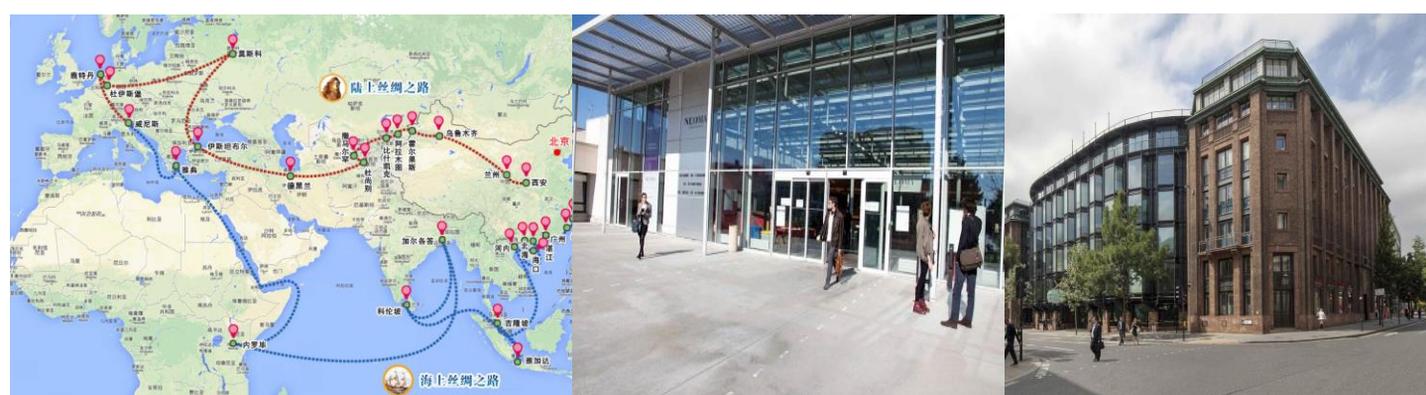




# SILK ROAD EXECUTIVE DBA

in cooperation with SRBS,  
NEOMA BS and Headspring

2019-2020



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# (1) Why take this EDDBA ?

This EDDBA is a very attractive diploma for persons in China doing business globally or managers of international companies doing business with China. Over a 3 year period, the content of the program will have the following key objectives:

- Understand the new dynamics in trade globalization, including the growing role of China as a global business partner
- Understand Chinese current and potential business interactions and cooperations with other nations. Having a dual perspective because of professors from both Chinese and international business schools will allow to have balanced view of the business world
- Have a conceptual and hand-on approach to business challenges. Being already in management positions, it is important that the participants are able to swiftly apply key learnings in their business life

## (2) Selected key topics & Lead faculty

Cluster 1 : Research Methodology courses

Cluster 2 : Global Environment Knowledge and Analysis courses

Cluster 3 : Business Context and Experience courses

Cluster 1 : Research Methodology courses in order to be able to apply the most effective analytical tools to the research



The lead professor for **methodology courses** will be **Fouad BEN ABDELAZIZ** who is a professor of Supply Chain and Decision Systems. He is a specialist of multi-criteria decision systems in an unstable environment.

Dr. Fouad BEN ABDELAZIZ, is currently Professor at NEOMA BS, Rouen Campus, France, and Head of the M.Sc. in Supply Chain Management.

He received his PhD in Operations and Decision Systems from Laval University, Canada. He was a Senior Fulbright scholar at the Rutgers Center for Operations Research, Rutgers University, NJ, USA. He is a leading researcher in multi-objective stochastic optimization.

Aside his publications in outstanding journals like EJOR, ANOR and FSS, he served as Guest Editor of special issues of reputed international Journals.

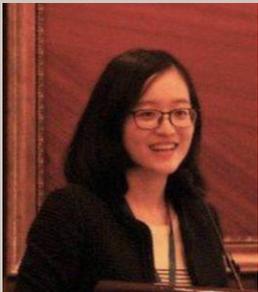
## (2) Selected key topics & Lead faculty

**Cluster 2 : Global Environment Knowledge and Analysis courses** in order to fully understand the context of the global economy in which companies and countries operate today



**Leadership in a changing world with Professor Alvaro GONZALEZ ALORDA** who is co-founder and managing partner of Emergap, a consulting firm specialized in organizational transformation. He has collaborated with more than 100 companies in 25 countries in Europe and America. He teaches leadership in uncertain and changing environments and the impact on organizational transformation in several world-class business schools.

He is an associate professor at Headspring (UK-Spain) and a visiting professor at ESE (Chile), IAE (Argentina), IEEM (Uruguay), INALDE (Colombia), among other business schools. He is also a guest speaker at IESE Business School (Spain).



### **Belt and Road Initiative**

**Dr. Yuan ZHAO** is now an assistant professor at School of International Relations and Diplomacy, Beijing Foreign Studies University. She has achieved her PhD degree in Peking University. And she was also a visiting scholar in Harvard Kennedy School for one year. Dr. ZHAO has been teaching the course of international business in a master of international business.

She has been involved in the study of the B&R and has published relevant books. Her current research focus on International organizations and leadership. These experiences and studies have helped her understand and focus on the current international situation and change.

## (2) Selected key topics & Lead faculty

**Cluster 2 : Global Environment Knowledge and Analysis** courses in order to fully understand the context of the global economy in which companies and countries operate today



**Geo-economics: the roles of China of the global economy dynamics**  
Pierre JACQUET since July 2012 has been President of the Global Development Network (GDN), a public international organization headquartered in New Delhi (India), which builds research capacity in developing countries in order to promote development policies informed by evidence and analysis. He belongs to the higher French civil service Corps des Ponts et Chaussées and is a member of the French Cercle des Economistes.

He is the former Chief Economist (2002-2012) and Executive Director of Strategy (2002-2010) of the French Development Agency (AFD) and a former Deputy Director of the French Institute on International Relations (IFRI), an independent French think tank which he joined in 1981.



### **Chinese commercial law with Pr SUN Xuanzhong**

Professor of Business School at China University of Political Science and Law, general director of Chinese Association For International Understanding, China Association of Higher Business Education, director of Beijing University Management Association, member of Law Committee of China Association of Auctioneers and consultant of some enterprisers and government.

He has charged for or participated in strategic development planification for some large or middle enterprises and government, such as Sichuan Changhong Group, Tsingtao Brewery Group, Jiangxi Copper Group, Fengman Power Plant, Honghe Group etc. His main research and consulting directions include: marketing and plan, strategy management, enterprise system and organization etc. Among them, "modern enterprise competition theory and strategy", "enterprise value innovation strategy", "corporate culture strategy" are in the forefront of this research field.

## (2) Selected key topics & Lead faculty

**Cluster 3 : Business Context and Experience** courses in order to know what are the most effective tools and methods to leverage the environment and make your company successful



**Customer centricity in a digital world** with Charles WALDMAN who is a professor at NEOMA Business School and Academic Director of its Global Executive MBA. He has a strong academic as well as professional experience in marketing, retail and customer experience. Charles Waldman, graduated from ESSEC Business School and has a DBA from Harvard Business School. He has been a professor of marketing at INSEAD, at CEDEP and at the China Europe International School (CEIBS) in Shanghai.

He has also been a visiting professor at the University of Boston, the Macquarie University in Sydney, the Reanati Business School at the University of Tel Aviv and the Catholic University of Lisbon. Ha has also been Senior Vice President Marketing & Sales at the Club Méditerranée. He is a well-known specialist of Executive Education and has trained thousands of top level managers in the last 30 years.



### **Belt and Road initiative**

Dr. Tian WU is now a full-time researcher at Chinese Academy of Social Sciences Evaluation Studies, CASS, which is the premier academic organization and comprehensive research center of the People's Republic of China in the fields of philosophy and social sciences. These working experience equips her with broader knowledge and deeper understanding of the Chinese government's decisions.

Dr. WU has achieved her bachelor and PhD degree in Peking University and Tsinghua University. And she was also a visiting scholar in Harvard Kennedy School for one year. These experiences helped her become very familiar with the teaching model of top universities in both China and around the world.

## (2) Selected key topics & Lead faculty

**Cluster 3: Business Context and Experience** courses in order to know what are the most effective tools and methods to leverage the environment and make your company successful



**Corporate Finance with Professor Stéphane DUBREUILLE** who became a professor of Corporate Finance after more than 10 years of professional experience at the Paris Stock Exchange. He brings a vision of corporate finance and value creation which allows corporate leaders to better understand the way they can leverage the financial dimension of their company.

Stéphane DUBREUILLE, PhD, CFA, is Professor of Finance at NEOMA Business School where he teaches mainly in the Executive MBA, MBA and Masters programmes.



**Entrepreneurial mindset & New Business models with Pr Ricardo Pérez**

Professor of Information Systems at IE Business School, has combined an extensive professional career with one of deep research into the field of new technologies. This dual profile, coupled with fifteen years of experience, has made him a recognized authority in the rapid evolution of the sector. During the

early years of interne, he studied leading Spanish start-ups such

as Olé, Barrabes, Teknoland, Netjuice, and served as consultant for companies like Telefónica, Telefónica Data, Microsoft, HP, CECA or the Norwegian Bank Association. In his own words: “The cases I did on Olé, Netjuice, etc, were noticed by MIT, which was interested in researching the possibilities that new forms of information integration offered business corporations, and, in turn, the rapid evolution of traditional information systems”.

## (3) Content of the program

The EDBA program is split in 2 different parts over the 3 year curriculum.

In the 1st part, which will be roughly 18 month long most of the lectures and content are being delivered and shared with the participants. This content will be provided by a variety of international business schools both in Europe and in China. They will bring the truly global perspective of the program because of the variety of Faculty members involved, both academics and practitioners.

The 2nd part of the program is when the participants write their thesis. This thesis is business related and draws upon all inputs acquired in the 1st part of the program.



## (3) Content of the program

### Research Methodology courses

The main objective of this module is to allow the participants to raise the “appropriate questions” for themselves in the research / thesis part of the program. We want them to have as much value added as possible in this EDBA program.

We will cover the most important analytical methods and the most appropriate ways to use them when running a business research. We know that most of the value of an EDBA for the participants is to allow them to run business relevant research rather than excessively theoretical academic research.

Key topics covered will be:

- What questions are the most appropriate in a applied research program?
- Data gathering : databases, sampling, organization and analysis of data
- Data analysis : exploration, analysis methods and hypotheses
- Conclusions : from research to business improvement. Know how to use the data to draw value-adding conclusions for the business

## (3) Content of the program

### Global Environment Knowledge and Analysis courses

The purpose of these topics is to give the participants a global perspective on the business world. This will be completed by the input of the Chinese universities involved in the project. The way we will manage this topics has the objective to allow the participants to step back and give them a better understanding of the global challenges.

- Ethics, social & societal responsibility of corporations and organizations
- Leadership in a VUCA world and impact on corporations and organizations
- Geo-economics: the roles of China of the global economy dynamics
- The Belt and Road Initiative

## (3) Content of the program

### Business Context and Experience courses

The key objective of these modules is to give participants the most effective tools to understand, analyze and manage business. Current changes in the business environment are happening in an unprecedented rate. As a consequence, leaders and managers need to react very quickly and drastically to these changes. These adjustments are particularly important in the following fields

- Entrepreneurial mindset and ability to innovate and market new products and services
- Customer orientation in a digital world. How to manage a global and omni-channel relationship with individual and corporate customers in the One Road One Belt business context ?
- Innovation, design thinking and ability to create new business models.
- Managerial finance. Which analytical perspective to better understand and leverage the financial ratios of corporations and organizations
- Chinese commercial law

# (5) The 3 EDBA partners

## Headspring

### **FUTURE-FOCUSED EXECUTIVE DEVELOPMENT**

We believe executive education is a craft, not a commodity. We recognise the transformative power of highly engaged teams. Through co-creativity, technology and future-focused solutions, we empower leaders to solve complex problems and inspire results-driven business cultures. With each new client, we develop an entirely fresh approach. We build a team of learning, impact and customer experience experts - a dedicated team for your business that ensures our learning journeys meet strategic goals and create value. Our work starts with understanding, empathising with and challenging your organisation's assumptions, vision and objectives. To achieve real value creation, our collaboration continues during and after the programme as we work with you to make certain that learning outcomes are preserved in your business.

### **THE TRANSFORMATIVE POWER OF PEOPLE**

There's something powerful about bringing people together. More than simply networking, it breaks silos, creates connections and presents solutions. Real transformative learning experiences happen in communities. We nurture both emotional and rational thinking, and inspire participants to critically question assumptions. We encourage your people to 'learn to learn', embrace autonomous thinking and learn from each others' experiences. Above all, we enable leaders to act upon their new perspectives and establish business cultures that drive your organisation's growth.

## **(5) The 3 EDBA partners**

### **NEOMA Business School**

#### **THE STRONG AMBITION TO BE A LEADING CHALLENGER**

NEOMA Business School has built its strategic plan around a clear ambition: to develop and challenge the established practices in the sector.

NEOMA Business School is made up of more than 67,000 women and men, students, professors, staff and alumni, who focus their energy on the shared ambition: to be an innovative challenger to the major international business schools.

By adopting a more flexible approach, characterised by the ‘test and learn’ method and driven by the desire to push back boundaries, NEOMA Business School has opted to move out of its comfort zone. The School not only seeks to follow innovations, but also to create them. To meet this ambition to be a challenger, NEOMA Business School is focusing on 3 main areas.

- **Focusing on educational innovation**
- **Reinventing the international experience**
- **Applying 360° expertise**

## (5) The 3 EDBA partners

SRBS



Silk Road Business School (SRBS), founded in 2015, is the leading player in education and training around the New Silk Roads initiative on the world stage.

With a wide range of initial and in-service training programmes in the main sectors of international business activity, partnerships with the world's leading educational institutions, a faculty composed of professors and professionals renowned for the quality and influence of their research and achievements, SRBS deploys rigour and academic excellence and cultivates a spirit of openness in the service of innovation and the competitiveness of economic actors



# Join us

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