



*Prepare your career
for new heights!*



ISU's Executive MBA

A program focused on space business



Prepare your career for new heights!

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

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 has graduated more than 2700 students from 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.

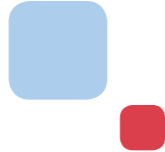
INTERNATIONAL
Global networking opportunities and intensive teamwork practices at ISU, give its diverse student body the edge when performing in competitive and collaborative international space programs.



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?



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.

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.

HOW IS ISU'S EXECUTIVE MBA DIFFERENT?



- ▶ 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

- ▶ 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 D

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

MODULE E

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

MODULE F

Case studies and emerging business responses

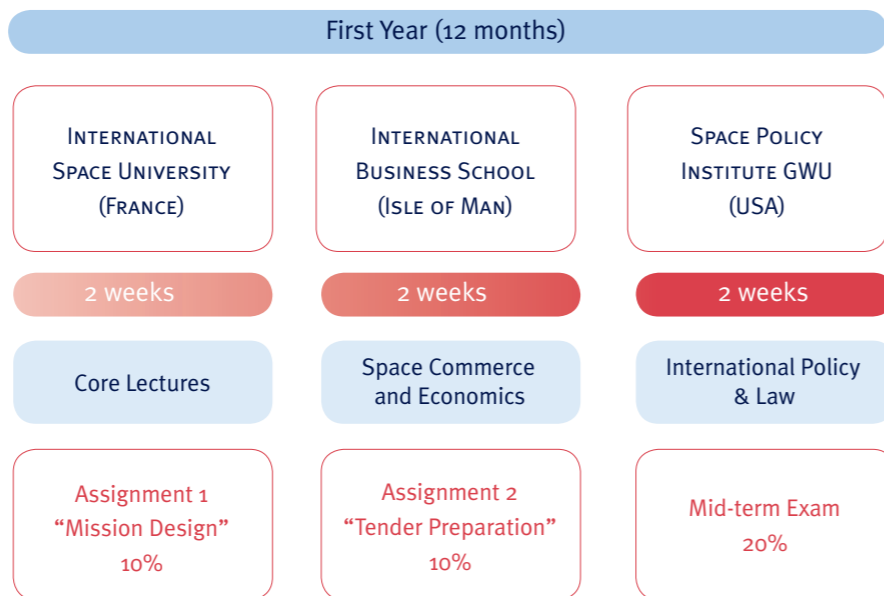
With the exception of Module E, all modules include a period of one or two weeks in residence. Between the residential sessions, group and individual assignments will be performed online to integrate the knowledge being acquired. A master level thesis will be prepared on a topic to be submitted and accepted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

WHAT WILL I GAIN FROM THE EXECUTIVE MBA?

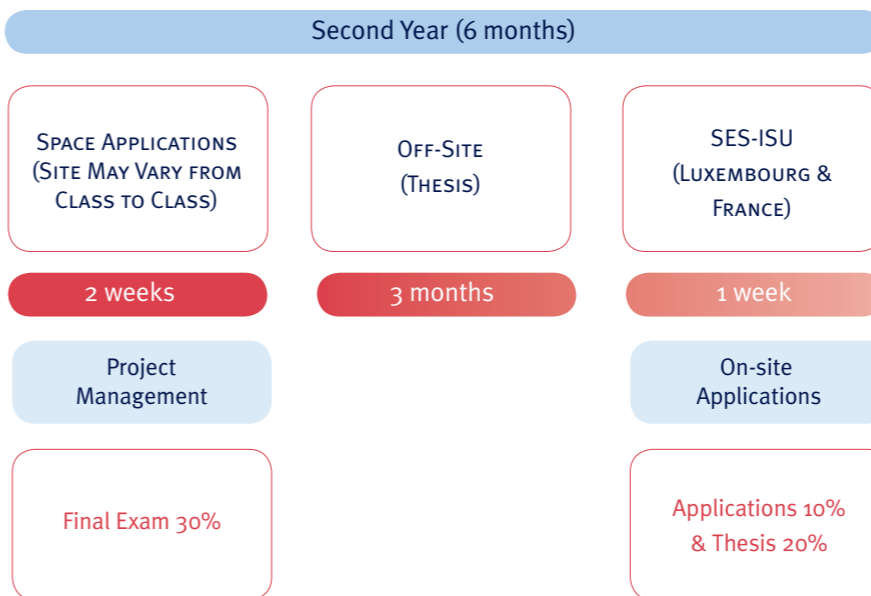
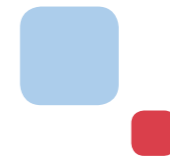
The program will develop business fundamentals that the future “graduate” can employ to analyze the underlying commercial issues of the projects they work on and to make informed, strategic decisions based upon sound management principles. Drawing examples from the activities, successes and failures of the space sector, the business knowledge acquired will be particularly relevant for leaders working in the space sector or similarly complex fields. It intends to expand the business knowledge of experienced managers to permit their qualification for higher responsibilities and authority.



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.



SCHEDULE



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 June and comes to completion in December 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 2009-2010 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 first Executive MBA session is tentatively scheduled for June 2009.

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.



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.

FOR ADDITIONAL INFORMATION, CONTACT:

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