Executive Master in International Postal Management


Supported by

International Post Corporation

École Polytechnique Fédérale de Lausanne
The postal industry will be facing numerous and complex challenges in the coming years, which is why the International Post Corporation (IPC) sought to work with the École Polytechnique Fédérale de Lausanne (EPFL) to develop an Executive Master in International Postal Management. It is our sincere belief that specialized, intensive training is required in order for postal executives to cope with the challenges ahead. IPC, the postal industry’s partner company, provides leadership by driving quality, interoperability and business-critical intelligence, while EPFL is one of the world’s leading universities in the areas of engineering, innovation and research. Together these organisations are in a unique position from which to provide postal executives with the training that fits their needs and creates an indispensable foundation for their success.

Herbert-Michael Zapf
President and CEO, International Post Corporation
If mail volumes continue to decline at their current rates, in 15 years the postal industry will need to look very different from how it looks today. This Executive Master Program from EPFL is exactly what is needed – to think ahead and to prepare our future leaders to face these new challenges.

Elmar Toime
Former CEO, New Zealand Post

Why choose the EPFL Executive Master in International Postal Management?

The postal industry is changing rapidly and is facing unique and unprecedented challenges. More specific than domestic and general management programs, the unique Executive Master in International Postal Management has an international dimension and is focused on the postal industry alone. This allows participants to acquire the skills and tools needed to successfully face the sector specific challenges.

Think innovatively! Think outside the box!

Invest in your future. If you want to strengthen your career within the postal industry without leaving your job, the unique Executive Master in International Postal Management is the answer. The practical business expertise and the new innovative ways of management thinking that you develop during the program will change your approach to decision making and give you the ideas, inspiration and contacts to shape your career.

This unique program takes you beyond the basics giving you an in-depth understanding of the forces that will be shaping the postal industry in the future.

Benefits

For the participant

• Build your knowledge of business fundamentals
• Develop an in-depth understanding of the particularities of the postal industry and other related industries
• Opportunity to study and network in four incredibly interesting and dynamic cities: Lausanne, Brussels, Melbourne and Toronto
• Studying for your Executive Master while working full-time allows you to immediately apply new ideas and business tools
• Gain knowledge and understanding from experienced and diverse highly qualified international classmates
• Learn from business leaders and first-class professors
• Build an extensive international network to call upon throughout your career
• Executive Master degree from the internationally recognized EPFL

For the employer

• Executive education from the internationally recognized EPFL enables participants to bring new thinking and creativity to their organizations
• Retain high-potential employees by building their skills while growing your confidence in their capabilities
• Access to global business networks
• Real output from case studies and company related projects
Who is the program designed for?

One of the most valuable assets of the Executive Master in International Postal Management is the knowledge and experience you gain from and with your classmates. As a result, you can count on an excellent international network throughout your career. They benefit from you and you benefit from them.

Participants are high-performing managers who share an overriding desire to learn and who aspire to lead. The minimum requirement is an undergraduate university degree and some significant work experience. On average, an Executive Master participant is 39 years of age and has 14 years of professional experience. The Admission Committee carefully brings together a group of managers with different nationalities and backgrounds.

"The EPFL’s Executive Master Program in International Postal Management is a unique opportunity to study and research the postal industry and its challenges. It is not only a chance for face-to-face contact with postal industry leaders, but also with leaders of other industries and academia. This program puts the postal industry into perspective and sets the stage for insightful discussions on how to shape the future of postal services, companies and institutions."

Altamir Linhares
Postal Economics Senior Expert, UPU

"The Executive Master Program is a unique learning proposition which combines the expertise of first-class professors with business leaders from the postal world."

Thierry Golliard
Ideas Manager, Swiss Post International
The EPFL Executive Master at a glance

<table>
<thead>
<tr>
<th>Degree</th>
<th>Executive Master in International Postal Management from the EPFL</th>
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<tbody>
<tr>
<td>Participants</td>
<td>15-20 talented, motivated and high-performing managers with at least 5 years of business experience</td>
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<tr>
<td>Format</td>
<td>Study while working full time</td>
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<tr>
<td>Program structure</td>
<td>The Executive Master curriculum has been designed to give managers the skills and tools they need to face the profound challenges of the postal industry and to lead their companies successfully into the future. The program consists of four international modules which will take place in Europe, North America and Australia:</td>
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<td></td>
<td>• Business Fundamentals and Leadership in Lausanne</td>
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<td></td>
<td>• Innovation in Melbourne</td>
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<td></td>
<td>• Marketing/Sales in Toronto</td>
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<td>• Trends/Strategy/Operations in Brussels and Lausanne</td>
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<tr>
<td>Duration</td>
<td>12 months including thesis, with 10 weeks out of office</td>
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<td>Start date</td>
<td>September</td>
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<tr>
<td>Tuition fee</td>
<td>The fee for the program is USD 29,000, which includes tuition, course material, lunches and coffee refreshments during the program</td>
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The EPFL’s Executive Master in International Postal Management clearly indicates that many years of experience on the job alone is not enough when it comes to managing today’s postal industry. The program has equipped me with innovative academic and practical skills, particularly in the area of business strategy. These are essential when it comes to facing communications market challenges and dealing with the impact they have on postal organizations.

Umaru Kaboji Musa
Participant, Nigerian Postal Service
Why EPFL?

Innovating and exploring on the frontiers of knowledge

EPFL is one of the two Ecoles Polytechniques Fédérales in Switzerland. Like its sister institution, ETHZ, it has three missions: education, research and technology transfer at the highest international level. Associated with several specialized research institutes, EPFL is a leading academic institution. According to The Times 2010 Ranking of Higher Education, EPFL is ranked 14th in the world and first in Europe both for Engineering and Technology.

EPFL, in its idyllic location on the shores of Lake Geneva, brings together a campus of more than 10,000 people. Through its novel structure, the school stimulates collaboration between students, professors, researchers and entrepreneurs. These daily interactions give rise to new and groundbreaking work in science, technology and architecture.

A campus, a city

The environment at EPFL is one of exchange and interaction. With 110 nationalities represented on campus and more than 50% of our professors coming from abroad, the school is one of the world’s most cosmopolitan universities.

The EPFL campus is contiguous with that of the University of Lausanne, an institution that excels in economics, the social sciences and humanities, as well as in earth sciences, biology and medicine. Taken together, the two campuses number 20,000 students, nearly 10% of the population of the larger Lausanne metropolitan area, giving the city a unique dynamic.

Expertise in Executive Education for the Postal Industry

The Chair of Management of Network Industries (MIR), Professor Dr. Matthias Finger offers expertise, a wide range of research and executive education in the postal industry as well as other network industries.

His previous experience includes:

- Three day management training “Facing the Challenges of the Postal Industry” for international postal managers in Brussels for IPC
- A customized program: “Transformation of the postal industry” for a group of Directors of India Post
- A customized program: “Regulatory Challenges in the postal industry” for the Ministry of Information and Communication of Vietnam
- Organization of the annual Conference on Trends and Innovation for the Postal Market (T.I.P) together with IPC.

Visit http://tip-conference.epfl.ch
Learning from Leaders

First-class professors

**Prof. Dr. John Antonakis**
Organizational Behavior, University of Lausanne

**Prof. Dr. Joe Griffin**
Director, Executive Education, Victoria University in Melbourne

**Prof. Dr. Ajay Sirsi**
Marketing and Sales, Schulich School of Business, York University in Toronto

**Prof. Dr. Marc Gruber**
Corporate Entrepreneurship, EPFL

**Prof. Dr. Jörg Dietz**
Leading and Managing Change, University of Lausanne

**Prof. Dr. Jean-Philippe Bonardi**
Strategic Management, University of Lausanne

**Prof. Dr. Chris Tucci**
Corporate Strategy and Innovation, EPFL

**Prof. Dr. Alyson Warhurst**
Maplecroft

Business leaders

**Herbert-Michael Zapf**
CEO and President, International Post Corporation

**Eduard Dayan**
Director General, Universal Postal Union

**Herbert Rüdisser**
CEO, Liechtensteinische Post

**Ibrahim Ahmed Elbadawi**
Strategic Planning Specialist, United Arab Emirates Federal eGovernment

**Tarja Pääkkönen**
Senior Vice President, Sales and Marketing, Itella Corporation

**Elmar Toime**
Former CEO, New Zealand Post

**Waheed BuSaeed**
eBusiness Department Manager, Saudi Post

**Cecilia Podoley**
Senior Counsel Integrity, TNT Group

**Shane Morris**
Strategy Director, Australia Post

**John Ballard**
CEO, Mercy Health

**Florence Forzy-Raffard**
Director Corporate Affairs, Yarra Trams, Melbourne

**Kerry Swanson**
Marketing and Sales, Purolator
Curriculum

Module 1

September
Leadership and Business Fundamentals

3 weeks in Lausanne, Switzerland, EPFL
• Leadership
• Working across cultures
• Finance
• Marketing
• Strategy
• Change Management
• Management of network industries
• Trends and challenges of the postal industry

Module 2

December
Innovation

2 weeks in Melbourne, Australia, Victoria University
• Innovation strategy
• Driving innovation
• Corporate entrepreneurship
• Management of the innovation process
• Innovation in the postal industry
• Exchange and Discussion with Australia Post

Module 3

April
Marketing and Sales

2 weeks in Toronto, Canada, York University
• Marketing strategy
• Brand management
• Distribution channels
• Price strategy
• Sales management
• Exchange and Discussion with Canada Post and Purolator
The Executive Master course is pitched at the right level and strikes the right balance between theory classes and practical exercises. Moreover, it is so interesting to discover the common ground shared by the Post and other network industries.

David Avsec
Participant, IT Development Manager, Universal Postal Union

Module 4
August
Trends/Strategy/Operations

2 weeks in Brussels, Belgium IPC and 1 week in Lausanne, Switzerland, EPFL

- Future postal technologies
- New technology based business development
- E-services
- Trends of the postal industry
- Sustainability
- Diversification
- TIP Conference (Trends and Innovation for the Postal Market)
- Defense of the Master Thesis

Master thesis
A personal master thesis is carried out by the participant and defended at the end of the program. The thesis is the opportunity to focus on a business issue of particular relevance to you and your organization.

Assessment
Each Executive Master module is assessed by the following methods:

- Written exam
- Individual assignment
- Group assignment
- Class participation

Degree and credits
Upon successful completion of the program and thesis the participant receives the EPFL degree of Executive Master in International Postal Management. This degree is fully recognized and protected by Swiss law. The completion of the program represents 60 ECTS credits.
How to apply

Registration deadline is July 31 each year. Please register early, particularly if you need a visa for some of the countries.

How to apply

You will find application forms online at http://postal-management.epfl.ch

In order to register, please download the registration form, fill it out, date and sign it and send it to the program administration office by email and by post, together with the following documents:

- Detailed Curriculum Vitae
- Certified copies of university diplomas and grades (not necessary for Swiss diplomas)
- A letter of intent
- Two passport photos
- A photocopy of your passport
- A business card
- Two letters of reference

Admission requirements

- Bachelor or Master degree from a recognized university or another suitable professional qualification
- Experience in people management, projects, working with customers or budgets (in general at least 5 years)
- Strong motivation for doing an Executive Master and applying the learning
- We may ask applicants to attend an interview or be interviewed via teleconference

Tuition Fee

The fee for the program is USD 29,000. The fee includes:

- Tuition
- Course material
- Lunches and coffee refreshments during the courses

Participants will be expected to take part in all four modules and therefore to travel independently to the various course locations. Given the global nature of the program, participants should plan to spend up to USD 15,000 for travel and accommodation.

Scholarships

The EPFL Executive Master is able to offer a very limited number of scholarships of up to 50% of the tuition fee. These are aimed at supporting highly qualified young management potentials, who are not able to support their participation themselves or through their organization. If you wish to apply for such a scholarship, you must apply to the program first, then apply separately by email and post for a scholarship.

For those wishing to take part in the program but who do not have the financial means, we encourage you to explore the various scholarship opportunities offered through the EPFL. As an example, the International Executive Master in Postal Management is recognized by the Joint Japan/World Bank Scholarship Program. Information can be found on their website at www.worldbank.org. Please contact us at erik.swars@epfl.ch for more information about scholarships.
This Executive Master program enabled me to gain experience and acquire business tools which I could apply immediately in my daily work.

Philippe Main
Participant, IT Partner Manager, Swiss Post

Team

Advisory Board

Bernhard Bukovc
Director Regulation and Intercompany Pricing, International Post Corporation (IPC)

Dominique Bailly
Director of HR strategy management and CEO adviser, La Poste

Peter Somers
CEO bpost International

Yves-André Jeandupeux
Director HR and Member of Executive Management, Swiss Post

Jürgen Lohmeyer
Vice President International Relations & Mail Import, Deutsche Post DHL

Corinne Veenstra
Manager Training & Development, TNT Post

Management Team

Prof. Dr. Matthias Finger
Program Director

Erik Swars
Managing Director