Global Part-Time Executive MBA

Program Guide
This flexible program is a transformative experience that will challenge you to go beyond business to learn about the world, the future, and yourself. Customize a practical curriculum to suit your interests and goals.

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Your program at a glance

Your innovative curriculum has business at its core, opening up to take you beyond the fundamentals. You’ll graduate with the ability to manage cross-cultural teams, lead with confidence, and leverage the technologies shaping the future.

**YEAR ONE**
September to April

- **Core Program**
  - You’ll study your core courses at your home campus one long, four-day weekend per month in either Boston, London, or Dubai.

**Electives**
May to July

- Customize your degree with a wide range of electives offered at Hult campus locations across the globe. Study each elective over one three-day weekend per month.

**YEAR TWO**
September to April

- **Core Program**
  - Continue your core courses at your home campus in your second year.

- **Capstone Experience**
  - The capstone delves deep into the techniques and technology being used to innovate business for the future.

- **Electives**
May to July

- Elevate your expertise even further throughout your second summer with final electives.

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Accelerated option (18 months)
Fast-track your degree by taking all required electives over the summer to complete in as little as 18 months.

2019-20 curriculum listed; courses, content, and sequencing subject to change.
Built-in flexibility for busy people

When you add graduate study to an already busy life, flexibility is a must. Hult’s part-time Executive MBA is designed to help you balance your studies with your other commitments. The program adapts to your needs and is flexible enough to change if your life does.

“As a working mother pursuing an EMBA, my life is all about juggling different things all at the same time and making it work. It really does help that the Hult program is flexible and tailored specifically for working professionals. My own personal status quo has been challenged—I am definitely more open to new experiences.”

Tafadzwa Chisango
Zimbabwean Assistant Director
Moody’s Analytics
Class of 2018

Weekend classes
Classes take place over one long weekend each month, meaning minimal disruption to your work life.

Never fall behind
If you miss a class for any reason, you can simply catch up at another time, or even at another campus.*

Study anytime, anywhere
Complete your preparation work and assignments wherever and whenever it’s convenient for you.

Change campuses
Take electives at any of our six campus locations, and in special circumstances, change your home campus.

Learn online
An online option for core courses is available if you are unable to attend a weekend in person.**

Flexible program length
Take from 18 months to two years to complete your program—or even pause the program in special circumstances.

*Subject to class availability and capacity.
**While Hult offers the option to take core courses in an online format, students are advised this is to be used only as an alternative option for occasional circumstances when in-person attendance cannot be arranged.
Core courses

As the foundation of your program, you’ll study core courses through fall and winter on your home campus before elevating your learning with electives at any or all of Hult’s global campuses.

Leading with Personal Impact
Be introduced to the Hult DNA, a set of core leadership competencies that are most highly valued by the marketplace.

Leading Globally
Develop the knowledge, abilities, and skills to build and lead organizations in the future, wherever they might be.

Leading Change
Understand how to initiate, manage and successfully control change in different business contexts.

Leading for Innovation
Deep dive into the dynamics of innovation and learn how leadership holds the key to successful innovation.

Accounting
Examine the framework of accounting principles as well as the available methods of accounting to measure, analyze, and report economic events for international organizational purposes.

Financial Management
Develop the financial and logical skills to understand and discuss financial policy in a global economy.

Operations Management
Develop an understanding of operations management in both service and manufacturing organizations, with an emphasis on international operations.

International Marketing
Come to grips with the processes involved in the marketing lifecycle from a managerial perspective, focusing on international marketing contexts.

Global Strategy
Develop a deep understanding of the challenges top management in today’s corporations face when implementing corporate and global strategy.

Business & Global Society
Explore the economic, social, and political context of global business and identify the institutional frameworks that shape the wider context of business.

Managerial Economics
Study the analytical foundations essential to rigorously address key issues in competitive strategy, marketing strategy, and related fields in order to make better strategic decisions.

Capstone Experience
Delve deep into the techniques and technologies being used to innovate business for the future and apply everything you have learned so far in your capstone challenge.
Leading with Personal Impact

Broaden and strengthen your interpersonal skills to improve your personal leadership effectiveness, whatever its current level. The course will enable you to develop greater self-awareness and access powerful tools for increasing your personal impact with colleagues, clients, and contacts. You’ll be introduced to the Hult DNA, a set of core competencies that the marketplace most highly values for professionally trained business leaders.

Key topics
- Growth Mindset & Hult DNA
- Hult DNA Levels of Development
- Acting with Authenticity & Building Trust
- Using Emotional Intelligence & Agility
- Giving & Receiving Feedback
- Building & Maintaining Effective Teams
- Influencing & Engaging Others
- Coaching & Critical Conversations
- Ethical Decision Making
- Goal Setting & Personal Development

Leading Globally

This course addresses topics related to individual and group behavior in organizations with a special focus on multi-cultural business contexts. Develop the knowledge, abilities, and skills to build and lead organizations in the future, wherever in the world they might be. You’ll learn to diagnose complex, multi-dimensional situations and decide upon courses of action.

Key topics
- Globalization & You as Global Manager
- Managing the Challenge of Leading in Emerging and Transitional Markets
- Cross-Cultural Communications & Organizations
- Organization Culture & Structure
- Motivating & Reinforcing Performance
- Organization Change & Power
- Leadership & Management

2019-20 curriculum listed; courses, content, and sequencing subject to change.
Leading Change

Develop an understanding of how to initiate, manage, and successfully control change in different business contexts. You’ll examine the personal, interpersonal, and organizational impact of change. The course will equip you with the resources and tools both to cope with the nature and complexity of the human side of change in an international context and to improve your interactions with stakeholders.

Key topics
- Readiness for Change
- Vision & Design for Change
- Strategy for Change
- Change Execution

“‘I’m a much better leader than I was before, and I’m a better sparring partner for people in senior positions in my company. I’ve started to demand a higher level of excellence, and I’m creating a better bottom line in the process.’”

Tom van der Poel
Dutch
Director (MENA), ScanmarQED
Class of 2018

FACULTY INSIGHT
Ali Fenwick, PhD
Dutch & British
Organizational Behavior & Innovation Professor

Ali has 18 years in management consulting in telecommunications, FMCG, and pharma and is Founder & CEO of LEAD TCM&L™—a research-driven consultancy specialized in behavioral economics and consumer psychology. Ali says, “Hult is like a laboratory for students—it’s much more than just learning about theory and models. Most of my classes contain real-time experimentation, simulations, and elements of human psychology. The science shows that we are able to learn and remember more when we’re having fun.”
Leading for Innovation

This course will provide concepts for generating breakthrough innovation and tools for making innovation real. You’ll deep dive into the dynamics of innovation and learn how it’s the leadership of teams that holds the key to succeeding at innovation. You’ll see firsthand how can we learn from the innovation process through examples of different organizational designs that stimulate innovation.

Key topics
- The Dynamics of Innovation
- Emergence of Platforms, Ecosystems & Shared Economies
- Leading Teams for Innovation
- A Primer on Decision Making
- Governance, Roles, Responsibilities & Ethics of Innovation
- Characteristics of the Innovation Process
- Making Innovation Real
- Deep Dive into Elements of the Innovation Process

“My experiences from the program enabled me to directly apply my learnings back at work and make a real impact.”

Klaus Hofmann
German
General Manager, Safran
Class of 2019

FACULTY INSIGHT

Thomas Sullivan
American
Leadership Professor

Thomas has spent 20 years as a consultant, facilitator, coach, and lecturer on designing, leading, and implementing personal and organizational change efforts in distinct settings across the globe. For the past seven years, Thomas has developed, designed, and led teams to deliver leadership development programs as well as coached teams and managers at all levels of leadership at the World Bank, International Monetary Fund (IMF), International Finance Corporation (IFC), and Inter-American Development Bank (IDB). He is also President and co-founder of My City at Peace, an organization dedicated to creating peace in our cities.
Accounting

Gain an accelerated introduction to the concepts and practices of financial and managerial accounting. From the financial perspective, you’ll examine the recognition, measurement, and reporting of a firm’s economic transactions within the framework of both U.S. and international accounting principles. From the managerial perspective, you’ll focus on the use of accounting information to measure, analyze, and report economic events for internal decision-making purposes including cost behavior, reporting, budgeting, and activity-based costing.

Key topics

- Introduction to the Accounting Equation & Financial Statements
- Reporting & Analyzing: Revenues & Receivables; Assets & Liabilities; Pensions, Taxes, Equity & Financial Investment
- Cost Behavior, Activity Analysis & Cost Estimation
- Cost-Volume-Profit Analysis & Planning
- Activity-Based Costing
- Integrated Reporting

“As a finance undergrad, the accounting and finance classes served as great refreshers while also offering new ways of considering the social, ethical, and environmental issues we face today. These learnings are something that I apply to my role every day.”

Nadine Mukanya
American
Lead Auditor
Federal Reserve Bank of Chicago
Class of 2019

FACULTY INSIGHT

Aleksander Grzeszczak
Canadian & Polish Finance & Accounting Professor

Alek has extensive experience within the private equity and investment banking world, including 12 years as head of transaction execution at a mid-sized, emerging markets PE fund. Of his teaching style, Alek says: “I limit theory to the absolute minimum and focus on practical applications and experiential learning. I go after the ‘big picture,’ progressively breaking it down into manageable chunks, and relate topics to my own experience. I am quite loud and active in the classroom, and I think this attitude helps to keep students engaged—if perhaps moderately stressed!”
In a market economy, financial management is often viewed as the integrating discipline of management. A primary objective of financial management in the United States is to create and preserve shareholder value or wealth. That is not the primary objective in many parts of the world. In this course you’ll develop the knowledge, skills, critical-thinking abilities, and behaviors required of any manager. Although the main focus is on profit-seeking firms, much of what is learned has applicability for organizations in the not-for-profit and governmental sectors as well.

Key topics
- Financial Statement Analysis
- Time Value of Money & Interest Rates
- Bonds & Their Valuation
- Risk & Rates of Return
- Stocks & Their Valuation
- The Cost of Capital
- Capital Budgeting
- Introduction to Firm Valuation
- Investors & Sustainability

“As an experienced Director of Operations, I thought my grasp of finance and marketing was great until I came to Hult. The professors really opened my eyes to the big picture of a global and complex environment.”

Stephane Akame Zeh
German
Country Director, Baker Hughes
Class of 2018

FACULTY INSIGHT

Larry Louie
American
Finance, Accounting & Entrepreneurship Professor

Larry’s extensive business experience has included COO and Founder of Alibris, CEO at Peninsula Advisors, CFO of Norris, Beggs & Simpson, consultant at Bain & Co., and auditor at KPMG. Larry describes his teaching style as informal, interactive, technical, and patient. He uses a “flipped” approach in the classroom, based on discussion and problem solving, and is passionate about breaking down complex topics for all students.
Operations Management

Here, you’ll address the supply of goods and services in a global economy. The fundamental focus is on understanding the best way to match supply and demand at any organization. You’ll explore the strategic issues and the analytic tools for decision making including practical, process-based approaches to solving operations problems. The role of the manager and how to approach processes, cross-functional links, and the use of information systems and technology are emphasized.

Key topics
- Operations Strategy
- Process Analysis
- Capacity Planning
- Inventory Management
- Quality Management
- Technology Management

- Supply Chain Management
- Lean Operations
- Service Management
- Cradle-to-Cradle Design
- The Circular Economy
- Human Rights in Global Supply Chains

“The EMBA taught me how to be a true business partner and bring value to the whole organization, rather than just the legal department.”

Mohamad Aldarwish
Lebanese
Regional Legal Director, Carrier Corporation
Class of 2019

FACULTY INSIGHT

Kamesh Chivukula
American
Global Strategy & Operations Adjunct Professor

Kamesh, a Yale MBA, brings to Hult a wealth of leadership, startup, and board experience including as Executive Partner for an international venture capital group and COO of Rea Magnet Wire. He loves motorcycles. In 2016, he went on a 17,000-mile, 51-day camping trip that took him across the United States and Canada, touching Alaska, the Atlantic, Arctic, and Pacific Oceans, as well as the Rockies, Appalachian, and Cascades mountain ranges.
International Marketing

Marketing is the interface between the company and the marketplace. Managers in all functional areas of business need an understanding of marketing fundamentals. Here, you’ll look at the processes involved in the creation and delivery of customer value and satisfaction through communication, pricing, and distribution, and development of products and services. You’ll explore both the theory and practice involved in the marketing process, the key to which is an understanding of business and consumer markets. All the topics in the course are discussed in an international context, including the unique issues that marketers face in global markets.

Key topics

- Global Landscape of Marketing
- Global Markets
- Understanding Customers
- Choosing Segments & Targets
- Positioning the Brand
- The Marketing Mix (I): Product Planning
- The Marketing Mix (II): Integrated Marketing Communication
- Digital Marketing & Social Media
- Pricing & Distribution
- Marketing & Sustainable Development

“The Marketing course was an incredible way to increase the depth and span of my capacity to analyze businesses and companies.”

Simone Rosati
Italian
Consultant, Barrett Values Centre
Class of 2019

“The classroom is a “high-energy environment where complex concepts are brought to life through stories, living cases, anecdotes, and industry guests.”

David James
British
Marketing Professor

With 30 years’ experience in advertising and as a startup consultant, David is also a globally renowned academic leader, having designed groundbreaking programs for leading business schools and been the Academic Director for Microsoft’s EMEA Marketing Academy. David, who is a regular contributor to the Financial Times, Le Monde, the BBC, and CNN, says his classroom is a “high-energy environment where complex concepts are brought to life through stories, living cases, anecdotes, and industry guests.”
Global Strategy

Strategic skills are a key asset for business leadership across business functions and seniority levels. Increasingly, companies expect their product managers, senior business analysts, and mid-level executives in diverse functions to possess the ability to think and act strategically without losing their agility. Here, you’ll focus on the craft, the opportunities, and the challenges of developing strategies in these roles. You’ll seek to answer the most basic strategic question: How do we best position and compete amidst significant uncertainty and ambiguity to maximize value created and profits made in a sustainable way?

Key topics

The Changing Nature of Strategy
Markets & Buyers
The Evolution of Markets
Industry Analysis & Competitive Advantage
Strategic Moves
Strategic Resources & Capabilities
Strategic Agility
Analyzing the Value Chain
Strategic Innovation
Cross-Border Expansion Strategy
The Stakeholder Approach to Strategic Management & Creating Shared Value

“Hult has given me a deeper understanding of the broader aspects of business and taken away any mysteries or doubts, allowing me to become a true leader and director of business strategy.”

Peter Young
British
Central Operations Director
Costa Coffee (China)
Class of 2016

FACULTY INSIGHT

Rajendra S. Shirolé
Indian
International Business & Strategy Professor

Rajendra is passionately interested in social enterprise management and has been actively involved in community development and micro-finance initiatives in Ghana and Kenya. He is an experienced business leader who has conceptualized, designed, and implemented several turnkey projects for government and private-sector organizations in infrastructure, post-merger transitioning, and development. He has a keen interest in capacity building and has delivered several successful projects, particularly in Eastern Europe and the Caspian region, for several European Union initiatives.
Business & Global Society

In today’s complex business environment, the need for enlightened, integrative, and ethical leadership is critical to the realization of strategic and organizational goals. Conventional, narrow value chains will increasingly be replaced with value webs that involve multiple types of systems, institutions, and stakeholders, which need to be understood and integrated to create value for both business and society. Here, you’ll explore how well organizations navigate and integrate with overlapping systems in these different domains without diminishing the achievement of business goals.

Key topics
- The Purpose & Role of Business in Society
- Socio-Economic Systems: Stakeholders, Institutions & Interests
- Business & Economic Development
- Global Trade & Foreign Investment
- Global Finance & Its Crises
- Global vs. Local Internet Governance
- Global Environmental Institutions & Issues
- New Strategies & Business Models for Sustainable System Engagement

“Hult prioritizes collaboration and hands-on experience above everything else. I feel I am acquiring real-world experience and academic growth simultaneously.”

Jeremy Steward
American Board Certified Behavior Analyst
The New England Center for Children
Class of 2018

FACULTY INSIGHT

Isabelle Lescent-Giles, PhD
French & American Strategy & Family Business Professor

Isabelle’s background is perfectly “Hult,” with her pure blend of academia and consulting weaving back over the last 20 years. She’s taught at Oxford University, the Sorbonne, NYU, and USF as well as held consulting roles in the U.S. and Paris. Isabelle says, “I learned the importance of frameworks at McKinsey. Without solid data, you lack credibility and you make major mistakes. In strategy and leadership, there is no right or wrong decision. You have to make a call based on a deep understanding of an organization’s values and resources and on new threats and opportunities in the external environment. I love watching students build a strong case for innovation and social impact and grow their confidence as decision makers.”
Managerial Economics

You’ll focus on the analytical foundations that are essential to be able to address key issues in management strategy, marketing strategy, and related fields in a rigorous way and to make better decisions accordingly. You’ll identify and analyze a variety of market structures, ranging from perfect competition, to oligopoly, to monopoly. The ultimate goal is to develop skills for making effective managerial decisions and strategic choices based on the analysis of companies, cost structures, and market conditions.

Key topics

- Marginal Analysis & Simple Optimization
- Demand & Supply Analysis
- Firm-Specific Demand & Elasticity Analysis
- Cost Analysis
- Decision Making in Competitive Markets
- Decision Making in Monopoly Markets
- Basics of Game Theory
- Decision Making in Oligopoly Markets
- Public Goods & the Role of Government
- Introduction to Macroeconomics

“Each course is highly practical and you can immediately apply what you learn to your work. Even before you arrive to class, you have the chance to understand how you can apply the learnings to your particular field. The opportunity to use what you learn is huge.”

Ahmad Gebaly
Egyptian
Project & Design Manager
Whitespace Architects
Class of 2017

FACULTY INSIGHT

Ted Ladd, PhD
American
Global Strategy Professor

Fulbright Scholar Ted has over 20 years in high-tech, venture capital–backed startups—most recently as the director of a smartwatch company that was sold to Google to form the foundation of its Android Wear operating system. He says, “The culture in Silicon Valley combines creativity, discipline, and hard work—and I endeavor to bring this into the classroom. It’s the recipe that’s made Silicon Valley the global center of innovation, and it’s the recipe that guides Hult students toward innovation in their education and careers.”
Capstone Experience

Innovation, driven by emerging tech, is now fundamental to business growth. Seeing opportunity in uncertainty and being able to act and adapt in rapidly changing contexts requires a certain mindset and skillset. Having the confidence to try new things and fail fast is essential. The capstone to your core program asks you to imagine a future that doesn’t exist yet and use business to make it a reality.

Key topics
- Design Thinking: Understanding the Opportunity
- Platforms: Design & Research
- Data & Agility: Insight, Hypothesis, Pivot
- Value Proposition: Explore Answers
- Innovation & Disruption: Design & Prototype
- Strategic Futures

“Challenges enhance adaptability—the confidence to be wrong and fail fast. That’s what businesses need today. Hult students think for themselves and embrace uncertainty. There are no right answers to these challenges—it’s about innovating.”

James Eteen
British
Hult Challenge Coach & Strategy Consultant

2019-20 curriculum listed; courses, content, and sequencing subject to change.
Electives

Choose electives based on your unique professional goals and personal interests—and travel to any or all campuses to take them. Different campuses offer different electives that are delivered in a variety of formats, so it’s up to you where, what, and how you study.

**Disruptive Technology sample electives**
- Artificial Intelligence
- Augmented & Virtual Reality
- Autonomous Vehicles
- Blockchain
- Cybersecurity
- Energy of the Future
- Robotics

**Entrepreneurship sample electives**
- Disruptive Business Models
- Social Entrepreneurship
- Entrepreneurial Marketing
- Entrepreneurial Finance
- Entrepreneurship through Acquisition
- Family Business

**Innovation sample electives**
- Leading Digital Transformations
- Disruptive Business Models
- Exploiting Digital Technologies
- AI: An Overview of Business Applications
- Disruption Futures
- Designing New Platform Ventures in the Sharing Economy
- Social Innovation
- Developing the Next Growth Engine

**Behavioral sample electives**
- Management Psychology
- Crisis Management, Mitigation & Response
- Gender Intelligence
- International Negotiations
- Business Persuasion & Influence
- Leading Change
- Continuous Improvement
- Organizational Performance, Business Behavior & Diversity
- Managerial Coaching Certification

“Every time I took a course at Hult, I chose my company as the case study. Through these assignments, I created real value not only for myself, but for my employer too.”

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**Frida Kleimert Knibbs**  
Swedish  
Director, ISV partners, Middle East and Africa  
Microsoft  
Class of 2018

Note: Elective courses are subject to change and availability. Prerequisites may apply for some courses.
<table>
<thead>
<tr>
<th>Finance sample electives</th>
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<tbody>
<tr>
<td>Blockchain, Cryptoassets &amp; Cryptocurrencies</td>
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<tr>
<td>Business Risk Management</td>
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<td>Corporate Valuation</td>
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<td>Corporate Finance</td>
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<tr>
<td>Cost Management: Strategies for Business Decisions</td>
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<tr>
<td>Entrepreneurial Finance</td>
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<td>Fintech</td>
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<td>Global Strategic Valuation</td>
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<td>Investing for Social Impact</td>
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<td>Investment Banking</td>
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<td>Mergers &amp; Acquisitions</td>
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<td>Private Equity</td>
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<td>The Bionic Company</td>
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<td>Quantitative Analysis &amp; Data in Financial Markets</td>
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<th>Strategy sample electives</th>
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<td>Change Management</td>
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<td>Consulting Skills</td>
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<td>Disruption Futures</td>
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<td>Entrepreneurship through Acquisition</td>
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<td>Global Market Entry Strategy</td>
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<td>Managing Global Distribution Channels</td>
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<td>Operations Strategy</td>
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<td>People, Planet, Profit: Managing Corporate Social Responsibility</td>
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<td>Power, Politics &amp; Geopolitical Risk Globally</td>
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<td>Project Management: Planning, Execution &amp; Control</td>
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<td>Resilient Leadership</td>
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<td>Social Entrepreneurship</td>
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<td>The Asian Century: How Global Political &amp; Economic Power is Shifting to Asia</td>
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<th>Analytics sample electives</th>
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<tr>
<td>Algorithmic Trading in R</td>
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<td>Applied Modeling &amp; Prediction</td>
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<td>Behavioral Economics &amp; Decision Making</td>
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<td>Data Strategy</td>
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<td>Data Visualization</td>
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<td>Energy Strategy &amp; Analytics</td>
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<tr>
<td>Introduction to Python</td>
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<td>Leading Data Teams</td>
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<td>Machine Learning</td>
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<td>Marketing Analytics</td>
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<td>Natural Language Processing (NLP) &amp; Text Analytics</td>
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<td>Sentiment Analytics</td>
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<td>Supply Chain Analytics</td>
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<td>Text Analytics</td>
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<th>Marketing sample electives</th>
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<tr>
<td>Copywriting</td>
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<td>Customer Acquisition through Digital Marketing</td>
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<tr>
<td>Digital Marketing Strategy</td>
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<tr>
<td>Entrepreneurial Marketing</td>
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<td>Future of Advertising &amp; Marketing Communications</td>
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<td>Growth Hacking</td>
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<td>Introduction to Product Management</td>
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<td>Luxury Marketing</td>
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<td>Neuromarketing</td>
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<td>Smart Pricing for Profitability</td>
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<td>Solutions Marketing</td>
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<td>Strategic Brand Management</td>
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<tr>
<td>The Psychology of Pricing</td>
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<td>Sustainable Brands &amp; Marketing</td>
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Lara Smith, Class of 2017, Director of Client Services & Creative Operations at Hilton, leads a team debrief.
Apply your learning with immediate impact

Each course has three main elements: pre-class preparation, in-class learning, and post-class assignments. At every stage, you’ll be asked to apply the theory you’re learning to your current or target role, so you’ll see the impact immediately in a way that’s directly relevant to your career.

Apply new theory to your current role
Your prep work includes reading business theory, which you’ll be asked to apply to your current or target organization to discuss further in class.

Solve business challenges in real time
Working in diverse teams, you’ll solve practical challenges that will enable you to tackle real business problems and apply new knowledge in real time.

See immediate impact in your professional life
Your post-class assignment will focus on applying what you’ve learned to your current or target organization. So you develop your understanding in a way that’s directly relevant to you and see an immediate impact on your current job.

Gain skills that last a lifetime
The skills and insights you’ll gain will have far-reaching applications that will continue to impact your professional growth long after the end of your program.
Events on campus

Your life at Hult will be enriched by the friends you’ll make and the events you attend. Whether you’re exploring your passions or trying something completely new, your Hult experience will be truly transformational.

1 Gustavo Huenelaf celebrates his graduation from Hult London with the Class of 2017 at Westminster.
2 Executives on the Dubai campus share a joke in class.
3 Students bring ten speakers to Hult Boston to share their global experiences for the campus’s first TEDx event.
4 EMBA students Toby Shephard and Richard Hulme, Class of 2018, catch up with classmates at the Hult London campus.
5 A unique icebreaker during the first few days of the EMBA at the Dubai campus—an African drumming class.
### Sample weekend

<table>
<thead>
<tr>
<th>Time</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
<th>Monday</th>
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<td>8am</td>
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<td>9am</td>
<td>Social</td>
<td>Academic International Marketing—review and</td>
<td>Academic International Marketing—visit from</td>
<td>Academic International Marketing—group</td>
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<tr>
<td></td>
<td>Grab coffee with classmates and catch up</td>
<td>discuss key concepts</td>
<td>an industry speaker</td>
<td>presentations</td>
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<td>10am</td>
<td>Academic International Marketing—review</td>
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<td>and discuss key concepts</td>
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<td>11am</td>
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<td>Group Lunch—headhunter panel hosted by the</td>
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<td>Career Development team</td>
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<td>Academic Review case studies</td>
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