LEAD THE WAY

ESA EXECUTIVE EDUCATION
WELCOME
TO ESA BUSINESS SCHOOL
ABOUT ESA

ESA is a Business School dedicated to the education of executives and managers in Lebanon and the Middle East and managed by the Paris Île-de-France Regional Chamber of Commerce and Industry (CCIR).

Its mission is to form the elite of Lebanon and the region into the leaders of tomorrow. ESA has become a beacon of academic excellence within Lebanon, and a platform for interaction and meetings between Europe, the Middle East and Lebanon.

Paying keen attention to businesses and their needs, ESA assists them in developing their visions, and helps them better achieve their objectives by training and coaching their executives and managers.

Situated in the center of Beirut, and at the heart of the Middle East, ESA asserts its reach as an important international school, combining the talents of high-level faculty who rank among the world’s most preeminent specialists.

THE STRENGTHS OF ESA

Custom-made programs and courses, to train executives and managers, in accordance with the needs of the international workplace.

A faculty composed exclusively of professors drawn from the best business schools in Europe, particularly from ESCP Europe, HEC Paris, and other European universities such as Rotterdam School of Management (RSM).

Two international certifications, to validate each academic path: the ESA Degree and the Degree from its prestigious partner school or university.

Flexible schedules, allowing for both training and professional lives to be combined.

An influential international network, accessible by joining the ESA Alumni Association, which is linked to and a key associate of ESCP Alumni Association.

An advantageous place for business encounters, ESA organizes regular seminars and panel conferences with international speakers.
ESA TODAY,
AT THE HEART OF AN
INTERNATIONAL NETWORK
Since its inception, ESA has always incorporated the real business world into its approach to education and its teaching methodologies. Partnerships with companies are developed through the training of their executives and managers, the creation of research platforms, the organization of events, the sponsorship of zones dedicated to training or research and much more.

Thanks to ESA’s network, the School also organizes a yearly career fair which gathers a number of Lebanese and international organizations offering employment or internships.

"Having served as Vice-President of Human Resources in the group, I had the pleasure of meeting a number of students, but I keep a special memory of Lebanon. L’Oréal and ESA share a unique history: highly-trained students, with an exceptional capacity to adapt and a multicultural vision of the world that make them exceptional recruits.

ESA is in perfect harmony with our ambitions with regards to our recruitment policy and the high-level training for our regional managers.

ESA contributes to our success, as human resources are at the heart of our growth, and is based on prestigious partnerships."

GEOFF SKINGSLEY
MANAGING DIRECTOR, AFRICA & MIDDLE EAST ZONE, L’ORÉAL

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In Numbers

ESA Executive Education’s mission is to bridge the gap between business and education by accompanying companies in their growth and development.

ESA Executive Education consists of a team of consultants working jointly with a network of international experts and consulting professors. They assist your company in identifying your challenges and hence support you in achieving your objectives by providing consulting and training solutions adapted to your corporate cultural environment.

Because We Believe in People, we respect cultural aspects and dynamics in an organization and accordingly aim to develop people and companies so they can perform in the most adaptable and efficient way that drives constructive change for their future.

ESA Executive Education has developed 3 lines of service:
1- Tailor-made solutions ranging from coaching to consulting and training
2- Banking and Finance Qualifications
3- Open-enrollment programs

ESa has always been close to businesses in Lebanon and throughout the region and has become one of MENA’s top business schools.

In addition to graduate programs, ESA conducts consulting and training activities with major corporations in Lebanon and the MENA region.

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OUR APPROACH

**DIAGNOSIS**
Challenges your corporation can encounter with internal and external clients

**SOLUTION FINDING**
Create and adopt innovative solutions customized to your needs

**IMPLEMENTATION**
Implement the project with a close involvement from ESA Executive Education’s team

**EXPERT IDENTIFICATION**
The right expert for the right challenge

ESA Executive Education’s In-Company Specific Programs focus on the precise challenges your organization encounters.

Our team of experts works directly with you to understand your specific requirements to best develop a unique solution adapted to your needs.

Each program we design is different. It is unique to your organization and your particular challenges.

It is carefully crafted by our consultants and faculty to meet your objectives and is designed to transform the thinking and behavior of participants thus accelerating and driving effective change.
CONSULTING

ESA Executive Education supports you in identifying your challenges by recommending appropriate actions and then assisting you throughout the process of implementation.

Working in partnership with ESA Executive Education gives your company a unique opportunity in Lebanon and the region to work closely with top-notch experts to identify and solve the challenges your business is facing.

Our operational approach ensures that issues are correctly identified from the beginning, leading to the most targeted solutions possible.

COACHING AND PERSONAL DEVELOPMENT

INDIVIDUAL COACHING

Personal coaching aims at enhancing a team leader’s strategic and operational management skills to better control his/her impact on the decision making process and keep his/her team motivated. It also helps him/her pilot change in the organization.

TEAM COACHING

Teambuilding helps develop team spirit throughout the organization. Whether on an Executive Committee level or on a middle management level, it helps to efficiently overcome day-to-day challenges and improves the decision making process.
HEALTHCARE EXPERTISE

ESA is a privileged partner of major healthcare players in Lebanon: Ministry of Public Health, Syndicate of Hospitals, Syndicate of Biologists, pharmaceutical companies, Orders of Physicians, Order of Pharmacists etc.

In 2005, ESA was entrusted with a mission related to the accreditation process of the Lebanese hospitals following a partnership signed between the Lebanese Ministry of Public Health and the Haute Autorité de Santé (HAS) in France – a public authority that contributes to unity in the health system and the improvement of the quality of care.

Since then, ESA’s activities in the healthcare sector have expanded into 3 axes of development:

- The accreditation process of hospitals and care providers
- The reorganization of blood transfusion with the cooperation of the Établissement Français du Sang (EFS)
- The improvement of the medications and devices chain with the Agence Nationale de Sécurité du Médicament (ANSM) in France.

CORPORATE UNIVERSITY

A Corporate University targets key people and talents with high potential in your organization. It is designed in line with your strategy and with respect to your corporate culture.

It provides candidates with a solid overview of general management principles and the hands-on tools needed to succeed in a cross-functional role and to drive and manage change in the organization. It is an opportunity for participants to consolidate their on-the-job experience with the latest management thinking.
BANKING AND FINANCE QUALIFICATIONS

THE ISLAMIC FINANCE QUALIFICATION (IFQ)

The Islamic Finance Qualification (IFQ) is a joint initiative between ESA Business School and the Chartered Institute for Securities & Investment (CISI) in London to develop a world-class qualification in Islamic Finance. The IFQ is a ground-breaking qualification that covers Islamic finance from both a technical and Sharia’a perspective, providing the first international benchmark in this field. It provides candidates with an understanding of the influence of Sharia’a in a business context and prepares them to hold key positions in the Islamic finance and Takaful (Islamic insurance) industries.

SPECIALIZED PROGRAMS

CERTIFIED PROFESSIONAL IN SALES MANAGEMENT

ESA, in collaboration with WIN Sales & Marketing Programs, offers the Certified Professional in Sales Management (CPSM) program which builds a high-performance sales culture and develops comprehensive processes to pursue and seize sales opportunities. This program is designed to give sales managers and supervisors the tools needed to improve their skills in key areas of sales management—tools, strategies, talent management, sales forecasting, leadership, performance evaluation, closing deals, etc.

PROJECT MANAGEMENT FUNDAMENTALS (PMF)

The Project Management Fundamentals (PMF) training program, in partnership with Align Management Solutions, gives project managers the opportunity to acquire the tools and competencies needed to create and manage end-to-end project delivery. The PMF also gives them sufficient contact hours, that paving the way for them to apply for the PMP certification through an extra preparatory and mentoring session. In-class extra exercises, presentation of the PMP exam application form and the testing process, development of an individual study plan for each participant, extra supporting tools, and simulation tests.

LUXURY MANAGEMENT PROGRAM

The luxury industry in Lebanon and the Middle East is becoming one of the most challenging sectors in the regional economy. Fashion, cosmetics, art de vivre companies, designers, and distributors in the MENA region are all committed to the pursuit of excellence in brand management, business models, product strategy, creative design, and fashion culture.

The Luxury Management Program provides opportunities for managers in the luxury sector to develop the knowledge and managerial skills required to enhance their company or brand’s competitiveness, innovation, and reputation.

HUMAN RESOURCES MANAGEMENT PROGRAM

The HR program, co-designed with Solutions, targets SMEs keen to create and develop their HR function and HR professionals eager to find operational solutions to the day-to-day challenges they are facing. It offers a behavioral and cultural approach to HR on strategic, institutional, and operational levels. It also provides tools for managers allowing people from recruitment to performance appraisal and talent management.

EQA THOMSON REUTERS CERTIFICATE IN FINANCIAL MARKETS

This 12-week educational program in the financial markets is designed from a practical perspective on professionals involved in the market. It can get hands-on training and knowledge that increases their level of education and awareness and reduces their emotions, so they can base investment decisions on sound fundamental principles.

WORKSHOPS CATALOGUE

ESA Executive Education offers a selection of annual open enrollment workshops that address the most recent requirements in business and management. Seminars are led by international experts. ESA’s consultants continually update the offerings by engaging in brainstorming sessions and focus groups with major players on the market.
FACULTY FROM THE BEST BUSINESS SCHOOLS TO PROVIDE AN UNMATCHED EXPERTISE AND HIGH-QUALITY COURSES

Executive Education trainers are carefully selected to ensure a unique quality of education, bringing theory to the reality of modern business.

Most trainers carry out key research and advisory activities, materializing each year by the publication of articles and books and the assistance to many companies through coaching and consulting missions.

They build on their professional expertise and field research to develop new concepts that improve business functioning, in the areas of management, such as finance, marketing, human resources...
The Villa Rose project

ESA EXECUTIVE EDUCATION PREMISES: THE VILLA ROSE

Starting 2014, the main activities of ESA Executive Education will be held at the Villa Rose building, ESA Campus. This exceptional facility is designed and equipped in order to offer the participants to a seminar a unique environment and inspiring atmosphere in which to reflect and network.
DIPLOMA COURSES

- MASTER EN MANAGEMENT
- MBA
- EXECUTIVE MBA
- EXECUTIVE MASTERS IN FINANCIAL MANAGEMENT
- EXECUTIVE MASTERS IN ISLAMIC FINANCIAL MANAGEMENT
- MASTÉRE DE SPÉCIALISATION EN MARKETING ET COMMUNICATION
- MASTER MANAGEMENT DE L'HÔPITAL ET DE LA SANTÉ
- DOCTORATE IN BUSINESS ADMINISTRATION (DBA)

ESA EXECUTIVE EDUCATION

- MISSISSIPPI CONSEIL
  CONSULTANT / IN-COMPANY SPECIFIC PROGRAMS
- UNIVERSITÉ D'ENTREPRISE
  CORPORATE UNIVERSITIES
- COACHING DE DIRIGANTS ET PROGRAMMES DE DÉVELOPPEMENT PERSONNEL
  COACHING & PERSONAL DEVELOPMENT PROGRAMS
- FORMATIONS SPÉCIALISÉES CERTIFIANTES
  SPECIFIC INTENSIVE PROGRAMS FOR PROFESSIONALS
- FORMATIONS COURS SPÉCIFIQUES
  OPEN ENROLLMENT WORKSHOPS / SHORT PROGRAMS FOR PROFESSIONALS

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a business school run by the

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RÉPUBLIQUE FRANCAISE
AMBASSADE DE FRANCE AU LIBAN

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