

# OpenBordersMBA Executive MBA

FOR EXPERIENCED  
MANAGERS



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## ▶ THE OPENBORDERSMBA: A LIFE-CHANGING EXPERIENCE

One of the roles of business schools throughout the world is to provide their surrounding economy with managers who know how to add value to the projects of their companies.

To do so, business schools need to listen to and even anticipate the needs of businesses and translate them into skills and competencies taught in their evolving programs.

Over the last two decades, growing globalization has brought along the need to produce and sell in networks, to think in multicultural terms and to set up international projects.

This new economic setting makes traditional skills more crucial. Professional language skills, the ability to work with partners from new horizons and the understanding of the cultural aspects of markets are assets when it comes to winning contracts, delivering products and services and setting up research and development projects.



«With their expertise in business teaching and research, their decades of experience in language teaching and student exchange programs and their partnerships within their local economy, HEC Liège, Management School of the University of Liège, FH Aachen, University of Applied Sciences and Hasselt University find themselves ideally equipped to set up an MBA centered on the needs of businesses, whether local or international, large or small, and within a Euregional, European or worldwide scope.»

Wilfried NIESSEN, General Director & Dean, OpenBordersMBA Program  
Academic Director, HEC Liège, Belgium

## ▶ THE OPENBORDERSMBA IN BRIEF

The OpenBordersMBA is an 18-month modular executive MBA designed for high flyers in partnership between HEC Liège, Hasselt University and FH Aachen. Drawing on a tradition of more than one hundred years of business academic training, these institutions have joined forces to offer the best program for managers focusing on International Management. Since 2012, our institutions have been recruiting promising executives into this international and cutting-edge program.

### A boost for your management experience

- ▶ Compatible with a full time professional work
- ▶ Customer-oriented
- ▶ Action-oriented program: optimal balance between academic knowledge and management expertise, based on reflective learning & experience sharing, in order to optimize knowledge transfer
- ▶ Final paper aimed at developing your professional project
- ▶ Network activities and alumni events
- ▶ Optional self- and career development

### International & multicultural scope

- ▶ A joint program developed by three partner institutions with an international faculty and the participation of international experts
- ▶ International management content provides a multicultural approach of business
- ▶ Participants coming from European and international companies with various cultural backgrounds
- ▶ Location in the center of the Euregio with the support of the German-speaking Community
- ▶ A cross-border coordination team

## ▶ OUR PARTNERSHIP

### University of Liège, HEC Liège, French-speaking Community of Belgium

- > Founded in 1817
- > More than 20 000 students
- > 10 faculties and a Business School

### Hasselt University, Dutch-speaking Community of Belgium

- > Founded in 1973
- > 6 500 students
- > 7 faculties, 1 School of transportation

### FH Aachen, Germany

- > Founded in 1971
- > 13 000 students
- > 10 faculties

**Joint network of more than 110 000 alumni**

## ▶ QUICK FACTS

- ▶ Real executive MBA
- ▶ Multilingual program: full English + French/German/Dutch
- ▶ Modular program: 1 Foundation Module + 3 MBA Modules (14 residential seminars on weekends)
- ▶ Length: 2 academic years program  
Foundation Module (4 months) + MBA Modules (18 months)
- ▶ Start: September (Foundation Module), January (Module 1)
- ▶ Seminar location: Kloster Heidberg, Eupen
- ▶ Students' profile: executives with 3 years of management experience
- ▶ Tuition fees: 19.960€ all included
- ▶ Credential:
  - ▶ MBA credential issued by HEC Liège in collaboration with Hasselt University, FH Aachen
  - ▶ Master's degree in Management, Option MBA of HEC Liège (Equis accredited)



## ► BENEFITS

### Benefits for the OpenBordersMBA participant

- ▶ **Bringing you to the skills level of top leaders** while working on the projects of your company.
- ▶ **Expanding your network and benefit from coaching experts.**
- ▶ **Bringing new insights into your work and role in the company.**
- ▶ **Offering you an in-depth understanding of the international market** and the global outlook underlying long term decisions.
- ▶ **Opening your mind** to new insights on multicultural markets.
- ▶ **Making you benefit from a massive and fast knowledge transfer** thanks to real-life case studies.
- ▶ **Enabling you to keep up or improve your foreign language skills.**
- ▶ **Enabling you to share and benefit from each other's work experience.**



### Benefits for the sponsoring company

- ▶ **Keeping the best talents on board** by supporting their ambitions and investing on people & career development.
- ▶ **Bringing the best practices and new ideas to the organization.** By involving their company, participants share skills and ideas at all company levels in an ongoing learning process. They will get hands-on experience, new skills and perspectives that they can apply before even completing the program.
- ▶ **Reaping immediate benefits from company-related projects.** Completing a final paper with the infrastructure and expertise available through the program will genuinely benefit the company.
- ▶ **Expanding network and improving language skills** while benefiting from each other's work experience.
- ▶ **Maximizing learning impact by integrating work and study** for a fast knowledge transfer.
- ▶ **Choosing timing that works for the business** thanks to residential weekends.

### Companies that trust us

Arcelor, Armacell Benelux, ATS Rauw, AXA Assurances, BDO Liège, Belfius, BNP Paribas Fortis, Boston Scientific International, CE+T Power, Cegeka, Ceva Logistics, CdH - Parliamentary Group, Cide-Socran, Citizens Systems Europe, Coca Cola Entreprises, Dimension Data, Ecogeo, Eloy Water, Egon Komparch, EVS, Faymonville Distribution, G4S, Ingenieurgruppe IVV, FN Herstal, the German-speaking Community of Belgium, Gras Savoye, Growth Factor, H. Essers, LGM, Lindt & Sprüngli, Levi's Strauss & Co, Magotteaux, Medtronic, Mockel, MSH, Multipharma, NMC Group, Nokia Siemens Network, Ortis, Ostbelgieninvest, Pami, Piccard Engineering, PFS Web, Pharomed sprl, Prayon, PSF, Sabca, SCA Recycling GmbH, Scia, Siemens PLM Software (samtech), Skytanking NV, Sonaca, Sowalfin, Start people NV, UCM, UHasselt, ULB, ULiège, VINCI Energies Belgium, Vlarior, XDC, T-Palm, Wolff Group, etc.

## ▶ PARTICIPANTS' PROFILE

Typical OpenBordersMBA participants are ambitious and high potential managers and entrepreneurs with both various educational and professional backgrounds.

Their willingness to evolve in their company and to reach a top manager level brings them into high level and high added-value training program such as the OpenBordersMBA.

By getting an in-depth and broader strategic vision of business, strengthening their current skills and knowledge and developing their international network, the OpenBordersMBA aims to lead them up through their personal and professional challenges.

### AVERAGE AGE



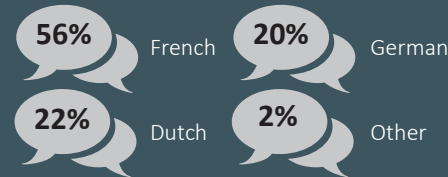
### GENDER DISTRIBUTION



### AVERAGE EXPERIENCE



### PARTICIPANT'S MOTHER LANGUAGE

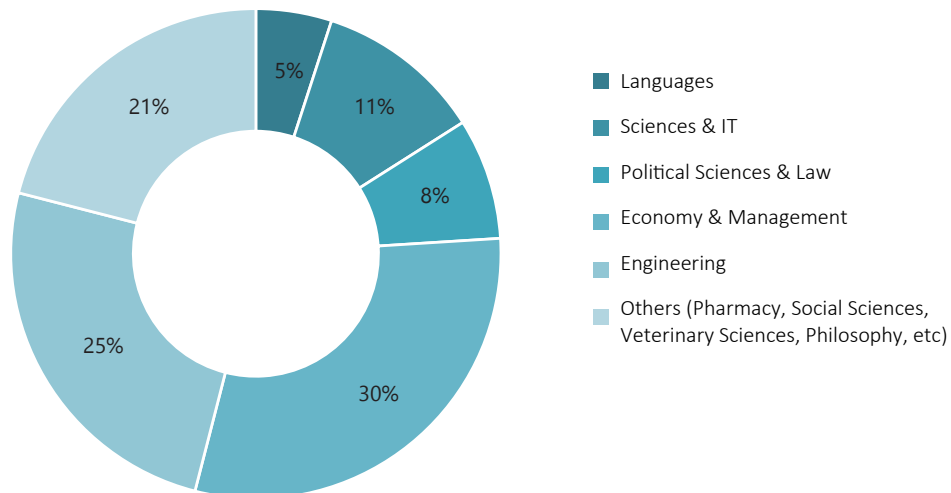


### COMING FROM

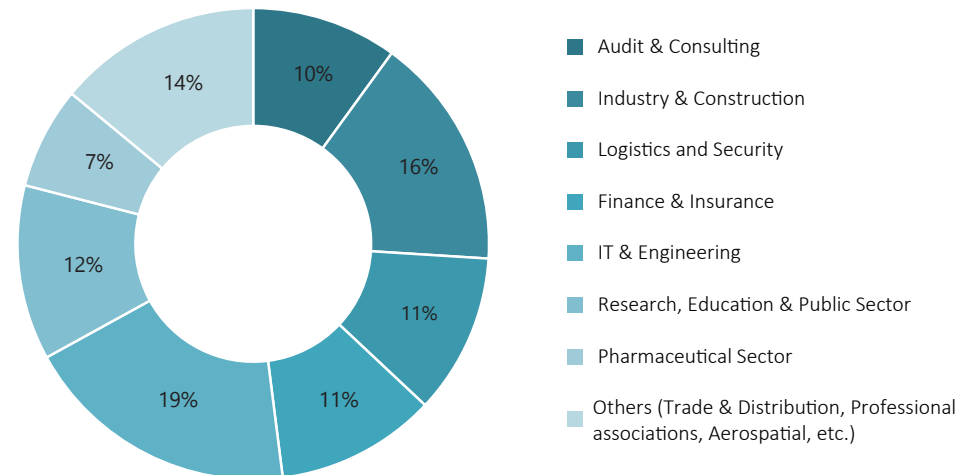


Our participants are managers, directors, COO, EO, academics, advisors, company owners, consultants, etc.

## PARTICIPANTS' EDUCATIONAL BACKGROUND



## PARTICIPANTS' COMPANY SECTORS



## PROGRAM DESCRIPTION





2 Year Master's degree (120 Ects), 14 seminars

Foundation Module > Sep.-Dec.		Module 1 > Jan.-Jun.	
Use Management Tools*		Think Globally	
	<b>Specific goal &gt; Establishing basic managerial skills related to the main functions of business.</b>	<b>Specific goal &gt; Developing an international vision of the market and the necessary tools to survey competition.</b>	
	<b>Description:</b> By introducing the main functional field of management, this preparatory module aims at giving the candidate without a master in management domain a basic understanding of topics in management including the fundamental terminology to build upon in the three following modules.	<b>Description:</b> This module opens the focus to a broader industry level. Participants are stimulated to look beyond the borders of their own company and explore the business world from a strategic and international angle. In this module, all courses adopt this open border perspective with a particular discussion of trends, challenges, opportunities, and implications of doing business in an international setting.	
	<b>Spoken languages:</b> French <b>Location:</b> HEC Campus & online courses <b>Schedule:</b> Tuesdays and/or Thursdays from 6 pm to 9 pm and online courses and/or Saturday	<b>Spoken languages:</b> French / English <b>Location:</b> HEC Liège & UHasselt SEE Campus <b>Schedule:</b> evening courses and Saturdays	
	<b>4 Courses:</b> > Accounting > Business Law > Marketing > Management of organizations	<b>6 Seminars:</b> > International Marketing > The Firm's Competitive Environment > Strategic and Market Finance > International Business Law > International Public Affairs and CSR > Entrepreneurship and Business Modeling	
<b>YEAR 1</b>			

\* Prerequisite module : mandatory and customized module for candidate without any management background.

## ▶ PROGRAM DESCRIPTION

2 Year Master's degree (120 Ects), 14 seminars

	Module 2 > Sep.-Dec.	Module 3 > Jan.-Jun.
	Act Locally	Decide
	<b>Specific goal &gt; Enriching operational know-how related to the internal management of business in an international economic environment.</b>	<b>Specific goal &gt; Developing strategic skills and ethical thinking to act as inspiring leaders</b>
	<b>Description:</b> In this module, attention shifts to the corporate level and the emphasis is put on the design and management of the own organization. Participants are invited to use the insights acquired in the broader perspective of module 1 to start planning actions in their own companies. Courses of module 2 cover some functional management fields. Furthermore, participants start working on their final paper in which they can elaborate on a topic of choice.	<b>Description:</b> The final module brings it all together with a focus on decision making and strategic leadership. The first seminar zooms in on the impact of the interplay between economics, ethics and technology, and the other one looks at strategic intelligence, design and innovation. The module completes the OpenBordersMBA program with an overall business game in which the new insights and expertise ought to be applied. The program concludes with a final individual paper that candidates present in front of a jury (20 Ects).
	<b>Spoken languages:</b> English + optional languages* <b>Location:</b> Kloster Heidberg, Eupen <b>Schedule:</b> during the weekends from Friday 5 pm to Sunday 1 pm	<b>Spoken languages:</b> English + optional languages* <b>Location:</b> Kloster Heidberg, Eupen <b>Schedule:</b> during the weekends from Friday 5 pm to Sunday 1 pm
	<b>5 Seminars:</b> <ul style="list-style-type: none"> <li>&gt; Corporate Finance, in search of value</li> <li>&gt; Strength-based Change</li> <li>&gt; Self &amp; People Management</li> <li>&gt; Business Process Management</li> <li>&gt; International Project Management</li> </ul>	<b>3 Seminars:</b> <ul style="list-style-type: none"> <li>&gt; Economic, Ethical and Technological Impacts</li> <li>&gt; Strategic Intelligence, Design and Innovation</li> <li>&gt; Business Game</li> </ul> <b>1 Final paper</b>
<b>YEAR 2</b>		

\* Dutch, French or German can be used on demand.

## ► TEACHING METHODS

As an action-oriented program, the OpenBordersMBA provides participants multiple opportunities to share and benefit from each other's expertise and work experience thanks to:

- The self-preparation based on professors and experts instructions (individual preparation, group works, readings, paper writing, presentations, personal coaching, case study analysis, etc.)
- The duo of professor and expert who lead their seminars and coach the participants before and during their seminar (problem solving in groups, meetings with experts, experience sharing, team strategy presentations, conflict resolution role-play, computer-based business simulation, negotiations and debates, peer evaluations sessions, etc.)
- Your professional activity (working on company's projects, problem solving coaching, extending the network of your company, assignments on different aspects of your company, sharing new skills and ideas with colleagues, etc.).



Teaching methods are based on reflective learning and experience sharing, constant challenges and alternation of diverse ways of active learning before and during the seminar session.

In order to provide an efficient knowledge transfer to the participant, the learning process of each seminar is spread over 3 to 4 weeks with the preparation phase (12-15 hours a week/ 48-60 hours a month) and the seminar weekend in itself.

Each seminar is designed by a duo of a professor and an expert in order for the participants to combine academic knowledge and research with the best practices used in companies.



## ► FACULTY\*

Building on the reputation of their academics and their interaction with local and international businesses, the three partner institutions have emphasized the inter-regional and international aspects of the content of the program, tuition languages (French, English, Dutch and German) and faculty.

The latter come from Germany, the Netherlands, Belgium as well as other countries in or outside Europe. In order to save time and money on expensive field trips, the OpenBordersMBA invites international guest speakers and experts.

- **Thierry Chantraine**, HEC Liège International- Project Management
- **Prof. Dr. Markus Fredebeul-Krein**, FH Aachen- Firm's Competitive Environment- Economic, Ethical and Technological Impacts
- **Prof. Dr. Jürgen Vogt**, FH Aachen- International Business Law
- **Prof. Dr. Marie Lambert**, HEC Liège - Strategic and Market Finance
- **Mr. Charles Laroche**, HEC Liège- International Public Affairs & CSR
- **Prof. Dr. Frank Lambrechts**, UHasselt- Strength-based Change
- **Prof. Wilfried Niessen**, HEC Liège- Business Game
- **Prof. Dr. Piet Pauwels**, UHasselt- International Marketing
- **Prof. Dr. Wolfram Pietsch**, FH Aachen- Strategic Intelligence, Design and Innovation
- **Prof. Dr. Sigrid Vandemaële**, UHasselt- Corporate Finance, in search of value
- **Prof. Dr. Koen Vanhoof**, UHasselt- Business Process Management
- **Prof. Dr. Hilda Martens**, UHasselt- Self & People Management
- **Prof. Dr. Bernard Surlemont**, HEC Liège - Entrepreneurship and business modelling

\* All professors and experts CV can be found at: [www.hec.uliege.be/open-borders-mba/professors](http://www.hec.uliege.be/open-borders-mba/professors)





« THE OPENBORDERSMBA HELPED ME  
REVEAL MY TALENTS LIKE A CHRYSALIS  
MORPHING INTO A BUTTERFLY »

Eva Moysan  
Industry Marketing Manager  
Siemens PLM Software  
Belgium

« THIS OPENBORDERSMBA TURNED OUT  
TO BE A DEFINING MOMENT IN MY  
CAREER »

Cyril Heck  
Chief Product and Marketing Officer  
Scia  
Belgium





« THIS PROGRAM HELPED ME GROW, LOOK  
AHEAD AND CULTIVATE A UNIQUE SET OF  
SKILLS »

Sonia Franck  
Head of Partnerships  
AXA Assurances  
Luxembourg

## ▶ PRACTICAL INFORMATION

### Tuition fees

#### The OpenBordersMBA includes:

- > Courses and seminars
- > Course material: books, case studies, etc.
- > Coaching for the preparation of the seminar
- > Access to the online platform
- > Foundation Module
- > Student support
- > Team-building activity, network activities, company visits and alumni events
- > Personal supervision of final thesis
- > Lodging, catering, parking

A career and self-development coaching is optional and can be provided on demand.

Optional language courses can also come in addition to your program thanks to a Ceran partnership.

#### Price: Full Executive OpenBordersMBA: 19.970€

- ▶ MBA Foundation Module & Master tuition fees: 1.670€
- ▶ OpenBordersMBA Modules: 18.300€

#### The fees are paid in 3 instalments:

- ▶ An immediate non-refundable application fee of 2.500€ (+ 1.670€ for the full program);
- ▶ A second instalment of 5.800€ before the beginning of OpenBordersMBA Module 1;
- ▶ A third instalment of 10.000€ before OB MBA Module 2.

A 3% early bird discount is available to candidates and companies before the beginning of the first year. Special conditions are available to HEC Liège Partner Companies.

### Admissions

#### To be eligible for our OpenBordersMBA Program, applicants have to fulfill four requirements:

1. Be an executive;
2. Have at least three years of work experience in a management position (project or people management);
3. Hold a Master's degree from a recognized university, an approved institution or equivalent (bachelor + 5 years working experience);
4. Be fluent in English.

A working knowledge of Dutch, French or German can be used in the second year of the OpenBordersMBA.

The OpenBordersMBA admission committee reserves the right to retain applicants who may not fill all these requirements, yet prove exceptional experience, skills and motivation.

Candidates will be accepted and enrolled into the OpenBordersMBA program after the completion of the admission process detailed online.

### Contacts

#### Contact HEC Liège

Charlotte MARON  
Coordinator  
Phone : +32 4 232 74 15  
Charlotte.Maron@uliege.be

#### Contact UHasselt SEE


Stefan COENEN  
Coordinator  
Phone : +32(0)11 26 87 08  
stefan.coenen@uhasselt.be

#### Contact FH Aachen

Lilith DEUTZ  
Coordinator  
Phone: +49 241 6009 51960  
deutz@fh-aachen.de

#### MEET US

Sign up on our website for an info session to experience the OpenBordersMBA approach.

  Open Borders MBA

[www.uhasselt.be/  
OpenBordersMBA](http://www.uhasselt.be/OpenBordersMBA)

[www.fh-aachen.de/studium/  
openbordersmba/](http://www.fh-aachen.de/studium/openbordersmba/)



[WWW.HEC.ULIEGE.BE/OPEN-BORDERS-MBA](http://WWW.HEC.ULIEGE.BE/OPEN-BORDERS-MBA)

## ► LOCATION

The OpenBordersMBA seminars will all take place in Eupen, the geographical center and capital of the Euregio. In addition to being located at an equal distance from its university partners, the town has a long tradition of multicultural and international exchanges.

The German speaking community wholeheartedly supports the OpenBordersMBA and hosts seminars in its prestigious Kloster Heidberg.

Located a few steps away from the Eupen railway station, this freshly remodeled 18th century convent offers all the accommodation for the OpenBordersMBA to take place in a professional and residential setting.

### Address:

Kloster Heidberg  
Bahnhofstraße 4  
4700 Eupen-Belgium

