



*Prepare your career
for new heights!*



ISU's Executive MBA

A program focused on space business



"Studying with ISU is a rich and powerful experience. Meeting professionals from different areas of the Space Industry and with various backgrounds is as much enlightening as following the lectures of the charismatic ISU experts. I never before learned as much in such a short period of time."

Katharina Deil, SES Astra,
Luxembourg



Prepare your career HOW CAN AN MBA

The space world is still strongly dominated by technological developments and systems engineering, therefore attracting highly-skilled engineers and scientists. After a few years and a few internal promotions, however, new skill sets are required to reach higher levels of responsibility.

As Werner Von Braun noted, there are two main obstacles to overcome when launching objects into outer space: gravity... and budget restrictions. Whether you are a trained scientist or engineer or one of the many

other professionals required to make the space sector work, you will increasingly need to know more about this second obstacle. Traditionally that leaves you the choice of taking an extended study leave, investing several years of part time study, or trying to learn by «trial and error» from experience.

For an active professional none of these solutions is optimal.

At the request of many ISU alumni, we have developed an Executive MBA that is better adapted to the needs of space professionals and their colleagues in similarly

for new heights! HELP YOUR CAREER?



complex businesses. It will allow you to continue your career and at the same time will bring you in contact with highly respected professors and experienced space professionals teaching the principles of economics, accounting, marketing, policy, law, and modern management necessary for career progression.

Whether you are currently active in the space sector or among that growing group of people whose business interests bring you into contact with it, this program is ideal for you. Increasingly, specialists in finance, investment banking, law, government, insurance, and communications are finding that the future of their careers

is interwoven with dynamic developments in space applications and activity.

An Executive MBA will be a lifetime asset for your career, do not postpone the opportunity!



*Prof. Walter Peeters, MBA
Dean of ISU*

ISU'S MISSION AND GOALS



The International Space University (ISU) provides post-graduate training to members of the emerging global space community at its Central Campus in Strasbourg, France, and at locations around the world. ISU offers its students a unique Core Curriculum covering all disciplines related to space programs and enterprises – space science, space engineering and applications, systems engineering, space policy and law, business and management, and space and society.

Since its founding in 1987, ISU graduated more than 3000 students from over 100 countries. Together with hundreds of ISU faculty and lecturers from around the

world, ISU alumni comprise an extremely effective network of space professionals and leaders that actively facilitates individual career growth, professional activities and international space cooperation.

ISU develops the future leaders of the world space community by providing interdisciplinary educational programs to students and space professionals in an international, intercultural environment.

ISU also serves as a international forum for the exchange of knowledge and ideas on challenging issues related to space and space applications.

THE 3 “i’s”

Building on specialist knowledge already acquired, ISU relates this to all aspects influencing the successful outcome of space development and use.

At ISU, programs are:



INTERDISCIPLINARY

Broad-based educational programs that encompass all disciplines relevant to space—scientific, engineering, economic, regulatory, political and organizational—provide students with a multi-dimensional perspective, vital for understanding and



effectively dealing with complex space development and utilization issues.



INTERNATIONAL

Global networking opportunities and intensive teamwork practices at ISU, give its diverse student body the edge when performing in competitive and collaborative international space programs.



INTERCULTURAL

Interacting with people from a variety of different backgrounds: academic, cultural and national, with varied approaches to problem solving and occasionally conflicting objectives, prepares ISU students for the multicultural environment of today's world space community.





WHO WILL YOUR CLASSMATES BE?



With increasing space commercialization, all managers, whether involved in industry or government, need to have an in depth knowledge of the fundamental business principles driving the acquisition, production, financing, marketing, regulation, and operation of space systems.

Intended to provide in depth understanding of business in the context of the special challenges of the space sector and similar fields, this MBA will attract students from broad cross-section of the specialties on which successful space missions and activities depend. Thus, although the first module will provide material on specific business topics, it is also designed to provide technical knowledge to allow participants with non-technical backgrounds (e.g., law, economics, social sciences) to follow the entire program successfully. Over the years ISU has been very successful in helping students with technical as well as non-technical backgrounds to understand critical aspects of business, law, and social sciences.

HOW IS ISU'S EXECUTIVE MBA DIFFERENT?

"ISU's Executive MBA is exactly the type of course that space professionals have been waiting for, for a long time as the perfect complement to the rest of the training activities ISU has in its portfolio. It really covers a need in the space community, an EMBA course focused on space business".

Juan Manuel Del Cura,
Sener, Spain



- ▶ Unique focus on the dynamic space sector
- ▶ A program of six tailored modules addressing management, leadership and strategic development
- ▶ Multiple locations ensure international perspective
- ▶ Value added through strategic partnerships
- ▶ Faculty with experience in the space industry and related sectors and institutions
- ▶ Total duration: 9 residential weeks within a period of 18 months

THE ONLY EXECUTIVE MBA PROGRAM SOLELY DEDICATED TO SPACE!

WHAT WILL I LEARN?

MODULE A

1. Core knowledge:

- ▶ space science and technology
- ▶ space applications

2. Fundamentals on:

- ▶ accounting
- ▶ finance
- ▶ qualitative and quantitative analysis
- ▶ economics

MODULE B

- ▶ Finance and accounting
- ▶ Corporate law (incl. due-diligence)
- ▶ Public procurement
- ▶ Marketing
- ▶ Operations management
- ▶ Space Business
- ▶ Economics (incl. risk and insurance)

MODULE C

- ▶ Cost engineering
- ▶ Human resources
- ▶ Project management
- ▶ System management

MODULE D

- ▶ Political economy of the aerospace industry
- ▶ International Space Business & Investment
- ▶ Entrepreneurship and innovation
- ▶ International policy and strategy
- ▶ International relations and negotiations
- ▶ International space law

MODULE E

Research project (completed at home with online support from the ISU Faculty)

With the exception of Module E, all modules include a period of one or two weeks in residence. Between the residential sessions, group and individual assignments will be performed online to integrate the knowledge being acquired. A master level thesis will be prepared on a topic to be submitted and accepted by ISU and to be presented in front of a jury at ISU.

MODULE F

Case studies and emerging business responses

WHAT WILL I GAIN FROM THE EXECUTIVE MBA?

Traditional MBA core elements such as Economics, Accounting, Finance, Law are taught by expert faculty in an interactive and applied manner, while coupled with elements of a Master's in Public Administration and key technical knowledge, necessary to incorporate a pragmatic understanding of the space sector. The program develops and applies business fundamentals that the future graduate can employ on their professional challenges towards making informed, strategic decisions based upon sound management principles.

The in-depth analysis of successes and failures of the space sector and the business knowledge acquired are particularly relevant for leaders working in the space

sector, or similarly complex fields. As a participant we aim to make an invaluable contribution towards your excellence in undertaking higher responsibilities and authority.

Vasilis Zervos,
ISU's Executive MBA Program Leader



"ISU's EMBA offers excellent training in both financial and technological aspects of space commerce that is easily applicable to many other areas of the economy."

Helmut Kessler,
CVI, Isle of Man

The program will be divided into six modules of which five will require residential participation. In order to enhance the international character, locations will vary as shown on the following schedule.



First Year (12 months)		
Module A	Module B	Module C
INTERNATIONAL SPACE UNIVERSITY (FRANCE)	INTERNATIONAL BUSINESS SCHOOL* (ISLE OF MAN)	COLORADO SPRINGS UNIVERSITIES (USA)
2 weeks	2 weeks	2 weeks
Core Lectures	Space Commerce and Economics	Project Management
7-19 March 2011	20 June - 2 July 2011	17-29 October 2011
Assignment 1 "Mission Design"		Assignment 2 "Tender Preparation"

SCHEDULE

Second Year (6 months)		
Module D	Module E	Module F
SPACE POLICY INSTITUTE GWU (USA)	SELF-STUDY (ONLINE SUPPORT)	SES-ISU* (LUXEMBOURG & FRANCE)
2 weeks	3 months	1 week
International Policy & Law	Research Project	On-site Applications and Thesis
20 February - 3 March 2012	Spring/Summer 2012	17-22 September 2012
	Thesis	

*Location under evaluation

The modules are linked to each other but can be interrupted for specific circumstances if necessary and resumed with a subsequent class. With prior approval of the Dean of ISU permission may be granted to take modules out of the scheduled sequence. As with other ISU programs, all modules must be completed within 7 years. The program starts in March and comes to completion in September of the following year.

Each of the first four modules has a specific topic which will be covered in depth, and, as such, each module could be selected separately. At the end of each residential module a test will be taken and the successful candidates will receive a certificate.

HOW TO APPLY

ADMISSIONS CRITERIA

Applicants will be admitted on the basis of their academic and professional achievements and must have earned a bachelors degree or equivalent.

Preference will be given to applicants:

- having a minimum of five years relevant experience
- having a proficiency in English
- demonstrating focused career perspectives in the space sector or similarly complex area.

In the case of applicants who are sponsored by their organization's human resources department, selection will be performed in cooperation with that department.

ADMISSION PROCEDURE

Applicants selected by the Human Resources department of their organization shall submit the following documents to ISU either directly or through their HR department:

- A Curriculum Vitae
- A certified academic record, transcript or mark sheet
- A proof of language proficiency in English.

Non-sponsored applicants should submit the above items plus those listed below directly to ISU:

- An essay explaining the reasons why they wish to attend the course
- Two letters of recommendation
- A declaration of professional experience.

TUITION FEES

Tuition for ISU's Executive MBA 2011-2012 is 33 000 Euro covering teaching fees, all academic material, access to the school library and computer labs, lunches and selected dinners. Fees do not include transportation, accommodation and regular dinners or any meals not mentioned above. ISU's next Executive MBA session is scheduled for March 2011.

Tuition may be paid in two installments, the first covering Modules A through C and the second covering Modules D through F including the research project. Pricing for each will be posted by January 1 of each year for the session beginning in that year.

ISU Program Graduates are eligible for a 10% reduction in tuition irrespective of whether their fees are paid personally or by their employer. People who have

completed one of ISU's short courses, (eg. Executive Space Course, Space Odyssey Institute) are entitled to a 1 000 Euro reduction applicable to their first installment.

Aside from this brochure, you may visit ISU's website at www.isunet.edu where you will find detailed information on ISU's programs and activities.



«I had been thinking about an MBA for a few years. When ISU announced the launch of its own new program, I knew this was the EMBA I was dreaming of. ISU's EMBA's excellence is in the 3 i's, academics, logistics, high-skilled and polyglot teammates and faculty. The deeper I advance in ISU's EMBA, the broader I see my career perspectives.»

Ivan Benilan,
Thales Alenia, France

CONTACT

A Frequently Asked Questions section has been developed on the ISU website on ISU's Executive MBA to answer further questions you may have about the program. Simply visit www.isunet.edu/mba

FOR ADDITIONAL INFORMATION, CONTACT:

ISU's Executive MBA
Ms Geraldine Moser
 Program Coordinator
 International Space University
 1 rue Jean-Dominique Cassini
 67400 Illkirch-Graffenstaden
 France
 E-mail: emba@isu.isunet.edu
 Tel: +33 (0)3 88 65 54 30
 Fax: +33 (0)3 88 65 54 47



PARTNERS

With the support of:



www.ibs.ac.im



www.spacefoundation.org

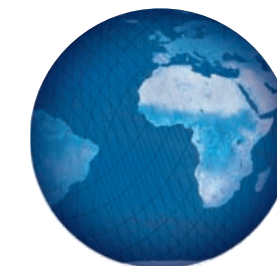


www.ses.com

THE SPACE POLICY INSTITUTE

GEORGE WASHINGTON UNIVERSITY

www.gwu.edu/~spi



www.isunet.edu



CONTACT:

ISU's Executive MBA

Ms Geraldine Moser

Program Coordinator

International Space University

1 rue Jean-Dominique Cassini

67400 Illkirch-Graffenstaden

France

E-mail: emba@isu.isunet.edu

Tel: +33 (0)3 88 65 54 30

Fax: +33 (0)3 88 65 54 47

www.isunet.edu