical norms and reasoning in resolving issues in managerial life and in establishing standards of professional responsibility.

## The Challenges of Leadership

MODULE VI provides an opportunity to develop the core competencies of leading an organization through growth, crises and global development.

In the leadership capstone course the specific challenges of multinational companies are discussed in the light of theories of leadership. Academics and business leaders will lead discussions and present analysis of core leadership issues surrounding entrepreneurship, strategic development and growth. The process of founding and growing a new enterprise will be highlighted capitalizing on the experience of the many lessons learned during the term project development.

Module 6 culminates with the Global Incubator Capstone presentations. Students defend their start-up project or the strategic development of an existing organization to the TRIUM executive board of academics and TRIUM alumni. Projects are assessed on their probability of success and the soundness of their methodology.



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:

## 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.



### 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  
GLOBAL  
DIVERSE  
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