

Hult has partnered with the Center for Innovation, Excellence and Leadership (IXL Center) to provide courses on Innovation Management and Innovation Breakthroughs.

BOSTON, Mass., June 4, 2009 - Hult International Business School, the world's first global business school, announced today that it has partnered with the Center for Innovation, Excellence and Leadership (IXL Center) <www.ixl-center.com> to provide courses on Innovation Management and Innovation Breakthroughs.

IXL Center has developed a cutting-edge methodology for identifying business innovations to help companies drive their growth. IXL's founder Dr Hitendra Patel has over 20 years experience developing innovations for companies. He has worked for Motorola, Arthur D. Little and Monitor and is the author of numerous books on the topic of innovation.

The IXL innovation methodology will be taught to all Hult's MBA students through its Action Learning Project. Over fifty student teams working for leading companies like BAE Systems, Osram Sylvania, Philips Healthcare, EMC, and Sherwin Williams systematically deliver a high quality and high impact business plan over a six week period. This will be done simultaneously across all of Hult's campuses in Boston, London and Dubai.

IXL and Hult will also partner to teach corporate executives how to innovate effectively. Together they will offer executives a Mastery Certificate on Innovation covering the following topics:

- Innovation Strategy - Where and When to Innovate
- Innovation Capacity - How and With Whom to Innovate
- Innovation Discipline - Stay the course and win the race

The program instructors will be from companies like Motorola, Osram Sylvania, Natura, GEN3, Palladium Group and Arthur D. Little. These practitioners and consultants will bring a real understanding of what it takes to the classroom. Dr Stephen Hodges, President of Hult International Business School, says "IXL provides executives with a practical approach to innovation, an area that traditionally very few companies have mastered. This focus on practical education fits perfectly with the mission of the school".

Dr Hitendra Patel comments, "We at IXL are delighted to form this exciting partnership. Hult's global presence will provide us with the perfect platform to reach out to executives around the world. We believe that in a downturn innovation is more important than ever. We are seeing strong interest from companies interested in finding new growth opportunities at this difficult time."

For more information, please contact hitendra.patel@ixl-center.com or call +1 617 259 8417

www.hult.edu

Boston Admissions Office	Tel: +1 617 746 1990
London Admissions Office	Tel: +44 20 7636 5667
Dubai Admissions Office	Tel: +971 4 375 3088
Asia Admissions Office	Tel: +852 2111 2370(Hong Kong); +86 21 6133 6023(China)