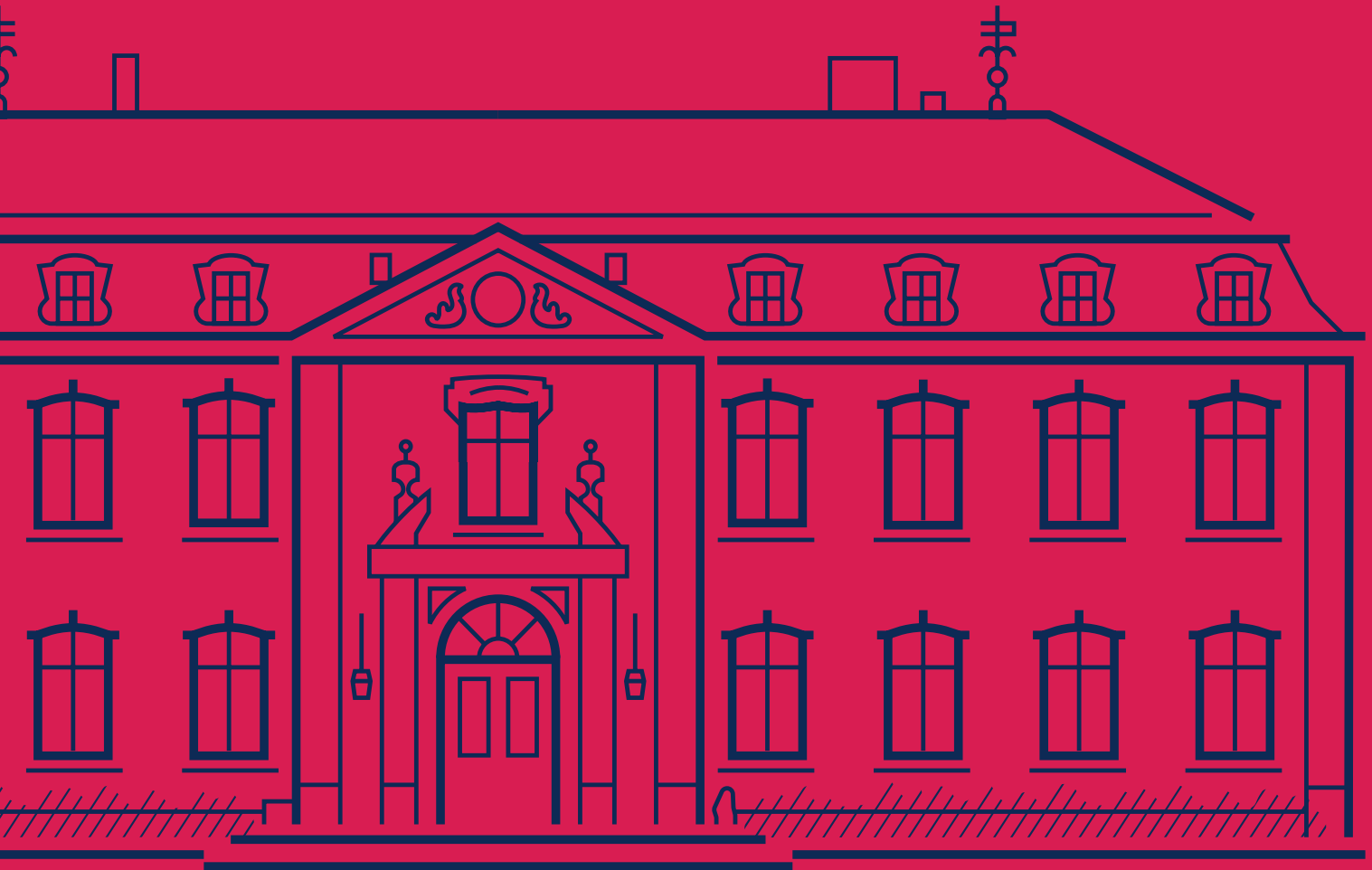


Luxembourg  
School of  
Business

# The Luxembourg Global Executive MBA



Growth

Innovation

Leadership

It's never about  
what you know,  
it's what you do  
with what you  
know that  
makes the  
difference.



# We empower talent

Welcome to the Luxembourg School of Business Global Executive MBA program. Or simply called **the Luxembourg GEMBA**.

We are proud to present you this exciting and unique program spanning **18 months, four countries, four continents**, covering a range of exciting and relevant topics delivered by **international faculty** from some of **the world's leading business schools**.

When designing and developing the Luxembourg GEMBA, we have set ourselves an ambitious goal – to create a program which delivers **maximum value, world-class quality** and a unique **international experience** – at a **fair and intelligent price**. At LSB we are strongly convinced that top quality business education should be made more accessible and value-oriented.

The Luxembourg GEMBA is made for independent-thinking business executives looking to take their careers to the next level in a nonconventional way.

Welcome to the future of graduate business education. Welcome to the Luxembourg GEMBA.

**Dr. Dino Dogan**, Dean  
**Pau Virgili**, GEMBA Program Director



# World Class Learning Journey



## Our faculty

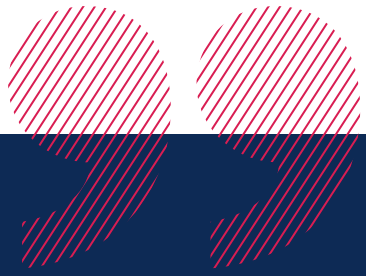
GEMBA is taught by a mix of faculty coming from **top-ranked schools** and **proven business leaders**. Our faculty is dynamic and forward thinking, each bringing a unique approach to business concepts. During the course of the immersion weeks, you will fully leverage from your close interaction with them. **As mentors, they will motivate you to reach your greatest potential.**

## Challenge & expand your thinking

Leading change is the new normal you will face as a manager. GEMBA offers a **practical and no-nonsense ‘real life’ approach to doing business** in today’s complex and rapidly changing environment of the global business world. The program has been designed to **challenge your thinking, expand your resilience and accelerate your development**. It is an effective and rigorous **transformational journey** focused on three of the **key business challenges of today: growth, innovation and leadership**. Our modern and intellectually stimulating teaching methodology has been customized and integrated to give you the concepts and capabilities needed to be **empowered as a leader** and **succeed in the global economy**.

## Format

Our Global Executive MBA has been uniquely designed in an **effective concentrated format** over a period of 18 months maximising your learning experience through **immersive weeks and on-line learning**. Despite the intensive schedule, you will be able to combine your business commitments and private life. During the immersion weeks, you will fully optimise your world-class learning journey via the cohesiveness with your peers, faculty and LSB staff.



What we have learned in those classrooms was not just lessons in management. They were powerful life lessons that we will take with us forever. The program has expanded our minds, sharpened our skills, and augmented our knowledge. It has up-leveled the way we think about influencing and leading people.\*

\* Kanwar Bharat Singh — Technology Manager, Goodyear — LSB Alumni 2020

You have the responsibility to change the world — no matter how small the change may be.

\* **Laura Catana** — European  
Investor Relations Manager,  
Financing Agency for Social  
Entrepreneurship — LSB  
Alumni 2020



# Value



## Our approach

As a modern and dynamic business school with an entrepreneurial spirit, LSB has designed the GEMBA in a pragmatic way, enabling the students to get **the maximum value from your investment**. We believe in complete transparency within an environment that values openness and honesty.



## An all-inclusive intelligent investment

We have efficiently designed our program based on **quality at a fair and intelligent price**. Our tuition fees of **48.000 euros** include accommodation, all meals and extracurricular activities during the immersion weeks giving you the headspace to focus on your learning without any extra hidden costs. Flights of each immersive week will be at your expense.



# Program Features



## Global immersion

Our six blended learning modules spread over 18 months take you to 4 of the world's most emerging business hotspots. **Six immersive weeks that will broaden your vision of global business.**

## Business forums

Each immersion week contains business forums that bring together our LSB class with local business leaders. This enables our students to gain an **active business network** and a **depth of knowledge of the region:** opportunities, challenges and culture.



## Mentoring

The GEMBA journey is a **transformative process** and a rare opportunity to reevaluate your career and develop your executive story. Your dedicated mentor will work with you to prioritize your career objectives and leverage the learning from your Global Executive MBA.

## Capstone project

The capstone of GEMBA is a consulting project where LSB collaborates with start-ups from different sectors. This project provides students the opportunity to **apply all the acquired knowledge** throughout the degree: students must diagnose and solve existing issues in a real company.

## Networking

You will join a carefully selected group of high-potential participants whose career, skill set, and cultural backgrounds complement your own. As a participant you will be **challenged and stretched by** both the faculty and your class-mates. The stimulating academics and inspirational relationships provide a rich environment for personal and professional growth.

## Lifelong learning

As an alumni of LSB you will have **access to LSB's Executive Education programs** in Finance, Leadership, Innovation, or Marketing without any additional fees.



The program has broadened my scope of expertise and reflection on the business & the world in general.

\* **Fabrice Maire** — Chairman,  
Cluster Maritime Luxembourgeois  
LSB Alumni 2021

# Global challenges

Our GEMBA focusses on three of the **key business challenges** of today:

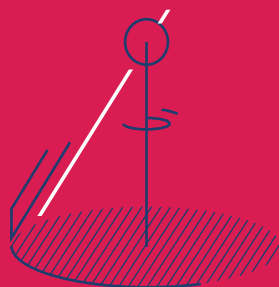
## Growth

Growth must be sustainable by bringing **value to the organization and society**, as well as connecting to the rapidly changing international social and political trends.



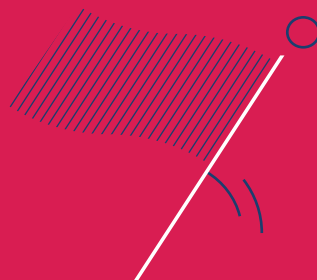
## Innovation

The digital transformation and its speed of change has made innovation a must for any business leader. Data technology, consumer engagement and supply chain are the most fundamental ingredients that leaders need to understand to **drive their organizations into the next era**.



## Leadership

Leadership has become more critical and challenging than ever before. The new and multi-cultural world demands leaders that can **drive a diverse organisation and define strategies** using the most modern methodologies and engage with the different business stakeholders in a win-win situation.



# Growth

## MODULE 1

## LUXEMBOURG

7<sup>th</sup> March '22 **WELCOME & BRIEF (on-line)**

**March '22 1 WEEK**

Corporate Finance for Executives

Pricing, Managing Outcomes

Business Forum: Global Finance

**May '22 (on-line)**

Private Equity and Venture Capital

## MODULE 2

## MIAMI

**July '22 1 WEEK**

Responsible Sustainable Growth

Opportunities & Challenges of Global Markets

Business Forum: Growth and Sustainability

**August '22 (on-line)**

Future of Talent & Work



# Innovation

## MODULE 3

## LUXEMBOURG

September '22 **1 WEEK**

Entrepreneurial Mindset: From Idea to Launch

Next Generation Supply Chains

Business Forum: Entrepreneurship Hub

**November '22 (on-line)**

Design Thinking and Creativity

## MODULE 4

## SHANGHAI

**December '22 1 WEEK**

The Data-Driven Enterprise

Marketing Innovation

Business Forum: Data & Tech

**February '23 (on-line)**

A.I. in Business



# Leadership

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## MODULE 5

## LUXEMBOURG

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March '23

1 WEEK

Advanced Strategy

Advanced Negotiation and Deal Making

Business Forum: EU and  
International Institutions

April '23

(on-line)

Business Agility

## MODULE 6

## DUBAI

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June '23

1 WEEK

Managing Power & Influence in Organizations

Leading Global Multicultural Organizations

Business Forum: Leadership and  
Emerging Opportunities

July '23

(on-line)

Virtual Leadership



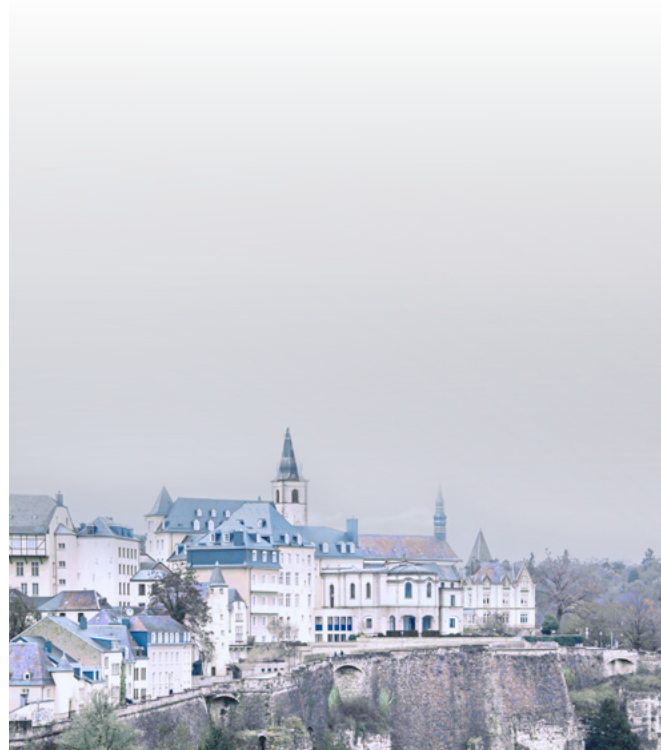
# Graduation

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September 2023

## LUXEMBOURG

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\* **Dr. Paul Green Jr.** — Professor  
in Management, University of  
Texas Austin

LSB brought some of the  
finest brains in the field  
of management and we  
all gained immensely  
from their wise coun-  
sel and experience.\*

\* **Kanwar Bharat Singh** —  
Technology Manager,  
Goodyear — LSB Alumni 2020

Our **world-class faculty** come from **top-ranked schools** and/or are **proven business leaders**.  
Here is a brief introduction to some of your future lecturers:

## Dr. Paul Green Jr.

Professor in Management at  
**McCombs School of Business,**  
University of Texas Austin

Dr. Paul Isaac Green is a Professor in Management at McCombs School of Business. He earned his Ph.D. at Harvard Business School. In 2006, after five years as an entrepreneur, Paul joined The Morning Star Company, a California based integrated food processing company, where he co-founded the Morning Star Self-Management Institute.

More at [www.luxsb.lu/faculty/members/dr-paul-green-jr/](http://www.luxsb.lu/faculty/members/dr-paul-green-jr/)

## Michel Fender

Adjunct Faculty at **HEC Paris** of Supply Chain Management and Operations

Michel Fender is an Adjunct Faculty at HEC Paris of Supply Chain Management and Operations, Dean of Faculty and Research Affairs at Africa Business School (UM6P). He is a Senior Advisor who has been developing over more than 30 years two main activities he considers as complementary: advising and lecturing, in Supply Chain Management (SCM), Operations and Logistics.

More at [www.luxsb.lu/faculty/members/michel-fender/](http://www.luxsb.lu/faculty/members/michel-fender/)

## Dr. Aleksandar Pekeč

Associate Professor of Business Administration at **Fuqua School of Business (Duke University)**

Dr. Aleksandar Pekeč, Associate Professor of Business Administration at Fuqua School of Business (Duke University), has consulting experience in banking, internet, pharmaceutical, retail, and telecommunications industries. He serves on the Supervisory Board of Atlantic Grupa, one of the leading FMCG companies in SE Europe. Professor Pekeč is a member of the Council of Economic Advisors to the President of Croatia.

More at [www.luxsb.lu/faculty/members/dr-aleksandar-pekec/](http://www.luxsb.lu/faculty/members/dr-aleksandar-pekec/)

## Pau Virgili

Lecturer at **ESADE Business and Law School**

Pau Virgili, professor of Marketing at ESADE, has more than 20 years of experience in managing virtual teams in the high-tech industry. Previously, he was the General Manager of Marketing Europe at HP and Marketing Manager Europe at Plantronics. Pau has carried out consultancy projects in consumer relations management for HP, Nike, Coca-Cola, and others.

More at [www.luxsb.lu/faculty/members/pau-virgili/](http://www.luxsb.lu/faculty/members/pau-virgili/)



# Our faculty

## Dr. Dennis J. Ceru

Professor of Entrepreneurship at  
**Luxembourg School of Business**

Dr. Dennis J. Ceru is a visiting Professor of Entrepreneurship at Luxembourg School of Business. He has extensive experience delivering successful business and technology solutions through leadership and management positions in the high-tech, financial services, and healthcare fields. He is the Founder & Principal of Strategic Management Associates, LLC, a company dedicated to providing business leaders with the tools necessary to expand and manage growth. His areas of expertise center on providing trusted advisory services to business owner managers and facilitating strategic advisory groups for executives of growth-oriented companies.

More at [www.luxsb.lu/faculty/members/dr-dennis-j-ceru/](http://www.luxsb.lu/faculty/members/dr-dennis-j-ceru/)

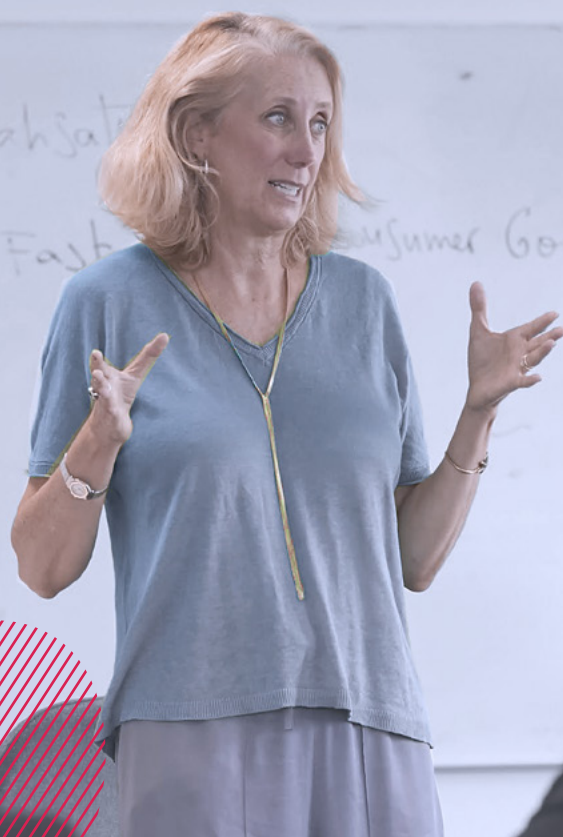
## Miquel Lladó

Lecturer at **IESE Business School** and  
**Luxembourg School of Business**

Miquel Llado is a Lecturer at the Department of Strategic Management at IESE. Experience in 20 sectors-industries. He has an extensive executive background: Group President and CEO at Sara Lee Bakery Europe, Vice President Marketing & Sales at Bimbo Spain & Portugal, Vice President new businesses at PepsiCo Foods Spain & Portugal, Director of Sales & Special Projects at PepsiCo Foods International in the USA.

More at [www.luxsb.lu/faculty/members/miquel-llado/](http://www.luxsb.lu/faculty/members/miquel-llado/)





When an ex or acting CEO or board member talks about crafting or implementing a strategy and not simply referring to some theory, but sharing their own experience and underlining it with state-of-the-art frameworks, it makes a different learning impact on you.\*

\* **Illia Ostretsov** — European Expert,  
Fanuc Europe Corporation —  
LSB Alumni 2020

ambitious

driving  
hard your  
business  
and your  
career

change  
maker



## Participant profile

aspiring to be  
challenged

seeking  
exposure  
to current  
business  
issues

You will join a carefully selected group of **high-potential participants** whose career, skill set, and cultural backgrounds complement your own.





# About the Luxembourg School of Business



Luxembourg School of Business (LSB) is the first Luxembourgish graduate business school. The School was created by a team of academics with a **strong entrepreneurial spirit** and a successful track record of creating internationally accredited (AACSB) business schools.

Our professors are academics and business leaders: some of them are executives from multinational organizations while others are affiliated with internationally ranked institutions such as M.I.T., University of Michigan, Cornell University, Duke University, ESADE Business School and more.

Luxembourg School of Business offers a full-time Master in Management, a part-time Master in Business Administration (Weekend MBA), as well as short specialized programs for individuals and tailor-made programs for companies (Executive Education).

Our institution is a member of the Association to Advance Collegiate Schools of Business (AACSB), the leading global business education network.

# Our campus

The Luxembourg School of Business new campus is located at the **Château de Septfontaines** and the former porcelain manufactory Faïencerie Villeroy & Boch, a historical area close to the center of Luxembourg-city.

This campus will allow the Luxembourg School of Business to welcome local and international managers and entrepreneurs from all over the world, in a unique, historic and deeply Luxembourgish context.

The Chateau de Septfontaines will welcome the first Luxembourg School of Business students in 2021.

## Vision

To be a **globally recognized** high quality business school in the heart of Europe.

## Mission

The mission of Luxembourg School of Business is to **provide an inspiring and multicultural learning environment** for current and aspiring **business leaders** from Luxembourg as well as from across Europe and the world. In achieving its educational and academic goals, the School uses **contemporary teaching** and research methods, promoting **cultural and intellectual diversity**. The School partners with the international business community and **prepares learners to prosper in a complex global business world**.



# Tuition and Financing

Our tuition fees of **48.000 euros** include accommodation, all meals and extracurricular activities during the immersion weeks giving you the **headspace to focus on your learning** without any extra hidden costs. Flights of each immersive week will be at your expense.

**Early Bird  
deadline**

**18<sup>th</sup> October  
2021**

5% DISCOUNT will be  
offered to those students  
that enroll before this date.

**Final  
application  
deadline**

**7<sup>th</sup> February  
2022**

**Program  
start date**

**7<sup>th</sup> March  
2022**

**Graduation**

**September  
2023**





## Payment schedule

**10%**

to **reserve**  
your place

**30%**

by the **14<sup>th</sup>**  
**of February**  
**2022**

**30%**

by the **5<sup>th</sup>**  
**of September**  
**2022**

**30%**

by the **20<sup>th</sup>**  
**of February**  
**2023**



## Scholarships

LSB offers to a limited number of **unique-ly talented applicants** the possibility to access our scholarship program. Scholarships are awarded based on several factors, including level of financial need and leadership potential. The awarded scholarship will be deducted from the total tuition fee of the program.

# Admissions

## Requirements



/ A minimum of 5 years of managerial experience



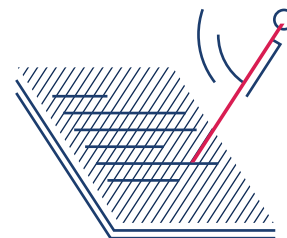
/ Bachelor's Degree \*



/ Advanced level of English language

\*The requirement of an undergraduate degree may be waived under certain conditions.

We are flexible and open to unique profiles that can bring an added value to the class.



## Process

### ① Online Application

Fill out the online application form on [www.luxsb.lu/mba-programs/gemba/apply](http://www.luxsb.lu/mba-programs/gemba/apply). Upload supporting documentation.

### ② Selection

Pre-selected candidates will be invited for an on-line interview.

### ③ First Interview

The first interview is conducted by the GEMBA Program Manager and / or the GEMBA Program Director

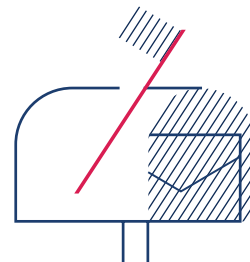
### ④ Second Interview

The second interview is conducted by either the Dean of the school, Faculty member or Managing Director

### ⑤ Decision

The Admissions Committee makes the final decision. Candidates will be informed of the outcomes by email.

# Contact



## Luxembourg School of Business

46 Côté d'Eich,  
1450 Luxembourg  
EMAIL [info@luxsb.lu](mailto:info@luxsb.lu)  
PHONE +352 26 258980  
WEBSITE [www.luxsb.lu/mba-programs/gemba](http://www.luxsb.lu/mba-programs/gemba)

 LINKEDIN

[/luxembourg-school-of-business](https://www.linkedin.com/company/luxembourg-school-of-business)

 FACEBOOK

[@mbaluxembourg](https://www.facebook.com/mbaluxembourg)

 INSTAGRAM

[@luxembourgschoolofbusiness](https://www.instagram.com/luxembourgschoolofbusiness)

## GEMBA Admissions

GEMBA Program Manager  
EMAIL [gemba@luxsb.lu](mailto:gemba@luxsb.lu)

The road  
is the goal,  
so enjoy  
the ride! \*

