

Introduction to INSEAD & the MBA Programme

Urs Peyer

Dean of Degree Programmes

21st September 2016

Urs Peyer (Switzerland)



Associate Professor of Finance
Dean of Degree Programmes

Joined INSEAD in 2001.

Researches and teaches on Corporate Governance,
Executive Compensation, Empirical Corporate
Finance and Share Repurchases

PhD in Finance

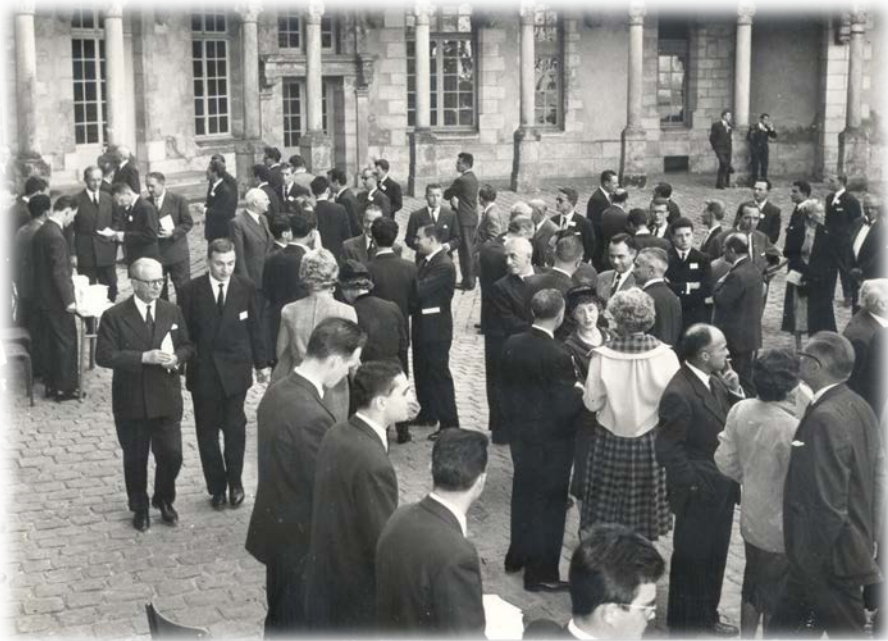
University of North Carolina at Chapel Hill

Fighter pilot

Swiss Air force



First MBA opening



Château de Fontainebleau
12 September, 1959

16J Graduation



Château de Fontainebleau
7 July, 2016

Past – Present - Future

1960

First MBA Graduation



1957

INSEAD Founded



1968

Executive Education

1989

PhD Programme



2000

Singapore Campus Open



2001

INSEAD & Wharton Alliance



2003

Global EMBA

Europe Section,

Fontainebleau, France Campus



2006

Campus in Abu Dhabi

2013

Launch of the Master in Finance



2016

#1MBA (FT)

#1EMBA (FT)

For the 16Js option of P3 in AD



2014

INSEAD Customized Online Learning Solutions



1950

1960

1970

1980

1990

2000

2013

2014

2016

3 Campuses



INSEAD's Learning Community



Europe, Asia & Abu Dhabi campuses



MBA Programme	EMBA Programme	MFIN Programme	EMCCC Programme	PhD Programme	Executive Programmes
1037	GEMBA 217	60	192	81	11,000
participants	participants	participants	participants	participants	participants per year
	TIEMBA 47				public and tailor-made
	participants				

Faculty & Research

145 permanent
INSEAD faculty

Research and
Development

MBA Alliances and Partnerships



Understand the world. Expand your world.

INSEAD's MBA Degree Partnership



Dual Degree Programmes:

INSEAD - SAIS



INSEAD MBA + SAIS MA in International Relations

INSEAD - TC



INSEAD MBA + Teachers College Klingenstein Center MA in Education Leadership

Partnership Programme:

INSEAD - YALE



INSEAD MBA + Yale MA in Advanced Management Partnership

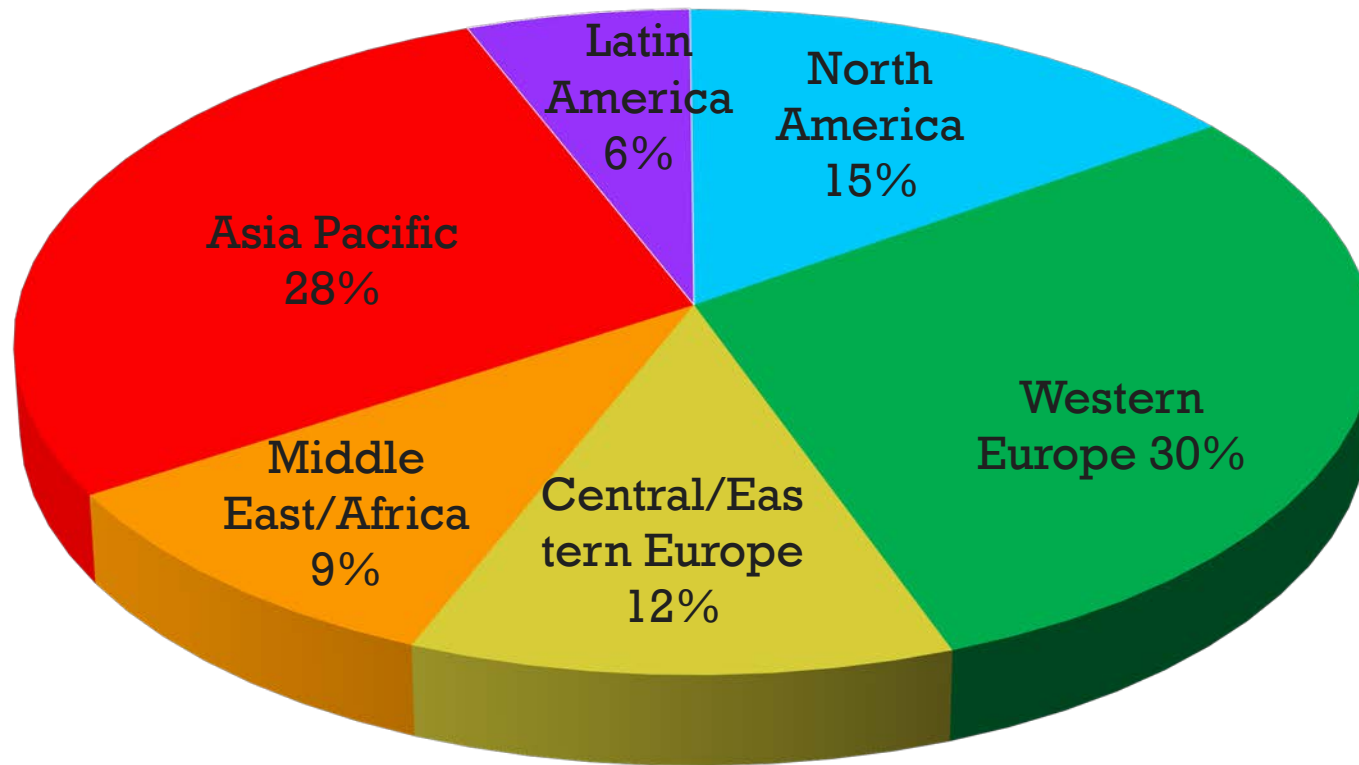
INSEAD MBA Class of July 2017



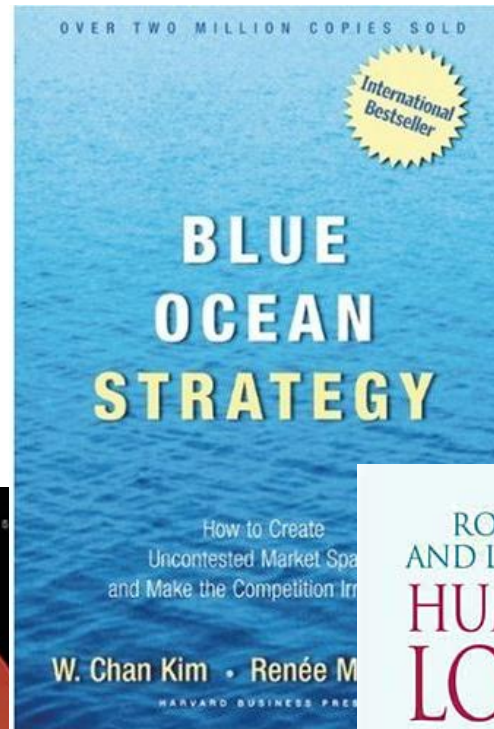
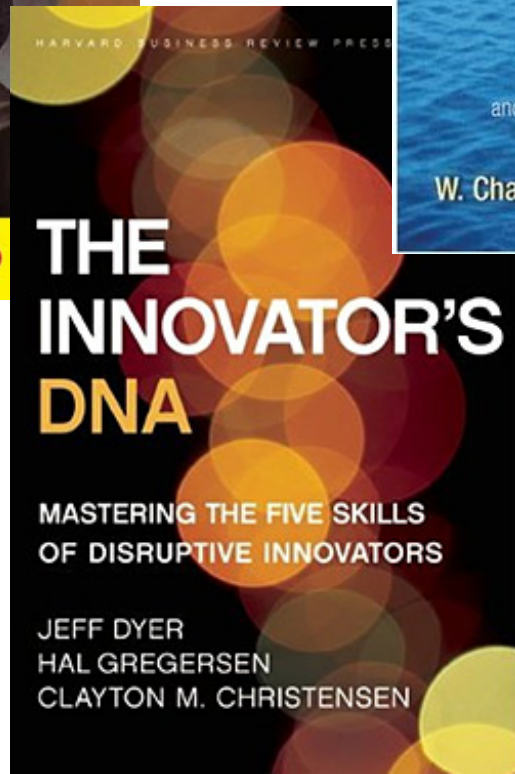
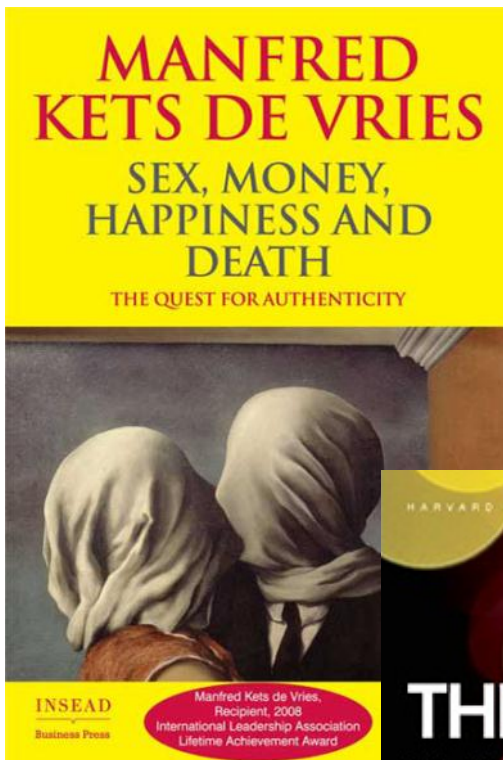
Algeria	1	Egypt	3	Lithuania	2	Singapore	11
Australia	13	Finland	1	Malaysia	5	Slovakia	2
Austria	3	France	31	Mexico	2	South Africa	6
Bangladesh	3	Germany	18	Moldova	2	Spain	12
Belarus	1	Ghana	3	Morocco	2	Sweden	3
Belgium	8	Greece	9	Nepal	1	Switzerland	6
Bolivia	1	Hungary	4	Netherlands	8	Syria	1
Brazil	18	India	46	Norway	2	Taiwan	1
Bulgaria	2	Indonesia	4	Pakistan	7	Thailand	6
Burkina Faso	1	Israel	10	Palestine	1	Tunisia	1
Cameroon	1	Italy	20	Peru	3	Turkey	9
Canada	34	Japan	6	Philippines	3	Ukraine	1
Chile	2	Jordan	1	Poland	14	United Kingdom	15
China	33	Kazakhstan	1	Portugal	15	USA	46
Colombia	2	Korea	8	Romania	5	Venezuela	1
Costa Rica	2	Kuwait	1	Russia	18		
Denmark	2	Lebanon	17	Saudi Arabia	2		

INSEAD MBA Class of July 2017

Nationality by Region



Faculty Books



MBA Programme Structure

Period	Period	Period	Period	Period
1 5 Core Courses	2 6 Core Courses	3 2 Core Courses + 4 Electives	4 4 Electives	5 3 Electives
Financial Accounting Financial Markets & Valuation Organisational Behaviour 1 Prices & Markets Uncertainty, Data & Judgement	Corporate Financial Policy Marketing Management Organisational Behaviour 2 Managerial Accounting Process & Operations Management Strategy	International Political Analysis Macroeconomics in the Global Economy Elective Elective Elective Elective	Elective Elective Elective Elective	Elective Elective Elective
Business Ethics	Business & Society			
Career Orientation	Career Orientation	Job Search Strategies	On and Off campus Recruitment / Job Search	

MBA Programme Management



Minh Huy Lai (Canadian/French)
Managing Director, MBA Programme
Europe Campus



Sven Biel (German/French)
Associate Director, MBA Programme
Europe Campus



Jean Yew (Singaporean)
Campus Exchange Manager, Main
Coordinator
Asia Campus

MBA Career Development Centre



Ivy Kwan (Singaporean)
Director of Asia Campus and Global Director
of Employer Engagement
Singapore Campus



Katja Boytler (Danish)
Associate Director, Global MBA Career
Development
Europe Campus



Karen Ukil (British)
Associate Director, Global Operations
Singapore Campus

Information provided to select courses?

- Elective course are either 1 or 0,5 credit courses
- Course outlines and Professors' last three evaluations are provided
- Previous bidding prices

At the time of bidding you will also be able to see the course conflict grid...

ELECTIVE GRID

Period 4, Sept/Oct 2011 (Term 1210)

Fontainebleau

Industry & Competitive Analysis EA J Gimeno (STR) 1113	Economics & Mgmt in Developing Countries L Sadoulet (EPS) 1133	Market Driving Strategies D Midgley (MKT) 1108	Entrepreneurial Leadership R Carlock (EFE) 1171
Applied Corporate Finance ED J Peress / T Vermaelen (FIN) 1097	Psychological Issues in Management EA F Bartolome (OBH) 1088		
Realising Entrepreneurial Potential EA T Bovard (EFE) 1082	NO CONFLICT ENTREPRENEURIAL LEADERSHIP	Options J Peress (FIN) 1103	NO CONFLICT PIM EA
Realising Entrepreneurial Potential EB T Bovard (EFE) 1083	Brand Management EA Y Bart (MKT) 1161	Business Planning Workshop P Kewene-Hite (EFE) 1073	Industry & Competitive Analysis EB J Gimeno (STR) 1114
Realising Entrepreneurial Potential EC T Bovard (EFE) 1084	Applied Corporate Finance EE J Peress / T Vermaelen (FIN) 1134	Corporate Governance: Financial Aspects U Peyer (FIN) 1118	
	Brand Management EB Y Bart (MKT) 1162	Credit Risk L Tepla (FIN) 1100	
Psychological Issues in Management EB F Bartolome (OBH) 1089	Strategies for Product & Service Devt J Mihm (TOM) 1095	Negotiations EC M Sinaceur (OBH) 1121	
Blue Ocean Strategy Simulation EA L Mathys / G Chen (STR) 1110			
Management Decision Making EA E Diecidue (DSC) 1062	Private Equity V Aggarwal (EFE) 1078	Strategic Cost Management D Morris (ACC) 1059	
Management Decision Making EB E Diecidue (DSC) 1063	Competitive Supply Chains E Yucesan (TOM) 1091	Advanced Game Theory V Mares (EPS) 1129	
Management Decision Making EC E Diecidue (DSC) 1128	Negotiations ED M Sinaceur (OBH) 1122	Technology Venturing Practicum W Magill (EFE) 1126	Blue Ocean Strategy Simulation EB L Mathys / G Chen (STR) 1111
Managing Media Companies (B) A Arts (STR) 1117			
Art of Communication S Knight (ATU) 1119 (takes place on 24-25 Sept)	Discover Israel Startup Nation (Fieldtrip) Z Camron (MKT) 1132 (takes place on 21-25 Aug)	Future of Digital & Social Marketing (Fieldtrip) Y Bart (MKT) 1169 (takes place on 22-26 Aug)	
Building Business in Silicon Valley (Fieldtrip) D Trempont (EFE) 1070 (takes place on 22-26 Aug)			

1 credit

0.5 credits

Please note that you cannot register for more than one elective on the same horizontal line as the classes will be taught in parallel



Example of P4 course offering in Fontainebleau

Strategic Cost Mgmt & Control
 The Art of Communication
 Management Decision Making
 Business Planning Workshop
 Private Equity
 Technology Venturing Practicum
 Advanced Game Theory
 Europe & EU in aChanging World
 Applied Corporate Finance
 Corp Gov: Financial Aspects
 Credit Risk
 Options
 Brand Management
 Market Driving Strategies
 Negotiations
 Psychol Issues in Mgmt
 Blue Ocean Strategy Simulation
 Industry & Competitive Anal
 Managing Media Companies (Part A)
 Strategy Lab
 Competitive Supply Chains
 New Business Opportunities
 Private & Professional Life
 Realising Entrep Potential
 P4P5 break
 Bldg Businesses Silicon Valley
 Bldg Business in India
 Building Business in China
 Digital And Social Marketing
 EmergnMulnatBrazil Fieldtrip

Exchange periods & bidding

P4 (Jan intake) - Sep/Oct

P3 (Sep intake) - Jan/Feb

P4 (Sep intake) - Mar/Apr

P5 (Sep intake) – May/Jun

Bidding for Elective courses:

- Elective bidding takes place one period before (ex : bidding during P4 for P5)
- Starting bidding capital: 67 points for one period
- Once results are published, you can add/drop courses
- If your bid is too low and you don't get a seat, you are placed on a waiting list

Student Life at INSEAD



- A lot of extra curricular activities (NW, events on/off campus...)
- Residence permit / visas
- Medical Insurance
- Student Clubs
- Psychological services
- ...

Some upcoming events!:

LATAM National week	10 – 14 October
Dash	Monday 17 October
Social Impact week	31 October – 4 November
Italy National Week	7 – 11 November
Entrepreneurship Week	21 – 25 November
Robin Hood Week	28 November – 2 December
National voting Day	Friday 2 December
USSR National Week	5 – 9 December
Cabaret	Friday 9 December



T H E A L L I A N C E

INSEAD

 Wharton
UNIVERSITY of PENNSYLVANIA