EMBA classes take studies to Paris and Beijing

June 22, 2015



In a classroom on the campus of historic business school ESCP Europe in Paris, adjunct lecturer Alain Dumont leads a discussion with Executive MBA students from the A. B. Freeman School of Business at Tulane University. (Photo by Caryn Lang)

Executive MBA students studying at Tulane University need passports for their program finale, an International Business Seminar. In early June, 18 of the students

traveled to Paris and 19 others went to Beijing for eight days of lectures and visits with global companies.

“Students meet with business and government leaders to learn about doing business in the host countries,” says Caryn Lang, associate director of executive education with the A. B. Freeman School of Business, who accompanied the group that visited Paris.

Students from the Freeman School’s EMBA programs at the New Orleans uptown and Houston campuses attended the seminars as the capstone events ending their programs of study.

The seminars include a combination of lectures and company visits “designed to give participants a face-to-face, insider perspective into the challenges facing businesses, including economic, marketing, logistical and political, and the success, failure and planned responses to those challenges,” she says.

The group in France toured and met with executives at the U.S. Embassy, Domino’s Pizza Europe and the Paris offices of Coca-Cola Enterprises and global fashion retailer Hermès. Presentations at Hermès offered dramatic contrasts in the marketing of prestige and mass-marketed retail products, Lang says.

In Beijing, the students visited sites such as the U.S. Embassy, Peking Union Medical College Hospital and multi-national companies Schlumberger and Chevron.

The Stewart Center for Executive Education is recruiting now for the next EMBA class, which starts in January 2016. For more information, register for the EMBA webinar to be held on Wednesday, July 1, from noon until 12:30 p.m.

--Carol Schlueter (cjs@tulane.edu)