

FIRST TRILINGUAL BBA GRADUATING CLASS

SUCCESS!



They came from Algeria, Benin, the Ivory Coast, France, Haiti, Italy, Lebanon, Morocco, Mexico, Syria, Venezuela and, of course, Canada. In 2005, they chose to enrol in a new kind of BBA program – a trilingual one, studying in French, English and Spanish. They bet that this new approach would be a success.

So the School is delighted to celebrate the accomplishments of its first trilingual BBA graduating class, all 68 of them. Visibly proud of this first graduating cohort, Federico Pasin, Director of the BBA program, emphasized that “by choosing to do their management studies in three languages, these students took risks. They willingly made things more challenging for themselves – having to learn new skills, produce assignments and defend their ideas in at least two languages that they did not speak or write as well as their mother tongue, and even in three new languages for some students whose mother tongue wasn’t French, English or Spanish.”

EXCELLENT RESULTS ON THE UFE

XAVIER RICHARD, CANADIAN GOLD MEDAL WINNER

HEC Montréal graduate Xavier Richard earned top marks in Canada on the 2008 Uniform Final Evaluation administered by the OCAQ/CICA. His remarkable performance won him the Governor General’s gold medal and a cash prize of \$5,000 from the Chartered Accountants of Canada.

Four other alumni of the HEC Montréal Graduate Diploma in Public Accountancy program are also on the Canadian honour roll, along with Xavier. They are Jasmin Deschamps, Jérémie Forand, Sophie Langis-Lauzière and Marie-Annick Viau.

This year, 186 candidates out of 617 in Quebec were from HEC Montréal, or 30.1%. The pass rate for HEC Montréal candidates was 76.3% for the first attempt, as compared with 70.5% for Quebec as a whole.

“The UFE is an extremely demanding exercise for everyone who writes it,” says Xavier Richard. “Quite honestly, the last thing I was worried about before, during and after the three tests was whether I would make the honour roll. My priority was just to pass the exam! I am also very happy for all my colleagues who passed the 2008 UFE, since their great efforts and many sacrifices have now been rewarded.”



PASSPORT TO THE WORLD: EIGHT NEW AGREEMENTS

The Passport to the World international exchange program, considered the most extensive in Canada, has gained new partners in eight countries. The School inked eight agreements in recent months, bringing to 97 the number of partners in 34 countries including Australia, Japan and Thailand, which are already looking like very popular destinations for students.



Name: Evelyne Paiement-Bastien
Age: 22
Languages spoken: French, English and Spanish
Background: Trilingual BBA, specializing in Operations Management and Logistics

One of the highlights of my life as an HEC Montréal student was my time in the Passport to the World international exchange program. I was lucky enough to take part in an exchange with the Faculty of Business at the City University in Hong Kong. In just 5 months I visited 7 countries, earned 15 credits and bought 8 new pairs of shoes! For me, Hong Kong is synonymous with adventure and excellence. I had to use a lot of initiative when it came to figuring out my first menus in Cantonese, or just finding my way around the Hong Kong metro. But the experience helped me become very adaptable, if only because I had to take courses in a context totally unlike HEC Montréal. I learned to trust myself, to push my limits, to take risks and above all, to believe in life.

RECORD PARTICIPATION

The exchange program set a new record for participation in 2008-2009, since its founding in 1987: 380 HEC Montréal students left or will be leaving on exchange trips abroad, as compared with 316 last year.

HEC MONTRÉAL JOINS FORCES WITH CHINA'S MOST PRESTIGIOUS BUSINESS SCHOOL

HEC Montréal signed a co-operation agreement with the Tsinghua School of Economics and Management in Beijing on June 30. The agreement provides for undergraduate and postgraduate student exchanges starting in 2009. The Tsinghua School of Economics and Management is currently ranked as the top business school in China.



Left to right: Hassan Taghvaï, Regional Director, International Projects, HEC Montréal, Michel Patry, HEC Montréal Director, June Xiaojun QIAN, Assistant Dean, Director of Programs, Tsinghua School of Economics and Management (Tsinghua University), and Sylvain Landry, Director of International Projects, HEC Montréal.

2008 SCHOOL YEAR: STUDENTS FROM AROUND THE GLOBE



This year the School welcomed 3,799 new students in all programs, including 1,426 international students. Then there are the 187 exchange students at HEC Montréal, from 25 different countries. It all adds up to an amazingly rich cultural mosaic!

PROFILE

Name: Joseph Shemaría Pipco
Nationality: Mexican
Program: Preparatory year

Why did you choose to study in Quebec?

I always wanted to study abroad, because I love being around different cultures. I had a chance to visit Quebec last year, and I really liked its great cultural diversity, the way people speak different languages and its openness. What's more, Quebec universities offer very comprehensive study programs with an excellent international reputation.

What do you like the most about your university?

The modern facilities, and naturally the courses. I really feel as though I'm getting behind the scenes of the business world. We receive very practical, up-to-date training. The program structure isn't just theoretical, and it's all really motivating.

How did you find your first Quebec winter?

I did as much as I could. I tried to do something different every Saturday: skiing, snowboarding, dogsledding, tobogganing, building an igloo and snowmobiling. I went to a sugar shack, the ice hotel and the winter carnival. That's what I like about Quebec, this ability to have fun in every season.

What advice would you give to students thinking about coming here to study?

Studying in another country expands our horizons and gives us the tools to excel. It lets us build our professional and personal knowledge. It's a really enriching experience, in which we have to be the best we can be every day, in another language and in an environment other than the one we had known up to that point. It's a unique experience.

A FEW STATISTICS

STUDENTS	
Number of students enrolled in the regular Bachelor's program (2008 school year)	3,423
Number of students enrolled in the trilingual BBA (2008 school year)	384
Number of students per class, first year	70
Total number of students (all programs)	12,000
Total number of alumni (all programs)	Over 60,000
Percentage of international students, all programs (2008 SY)/(2008)	30%
Placement rate (2007)	97%



LEARNING TO TALK BUSINESS IN ENGLISH AND SPANISH À LA CARTE COURSES!

It's not only students in the trilingual BBA program who can take management courses in English and Spanish. Anyone enrolled in the regular BBA program in French can take these courses starting in the second year of the program. In 2008-2009, there are 34 courses in English and 9 in Spanish.

THE STANDARD LIFE–HEC MONTRÉAL FUND HONoured AT THE 8TH RISE FORUM

The Standard Life–HEC Montréal Fund team of BBA and MSc in Management students took first place at the 8th Redefining Investment Strategy Education (RISE) forum, in the graduate student portfolio category. The annual competition, organized by Dayton University in partnership with the United Nations, featured participants from over 200 universities in 65 countries this year. The HEC Montréal victory is all the more impressive in that the competition is among the most prestigious of its kind, bringing together representatives of the business world.

Created in 1999 with a \$2 million donation from Standard Life, the Standard Life–HEC Montréal Fund now has a market value of nearly \$4 million, making it the second-largest student fund in Canada.



Left-hand row (top to bottom): Raphael Lambin, Philippe Cournoyer-Proteau, Matthieu Robillard, Marie-Claude Guérin and Geneviève Maurel. Right-hand row (top to bottom): Louis-Philippe Drouin, Luc Gosselin, Laurent Marien, François-Michel Sztuke, Joel Kaczor and Geneviève Pellerin-Lemonde.

HEC MONTRÉAL TAKES FIRST PLACE IN THE RELÈVE PUBLICITAIRE COMPETITION

The HEC Montréal team won the 17th edition of the Relève publicitaire competition held by the Association marketing de Montréal – Publicité Club de Montréal (AMM-PCM). The School's *Elixirs* team took first place in the second edition of the AMM-PCM Strategies Gala, beating out teams from five other universities.

The Bachelor's in Business Administration students, majoring in marketing, on the winning team were Marc Briant, Charles-Antoine Gélinau, Freddy Tu, Valentin Millet, Noémie Monic and Alexandre Simard.

This year's participants had to design an integrated communication plan for the NU Nature product from Proxim. The team had three months to come up with a campaign including advertising posters, a plan and a media strategy. To date the School has brought home first place in this competition five times.



Front row: Sébastien Maheux, Maryse Sauvé and Jacynthe Prince, all three from bleublancrouge, Véronique Lettre, PROXIM, and Sonya Bacon, competition co-ordinator. Back row: Professor Jean-Sébastien Marcoux and the members of the winning team: Noémie Monic, Valentin Millet, Alexandre Simard, Charles-Antoine Gélinau and Freddy Tu. Marc Briant is not in the photo.

TWO VICTORIES AT THE L'ORÉAL BUSINESS GAMES



Left to right: Jean-Philippe Roby, Marie Sagarzazu and Jean-Paul Belmont, of the *Vizion* team.

The members of the HEC Montréal *Vizion* team – Marie Sagarzazu, Jean-Paul Belmont and Jean-Philippe Roby – took first place in the Canadian finals of the L'Oréal Brandstorm marketing management simulation, for undergraduate students.

For four months, the students competing in the Brandstorm game had to put themselves in the shoes of a brand manager and worked with L'Oréal executives to develop a new product line and a communications and marketing campaign.



Left to right: Dominique DeCelles, Vice-President and Senior Director of Marketing, L'Oréal Canada, Annick Turi, Lionel Bohbot and Laetitia Charvein of the *Stardust* team, and Javier San Juan, President of L'Oréal Canada.

ANOTHER VICTORY

The *Stardust* team from HEC Montréal, consisting of Laetitia Charvein, Annick Turi and Lionel Bohbot, took first prize, undergraduate level, in the national finals of L'Oréal's e-Strat Challenge 8. The six-month business game calls for participants to become entrepreneurs and make some 150 decisions to keep their business thriving in a virtual two-year business world. The students have to react quickly and think ahead, using their creative and strategic skills and their team spirit – just like corporate leaders in the real world.

HEC MONTRÉAL WINS 2ND PLACE IN THE MARKETING HAPPENING



The HEC Montréal team of 35 BAA students took 2nd place overall at the 16th edition of the Marketing Happening. The interuniversity competition brought together students from 10 Canadian universities, all of them member institutions of the Students' Association of Management Faculties of Eastern Canada (SAMFEC). Participants competed in six academic events as well as social and sports events.

IMPORTANT DATES TO REMEMBER

- February 4**
Open house – 4 to 8 p.m.
- March 1**
Deadline for receiving admission applications
- August 31**
Courses begin at HEC Montréal

HEC MONTRÉAL HELPS OUT TWO NGOS MBA STUDENTS RETURN FROM MISSIONS TO RWANDA AND GUATEMALA

Two non-governmental organizations (NGOs) in Central America and central Africa benefited from the know-how and ingenuity of Intensive MBA students at HEC Montréal. The students travelled to Panajachel, Guatemala, and Banda, Rwanda, to help the NGOs develop business plans closely geared to their needs, as part of a supervised project.

In Guatemala, the team consisting of Rana Abu Naameh, Fabio Carriero, Dominic D'Amata, Mauricio Idarraga and Jorge Robles came to the assistance of Mercado Global. The NGO co-ordinates the production of clothing and jewellery by a number of women's co-operatives. The mandate of the HEC Montréal team was to improve the supply network by standardizing the quality and prices of raw materials.

The Rwanda team was working in the village of Banda, without electricity or running water. Félix Boudreault, Stéphanie Émond, Annie Saumier, Jessica Sharafi and Claudel Tchokonté worked with Kageno, an NGO in charge of setting up an eco-tourism lodge in the Nyungwe National Park.



HEC MONTRÉAL GETS INVOLVED IN SUSTAINABLE DEVELOPMENT IN ITS COMMUNITY



HEC Montréal launched its sustainable development program in February, targeting the School's three main spheres of activity – teaching, research and community service – as well as the HEC Montréal environment itself.

The School's sustainable development policy will have no fewer than seven themes: reducing greenhouse gases linked to transportation, limiting paper consumption, recycling waste, energy efficiency, green procurement, environmentally responsible events and community service.

In addition, many student projects linked to sustainable development have been launched thanks to the Leadership Fund. The HumaniTERRE group organized the first edition of the forum on socially responsible businesses (FESOR). The Graduate Diploma in Management and Sustainable Development students group produced a waste characterization study and created a "responsible procurement" day. The MBA students association, for its part, presented a symposium on social responsibility in organizations, developed supervised consultation projects in international sustainable development in partnership with MBAs Without Borders, and set up a network of alumni active in the sustainable development field.

SCHOLARSHIPS

Thanks to our generous donors, just over \$2.7 million in scholarships and bursaries has been granted to students this year.

For more information, see:

www.hec.ca/en/current_student/financing_studies/scholarships



ASSOCIATIONS AT HEC MONTRÉAL: SOMETHING FOR EVERYONE!

There are close to thirty associations, committees and interest groups for students at HEC Montréal. While many of them were created for administrative purposes, lots of others are aimed at expanding students' horizons. Here are a few of them, demonstrating students' energy and wide-ranging interests.

EXPRESSION: Promotes all forms of art. Produces a musical and organizes a talent contest, exhibitions, dance lessons and more.

HUMANITERRE: Its mission is to increase awareness of environmental issues, instil ethical values and promote socially aware business practices – not only among students, but also among faculty and School staff as well.

SOCIÉTÉ DE RELATIONS D'AFFAIRES (SRA) DE HEC MONTRÉAL: This group gives students an opportunity to network with professionals in the business world and takes an interest in plenty of other fields.

The Société de relations d'affaires offers all kinds of activities for all HEC Montréal students and a number of partner universities. Résolution 21, for example, is a project designed to bring university students from across Quebec together to draft a suggested solution to a 21st-century challenge, to be submitted to the United Nations. The project gives them a chance to engage in intense debates revolving around their political, economic and social convictions.



HEC MONTRÉAL FOCUSES ON WEB USERS

THE SCHOOL'S NEW SITE DESIGNED TO MEET VISITORS' NEEDS

HEC Montréal has launched an all-new version of its Website, reworked and updated to meet the needs of the School's Web users.

Much more than a simple facelift, the School's Website has undergone a complete transformation, with a new look, but above all new information architecture, new contents and simpler navigation, all designed to give the School greater visibility on the Web.

The Electronic Communications Department wanted to offer a site that would meet Web users' interests and needs, so it asked current and future students, alumni and faculty for their comments and suggestions. What would they like to see when browsing the School's Website?

The completely new design includes more photos and gives a better idea of life at HEC Montréal.

www.hec.ca



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