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# INTERNATIONAL SCHOOL OF MANAGEMENT

PARIS | NEW YORK | TOKYO







W E L C O M E

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# T O I S M

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Ask students why they chose ISM and maybe they'll say it was the chance to study at an American business school in Paris, New York and Tokyo, or the maturity and promise of the student body, or perhaps the programs' flexibility, which allowed them to remain engaged in their profession as they pursued a degree.

They're right, of course. But before you read further, we thought we'd give you a few reasons of our own. ISM has:

- Full accreditation in the US and Europe.
- US-based professors with extensive first-hand international business experience.
- Programs tailored to the lifestyle of accomplished executives.
- More than 90 nationalities represented in our student body.
- An e-Learning option for all programs.

Each of our four programs has its strong points:

#### MBA

- Full-time in one year
- International opportunities
- Real-world learning

#### leMBA

- International Executive MBA for senior managers
- Part-time in one year or full-time in nine months
- Corporate connections

#### DBA

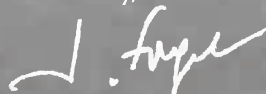
- Doctor of Business Administration
- Part-time over two years
- Knowledge immediately useful in the workplace

#### PhD

- One-on-one instruction
- Associate professorships available
- International publishing opportunities

The international experience of our faculty, the quality and diversity of our degree candidates and the school's international programs—with partnerships in the US, Asia and Europe—all make ISM unique. If those sound like the foundation of an incomparable business education, explore our website at [www.ism.edu](http://www.ism.edu)—ISM may just be the school for you.

Sincerely,



Prof. Jack Forget, Ph.D.  
President  
International School of Management

# MBA

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Business is all about getting the maximum return on your investment. If you do your research, you'll see that an ISM Master of Business Administration is an investment that promises huge returns for your career. ISM alums have gone on to advise governments, found their own successful businesses, and manage for some of the best-known multinationals around the globe. Steeped in best practices and armed with cutting-edge analytical skills, they are able to add real value to whatever team they join and whatever project they undertake.

To become the leaders of tomorrow, students of business today need an open, multi-cultural vision, a sound business education, and contact with the vibrant world of international management. ISM delivers all that, and much more.

## WINDOW TO THE WORLD

An MBA from the International School of Management is an opportunity to go global. Whoever you are and wherever you come from, you can rest assured that ISM students and faculty will broaden your horizons by showing you the challenges managers confront in other parts of the world and the solutions they've discovered. Young professionals come to ISM to get that edge in the job market that only an international education brings. By coming from different continents, cultures and professional backgrounds, they teach each other how to work in a global world.

## FOCUS ON FUNDAMENTALS

ISM's intensive one-year MBA grounds students in the vital disciplines of management: corporate finance and development, accounting and entrepreneurship, human resources management and marketing. The pillars of any successful business are conveyed clearly and forcefully through a series of seminars which combine real-world cases with rigorous theoretical analysis. Students also have the opportunity to specialize by choosing a topic for their MBA thesis that is particularly relevant to their careers.

## CORPORATE CONTACTS

Small class sizes and a dynamic approach to education make ISM a close-knit community of people excited about international management, whether they are full-time students, professors or working executives on a part-time program. MBA students at ISM have the opportunity to connect with more experienced managers and professors committed to mentoring, while the city of Paris, with its vast and varied industry, is at their feet. Earning their degree in one of Europe's great capitals, ISM students have no limits to their careers but their own dreams.





**January Jones**, American, MBA Graduate  
Rockefeller and Co.

*What can I say? Paris is fabulous. I can't imagine a better place to earn my MBA. It's a big city that still knows how to relax, and coming from New York, I can appreciate that. Paris is great for exploring and the people have been wonderful. It all dovetails perfectly with learning at ISM.*


*My seminars are close-knit. I've built some great working relationships with other students in class and made some good friends as well. The program is making me think about going in entirely new directions; but whatever I do, I know I can turn to the ISM community for ideas and support.*



# PARIS







THE EU HAS THE LARGEST  
ECONOMY ON THE PLANET,  
AND PARIS IS AT ITS HEART.


The bustling capital of one of Europe's largest trading nations, Paris supports a growing and innovative service sector while serving as a hub for the telecommunications, aerospace, pharmaceutical and hospitality industries.

With its downtown seminar center, ISM positions you to leverage France's flourishing economy to accelerate your career while you receive a top-notch education. ISM's faculty members all have real-world management or entrepreneurial experience in addition to their academic credentials.

Although the classes are demanding and the students ambitious, ISM Paris is not all work. Five minutes from the Seine and the Eiffel Tower, our facilities border the beautiful park des Invalides in the stately 7th arrondissement. Hop into a taxi or onto the metro and the vibrant Latin Quarter, or the bustling Champs Elysées, are only a few minutes away.

Students come to ISM to learn practical management skills and to take their careers to another level, but they also come for the quality of the student body itself. Class discussions often continue through lunch, and at the end of a seminar, students make plans for the evening, the week, and the year to come. French savoir-vivre and the ambience of Paris make the friendships and networks formed at ISM unforgettable.





**Ludy Schuverer**, Panamanian, IeMBA graduate  
Director of Advertising, Marketing Promotions & Public Relations  
Avon Products, Inc., USA

*I enrolled at ISM because I wanted a broader and more holistic approach to international business. That's what I found, but I learned a lot more than that: I now understand the difference between a good manager and a great one, and what it takes to really motivate people.*

*The most striking lesson I've learned is about organizational change and the power of cross-cultural environments. People are at the center of any process of evolution, so you have to figure out what inspires them. In a classroom with 20 students of 18 different nationalities, you learn very quickly how important mindsets are.*





# leMBA

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The pace of technology and the steady globalization of supply chains and consumer markets make management increasingly international and fast-paced. Staying abreast of global developments is challenging, and it requires that managers constantly update their knowledge. For mid-career professionals who know they need a better grasp of theory and a more innovative approach to practice to make that quantum leap in their careers, ISM has the program: the International Executive MBA.

ISM's one-year leMBA curriculum was created for working managers looking for an education at once rigorous enough to enhance their careers and flexible enough to coordinate with their professional life. The program is designed to cultivate the leadership and efficacy necessary to tackle the challenges of senior management.

## A STELLAR STUDENT BODY

All International Executive MBA program participants have at least six years of experience, and often more. Their diverse professional backgrounds lay the foundation for dynamic exchanges inside and outside the classroom. ISM faculty leverage students' experience as well as their own to illustrate and build on the management skills and know-how that are crucial to succeeding in an international environment.

## FACULTY ON THE FRONTIER OF BUSINESS

Our faculty is one of ISM's greatest assets. They have amassed critical experience in the world of business before going on to teach in well-known US and international institutions. They bring their hands-on attitude to the classroom, where, with ISM students, they cut through the complexities that confront management today. Widely published and widely respected, ISM faculty pass on the values and best practices that are fundamental to improving the way you do business.

## CUTTING-EDGE COURSEWORK

Different backgrounds and expertise mean that ISM students pursue varying interests as they select from a wide array of courses offered. The curriculum covers everything from the essentials of human resources and risk management to the growing edge of e-commerce, brand enhancement and global estate planning. Compressed and intensive seminars allow you to immerse yourself in your studies before returning to the workplace armed with new knowledge. The Master's Thesis required of all leMBA candidates gives you an opportunity to hone your vision even more by expressing market realities in your own words.



# NEW YORK

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NEW YORK CITY RANKS HIGH AMONG THE WORLD CAPITALS OF INTERNATIONAL FINANCE, COMMERCE AND CULTURE.

Countless industries and multinational corporations call it home. Wall Street hosts the New York and American Stock Exchanges, as well as thriving insurance, banking and financial services sectors.

That's why, in conjunction with St. John's University, ISM takes its leMBA and DBA students to New York City every summer for an intensive program. What better way to get hands-on experience than through our extensive business site visits in the Big Apple? Five intensive courses ground you solidly in case studies and analysis, while your contact with New York's corporate players exposes you to the practical challenges that confront global managers.

St. John's Manhattan campus welcomes you with its airy, five-story atrium, offering numerous computer labs, conference rooms and other resources to support your studies. Between classes you have a convenient fitness center, game room and eating establishment at your disposal on campus.

Work hard, play hard. Once class is over, New York is yours. Located in lower Manhattan, ISM's program is just a few minutes away from Wall Street, Greenwich Village and trendy Tribeca, whose nightlife gives ISM students a chance to relax and get to know each other outside our academic setting.





**Hans Van Herwaarden**, Dutch, DBA graduate  
CEO and Chairman of the Board, The Quint Wellington Redwood Group  
Core Faculty Member, Nyenrode University

*ISM stands out in attracting students who either run their own businesses or are the real drivers in larger organizations. These are people you can learn from in classroom discussions. I'm now part of a community of business leaders that will make it much easier for me to lead my company into new countries, regions, and sectors. Talking with them, I feel armed with insight into how a deal can fail or succeed in different global contexts. And that's what I came for.*

# DBA

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Did you ever wish you could take that last step towards mastering the problems and skills essential to your profession? Some degrees go further than the rest, and ISM's DBA is one of them. A Doctorate with managerial relevance, the DBA allows top managers to deepen their expertise, contribute to the knowledge of their profession, and prepare themselves for the complex analyses and decision-making required of senior management.

## PLANNING AND EXECUTION

Our DBA candidates are going the extra academic mile to master their métier for a variety of reasons: some of them aim to assume more responsibility in their present career, others are successful entrepreneurs who want to take their business to the next level and others still look forward to the prospects that an ISM DBA promises. All of them are acquiring the power that comes with greater knowledge and are putting it into practice.

## FREEDOM TO LEARN

The DBA program at ISM is remarkably open, leaving students to choose from a wide array of courses and tailoring their curriculum to their interests. Given that business expertise and experience are necessary to enter our DBA program, ISM does not insist that candidates revise their business fundamentals. They are simply required to take 14 seminars over the course of two years, choosing from among such subjects as New Product Development, Advanced Statistics and Empirical Research, International Capital Markets and Strategic Planning.

## A BASIS FOR RESEARCH

ISM affords its students access to some of the best libraries in Europe, including the American Library of Paris, which is situated just a few blocks away from the ISM campus. They can also use one of the most powerful online search engines—Proquest—as they seek to source their research. Students wishing to study further abroad can apply for ISM's support in funding their research efforts. Each candidate is accompanied in his or her efforts by a research advisor and encouraged to turn to the faculty for further mentoring. Research addresses everything from business sociology and international business plans to country and sector analyses. As a reference, ISM offers its students a sizeable and growing thesis library.



# TOKYO







JAPAN IS AN ECONOMIC GIANT and has been since its economic miracle in the 1950s. It continues to dominate East Asian markets even today. With Tokyo as its financial center, the country is a leader in electronics and manufacturing as well as a major world trading partner. Tokyo is the hub of one of the world's largest metropolitan areas, and its infrastructure boasts some of the most advanced urban planning and architecture.

The city presents a vision of Asia's future, and ISM invites you to see it with our Tokyo program, where you have the opportunity to learn the language and culture of this dynamic nation. ISM students live and study in Tokyo itself, at the heart of Japan's political, economic and cultural worlds. Thanks to ISM's long-term partnerships with two of Japan's most prestigious universities—Sophia University and ICU—and its graduate program with Temple University Japan, ISM students are able to live and study in Tokyo itself, at the heart of Japan's political, economic and cultural worlds

Small businesses are thriving in Japan, and Tokyo is known for its innovation, unique technologies and expertise. ISM students have the opportunity to study with some of the best minds in business, to gain an edge by understanding Japanese markets, and to experience all that is Tokyo. From Noh theater to nights on the town, from sumo to sushi, the city is a cultural adventure and an important meeting place for those who like to network after hours.



# PhD

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ISM's PhD in Business Administration prepares experienced and highly motivated business professionals to embark on careers of engaged instruction and original research. In addition to training scholars and future professors in research techniques and the psychology of education, every year ISM accepts a few managers who do not plan to teach, but for whom the highest level of expertise is indispensable. All candidates must have a DBA or its equivalent, in addition to a four-year university degree and at least 10 years of relevant professional experience.

## PIONEERING KNOWLEDGE

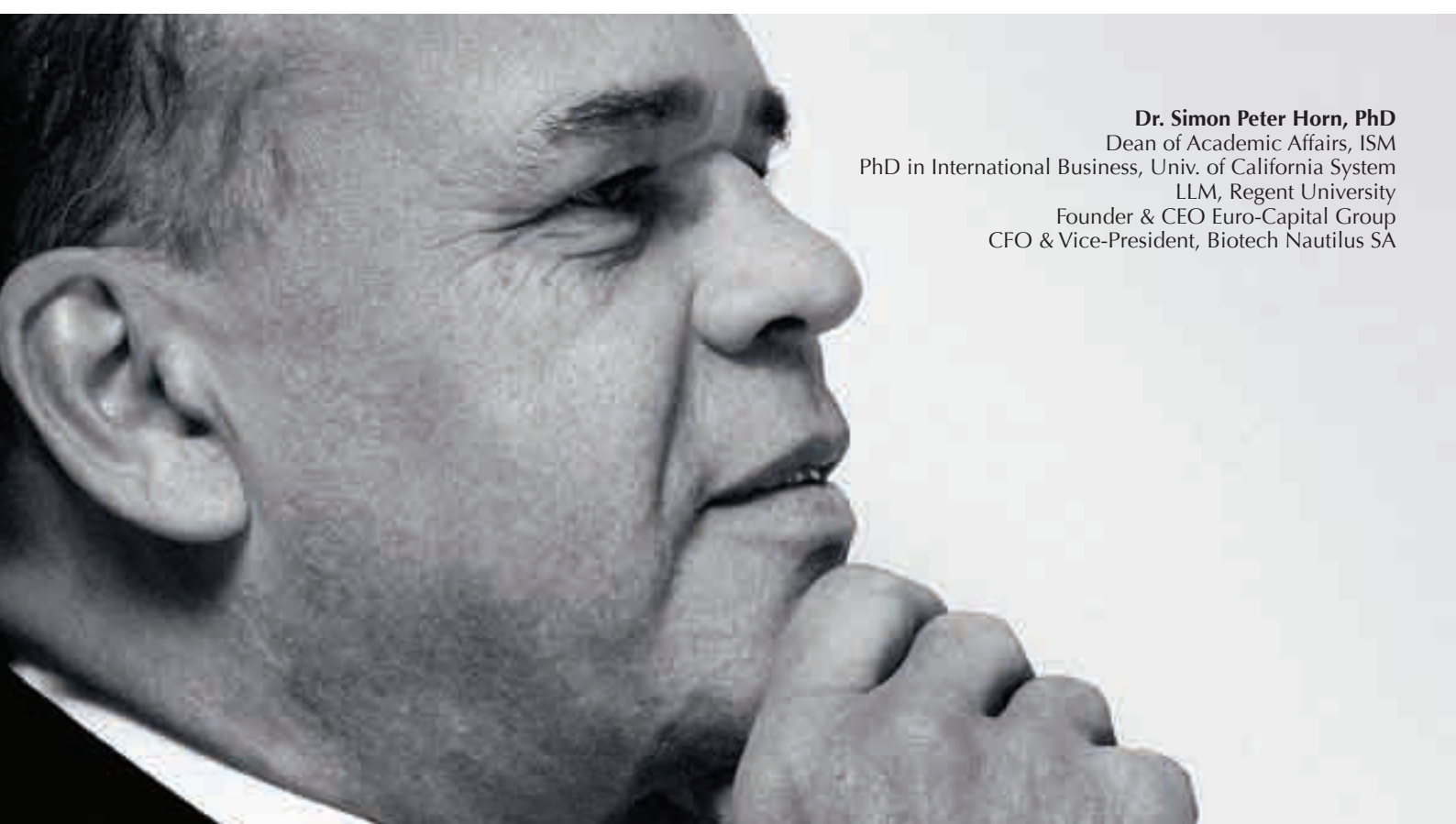
Over three years, PhD candidates deepen their understanding of research methodology and advanced data analysis techniques, while benefiting from the direct supervision and personal instruction of their research supervisor. Their coursework lays the foundation for a lifetime of original research and contributions to the knowledge of their discipline, while their dissertation channels and focuses their efforts to give them a competitive advantage in their field.

## PASSING ON VALUES

PhD candidates do not just come to ISM to learn—they also come to teach. Each one is required to give at least one 20-hour course. In conjunction with ISM's teaching assistantship program, some choose to give more. ISM's thriving MBA and IeMBA programs give PhD candidates a chance to renew their own excitement about their field and to see problems from different perspectives while giving something back to the ISM community. Time in front of the class affords them the opportunity to pass on the spirit of hard-nosed inquiry and engaged analysis that our PhD program cultivates.

## LEARNING FOR LIFE

After two years of coursework, PhD candidates dedicate themselves entirely to their dissertation. If this requires pursuing research abroad, in cooperation with other institutions or closer to the organizations, projects or countries of study, ISM is willing to support certain aspects of research. Once complete, the dissertation is subject to an oral defense before the Dissertation Committee. There is no doubt that, having withstood such tests, those holding an ISM PhD are ready to meet any challenge.



**Dr. Simon Peter Horn, PhD**  
Dean of Academic Affairs, ISM  
PhD in International Business, Univ. of California System  
LLM, Regent University  
Founder & CEO Euro-Capital Group  
CFO & Vice-President, Biotech Nautilus SA



**Hala Rizk Zoghby**, Lebanese, PhD Candidate  
Owner and Director of Hana Trading Co.  
Former Part-Time Instructor at the American University of Beirut

*I always knew I would earn my PhD, but I had other projects I wanted to tackle first. I ran my business, raised my family, taught my courses and got involved with the life around me. Now I'm developing a cottage industry network in Lebanon, and I realize I need a thorough grasp of the economic, political and cultural dynamics. That's why I chose to write my dissertation on small-scale artisanal business development. More than a degree, I consider the PhD program at ISM a form of intellectual and spiritual fulfillment, a welcome shock that has mentally refreshed me.*

## FACULTY

Good strategy is where successful business starts; painstaking follow-through is where it ends. The strategy takes careful forethought, sound analysis and a rare acumen. It is the product of reflection, but also years of experience. The follow-through takes patience, commitment and an eye for detail. ISM professors condense their experience to give students the essence of lessons learned and the secrets of their success. Many are successful entrepreneurs, others are experts in law and international markets, and still others hold PhDs in accounting or finance. All of them want to make sure that what they've learned lives on in the world of management.

*"Rarely do you find a school that combines the international mix of ISM students with their maturity and experience. I teach seminars that feel wonderfully like business meetings: the students and I are on the same page and we speak the same language—we just have different skills. My skill is teaching. I love the interaction with the group, where everyone brings something to the table. In every class I know that I am learning as well. What I love is when I'm teaching a subject like finance, which people think is tough, I'll start to see the light bulbs coming on. Something clicks when people get it. That's the reward.*

*ISM is unique because it's run like a business. We are oriented towards clients and quality. We tailor our product. We educate in the most efficient way possible, because our student body is on the go. Another aspect is that the faculty are all business people, and they have to be, because our executive students want to know how things really work. I teach from my own life; my businesses serve as illustrations." —Dr. Peter Horn*



# CAREERS

ISM attracts accomplished candidates ready to move forward in their present field or to make a career jump to other sectors. Though they come from many different countries and backgrounds, what they have in common is their strong experience and their ambition to lead. They enter ISM as practiced managers, but they leave here even better equipped for success.

The executives we educate are multinational managers and directors, governmental advisors, independent consultants and entrepreneurs. ISM is the international business school of choice for up-and-coming players in such major companies as ACCOR Group, Sanofi-Synthelabo, Genesys Telecom, Ericsson, Bristol Myers Squibb, and Perot Systems. Among our alumni we count experts in the Russian Duma, the Government of Lebanon, and the UNFCC. They graduate with additional real-world skills and analytical fluency, which win them recognition as they progress in their professions.

Our MBA students know that Paris is the ideal city in which to undertake an internship that could transform their careers, giving them new knowledge of European business and often establishing relationships that last their whole lives. Here at the center of Paris's industrial and commercial network, with its thriving trade and its many multinational headquarters, how far you go is really up to you.





# ALUMNI

MARYBETH REGAN *American*

- ISM PhD 2004
- Sales and Marketing Vice President  
Mayo Collaborative Services Inc.  
(the for-profit arm of the Mayo Clinic)
- Adjunct Faculty Member  
Mundelein College, Chicago

TODD NEELY *American*

- DBA ISM 2002
- Managing Director  
Applied Management Consulting
- Interim Executive
- Adjunct Professor  
University of Chicago

Before he saw the city for the first time, Todd wasn't sure he'd like Paris. He preferred to conduct his European business in London. But a vacation with some family friends in 1999 changed his mind. So when Marybeth applied to ISM's PhD program, Todd decided to apply for his DBA at the same time. The two explored Paris during their three-day seminars, slowly getting to know the city and adding a Parisian interlude to their relationship of 25 years. Todd says, now, if he had to do it over again, he'd spend more time each trip.

For Marybeth, five years in a full-time PhD program would have taken her away from her career. ISM's part-time program made her studies possible. What surprised her most was how much she had in common with her classmates: they could discuss ways to tackle similar problems in very different countries—the US, Yemen, Spain—and each walked away with an understanding of the different perspectives across cultures. That helps her immensely in her new position, because she now has a network of colleagues she can rely on for information about doing business all over the world.





**Paul Zinniker**, Swiss, e-leMBA graduate  
Head of Division  
Swiss Federal Department of Defense, Civil Protection and Sports (DDPS)

*I chose ISM's e-learning track because I knew it would allow me to balance my career goals and family life with my studies. At the same time, I feel I've become a part of this unique community of businesspeople coming from so many different cultures and business sectors. On the practical side, I leave ISM seminars with the tools I need to implement what I've learned—that in itself has been an encouraging experience. The school goes beyond the academic to reorient you towards practical change. It's given me a wider, more holistic perspective. I know that when the time comes to train my team for additional management skills, I'll send them to ISM's e-learning program.*





# e-Learning

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## SET YOUR OWN SCHEDULE

ISM's e-learning programs are just as intense and just as stimulating as its traditional programs, but students enjoy an added flexibility. Our programs address your interests, equip you with new and necessary skills and ensure that you can fulfill your job and family commitments in the meantime.

## ANYWHERE, ANYTIME

Study when and where you want, without interrupting your career, by taking advantage of the extra time you have in the evening, during your lunch break, or on the road. ISM's flexibility allows you to complete your course work, interact with your classmates and professors, and still make every moment count so that you study when it's best for you.

ISM has designed e-learning programs that target busy, working professionals who aren't willing to take a year off for a degree, but need those extra skills if they are going to achieve their dreams. ISM lets students take 75% of their credit hours online, while the remaining 25% are completed on site by attending convenient three-day seminars in Paris or enrolling in our intensive programs in New York or Tokyo.

## TOP CONTENT, TAILORED DELIVERY

ISM's rich, traditional curriculum is available to e-learning students via a user-friendly online interface: Connect. Students choose from a wide array of subjects, downloading and uploading course materials and assignments while engaging in lively discussions on topics that emerge as they learn together. Individual online attention from professors gives each online seminar its distinctive style.

E-learning fosters close collaboration among students, who cooperate in teams just like they would to complete a project at work. Students pace themselves as they progress through the programs, which normally last one to two years. Given the variety of media available online—audio, video and texts—students can concentrate on those materials that fit their learning style, assuring higher retention.

Most important, the interplay of study and work often allows students to apply and experiment with what they've learned in the real world, which is the only sound way to make sure those skills are yours in the long run.



# GLOBAL



**Kosai Daioub**  
Damascus, Syria



**Valérie Vaquerizo-Morin**  
Paris, France



**Esteban Velasco**  
Medellín, Columbia



**Chloe Kim**  
Seoul, South Korea



# NETWORK

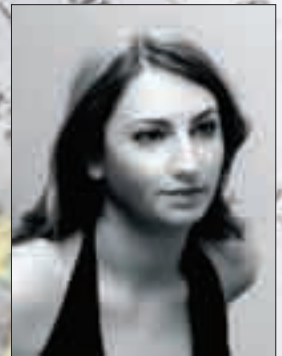
**Olga Makurina**  
Kharkov, Ukraine



**Peter Schmallegger**  
Hamburg, Germany



**Angeliki Papasava**  
Athens, Greece



**Augustine Mugisa**  
Kampala, Uganda





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