

SCHOOL

BETTER SOCIETY

# FULFILL YOUR POTENTIAL - BECOME A RESPECTFUL, DYNAMIC AND PRODUCTIVE BUSINESS LEADER

> A series of specialized postgraduate programs with one ambition: to help you excel as you pursue your career path.

## SPECIALIZED MASTERS



**IESEG**  
SCHOOL OF MANAGEMENT

EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY

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## BECOME A PIONEER OF CHANGE

As a French “Grande École”, IÉSEG prepares changemakers who, through innovation and humanism, will develop socially responsible companies that redefine the international context.

Choosing IÉSEG means confronting challenges, defying conventions, and playing a role in changing the world!

**Get ready to join the new culture of international management.**

# REASONS TO CHOOSE IÉSEG

## 1

### APPLYING THEORY

- > Academic programs take into account the **major challenges facing society**: artificial intelligence, big data, ethics, sustainable development, etc.
- > Programs combine **solid theoretical knowledge and role-playing, management disciplines** and personal development, general knowledge and openness to the world
- > A specially designed academic course supplemented with **professional experience**

## 2

### LOOKING BEYOND BORDERS

- > An immersion in an **intercultural environment** and with an international faculty
- > A **dynamic international community** of students and graduates

## 3

### A GLOBAL AND DIFFERENTIATING APPROACH

- > **Innovative teaching methods** that provide a unique, challenging and interdisciplinary learning experience
- > A **personal development program with personalized support** for students' professional projects
- > Shared values for all stakeholders: **Accomplishment, Responsibility, Integrity, Solidarity and Engagement**

#### ACCREDITATIONS AND LABELS

IÉSEG and its programs are recognized by several French and international accreditation bodies, guaranteeing the School's excellence. Holder of the "Triple Crown" of international accreditations (EQUIS, AACSB and AMBA), IÉSEG is a member of the very select circle of top global business schools.



In 2020, IÉSEG was awarded the Campus France "Welcome to France" certification label, which distinguishes French higher education institutions that have met different criteria in welcoming international students.



## KEY FIGURES



### ACCREDITATIONS AND RANKINGS

**3** international accreditations:  
**EQUIS - AACSB - AMBA**

**Ranked 34<sup>th</sup>** in the 2021 global ranking  
of **the best Masters in Management**  
programs (*Financial Times*)



### STUDENTS AND ALUMNI

**7,000** current students and **1,000** executives/  
managers trained each year

**12,000** graduates



### THE FACULTY

**175** permanent professors  
from 48 different countries

100% of permanent faculty  
with a **PhD/Doctorate**



### PARTNERS

**323** partner universities  
in **76** countries

**2,500** partner companies



*“Making the decision to study at IÉSEG means choosing to join an international community of changemakers with strong shared values.”*

**Jean-Philippe AMMEUX**  
Dean, IÉSEG School  
of Management

# VISION, MISSION AND VALUES

*Empowering changemakers for a better society*

## ■ VISION

The IÉSEG vision that emerged from a collective effort, involving all the School's stakeholders, is that in 2025, IÉSEG will be **a unique international hub empowering changemakers for a better society.**

## ■ MISSION

- > To educate managers to be inspiring, intercultural and ethical pioneers of change
- > To create knowledge that nurtures innovative leaders
- > To promote creative solutions for and with responsible organizations

## ■ VALUES



### ACCOMPLISHMENT

We support members of the IÉSEG community to go the 'extra mile', **forging their own path and achieving meaningful goals in life.**



### RESPONSIBILITY

We take into account **the impact of all our decisions and activities on people, the planet and business.**



### INTEGRITY

We, students and staff, **act ethically in a consistent way** in all of our personal and professional activities.



### SOLIDARITY

We pay particular care and attention to everyone by **fostering inclusiveness in all our activities.**



### ENGAGEMENT

We are, actively and collectively, committed **to making a positive impact.**

# IÉSEG TEACHING AND LEARNING STRATEGY

A unique, demanding and meaningful learning experience



## PRINCIPLE 1: ACTIVE LEARNING

### OBJECTIVE

To foster students' engagement and involvement in their own learning through:

- > individual and group activities,
- > flipped classrooms (theoretical readings in advance, in-class applications),
- > student involvement in co-construction of courses.



## PRINCIPLE 2: PERSONALIZED DEGREE

### OBJECTIVE

To deliver personalized academic paths to students to enable them to gradually build their learning journey in line with their career plans and objectives. This includes:

- > individualized career coaching sessions,
- > career workshops,
- > meetings with companies.



## PRINCIPLE 3: INTERDISCIPLINARY LEARNING

### OBJECTIVE

To enable students to connect and give meaning to the knowledge acquired during courses through:

- > internships,
- > non-profit projects (for example with associations or clubs),
- > interdisciplinary projects,
- > real company projects.



## PRINCIPLE 4: FOCUS ON SKILLS ACQUISITION

### OBJECTIVE

To continually strengthen the link between theoretical teaching and the complex issues that students will encounter in the business world.

- > Programs are reviewed regularly by a panel of professionals working in the relevant fields.
- > Content is reviewed for pertinence with respect to companies' evolving expectations.
- > Role-playing and real business situations are used regularly.



# CAREER PROGRAM

Personalized support and guidance for all participants until they enter the job market

The Career Program **assists IÉSEG students in the construction and implementation of their professional project**, in line with their aspirations, their skills and the socio-economic reality of the market. The objective is to facilitate the integration of each student in a company, in an environment **that allows for personal and professional growth**.

## WHAT IS THE CAREER PROGRAM?

- > A credited program, part of the core curriculum of each IÉSEG program.
- > A dedicated team of experienced and certified professional coaches.
- > A global support: group courses given by the Career Advisors, digital resources, on-demand coaching and a cycle of events to build bridges with companies and develop professional networks.

## PEDAGOGICAL CHOICES

The Career Program is characterized by the diversity of pedagogical methods it offers to encourage learning: digital modules, blended learning, coaching, peer-to-peer, learning by doing, live situations, debriefing and reflexivity. Workshops are also put in place: CV, cover letter, networking approach, salary negotiation, etc.

## IN 2020/2021 THE CAREER PROGRAM INCLUDED:

more than **2,700** hours of group courses

more than **2,300** hours of individual coaching

more than **60** certified coaches with job expertise in line with the majors of the students they coached

**160** events such as conferences, networking and recruiting sessions, company workshops, etc.

# CORPORATE RELATIONS AT IÉSEG

Preparing for the corporate world, being immersed in it, and meeting today's stakeholders to become tomorrow's managers are all key components of an IÉSEG student's time at the School.

## ■ CONFERENCES

IÉSEG organizes meetings throughout the year with its students and professionals from all business sectors to help them build their career path.

## ■ CAREER FAIRS

Every year, more than 300 companies meet and recruit students and young alumni during on-campus or virtual forums.

## ■ NETWORKING EVENINGS

In a round-table format, these evenings are designed to introduce all IÉSEG students to different careers and sectors. Students gain concrete information about professionals' work and their companies, all the while training them to practice networking.

## ■ SPECIFIC RECRUITMENT

Partner companies come to the campuses in Paris and Lille to meet and recruit future collaborators.

Each event organized with partner companies or organizations is set up in collaboration with IÉSEG Network, the School's alumni association.

**One of IÉSEG's guiding principles is that its students need exposure to today's primary stakeholders in order to become tomorrow's managers. Our partner companies reflect this desire to transmit an expertise that derives directly from the working world. They guide and direct our future changemakers:**

AB INBEV, ACCENTURE, ACCOR, ADEO, ADIDAS, AG2R LA MONDIALE, AIR FRANCE, AIR LIQUIDE, AKZONOBEL, ALDI, ALLIANZ, AMAZON, AMERICAN EXPRESS, ARCELORMITTAL, ARMÉE DE TERRE, ARVAL, ATOS, AUCHAN, AXA, BACK MARKET, BANQUE POPULAIRE, BATKA, BNP PARIBAS, BONDUCELLE, BOULANGER, BPI FRANCE FINANCEMENT, CAISSE D'ÉPARGNE, CALZEDONIA, CAMAÏEU, CAPGEMINI, CARAMBAR, CARMIGNAC GESTION, CARREFOUR, CASTORAMA, CELINE, CELLNEX, CERBA, CGI, CHANEL, CHLOE, CHRONOPOST, CIC, CITYONE, CLINITEX, CLUSE, CNFPT, COCA-COLA EUROPEAN PARTNERS, COLOMBUS CONSULTING, COMME DES GARÇONS, CORPORATION, COTY, COVEA, CREDIT AGRICOLE, CREDIT MUTUEL, CREDIT SUISSE, CRIT, CULTURA, CYRILLUS-VERBAUDET, DANONE, DASSAULT SYSTEMES, DECATHLON, DELOITTE, DEVOTEAM, DHL INTERNATIONAL, DIOR, DISNEY, DLPK, DXC TECHNOLOGY, EDMOND DE ROTHSCHILD, ELIS, ENERGIZER, ESTÉE LAUDER, ETAM, EULER HERMES, EURO GROUP CONSULTING, EUROPCAR, EXKI, EXPEDIA, EY, FAST RETAILING, FERRERO, FM LOGISTIC, FNAC, GALERIES LAFAYETTE, GAN, GENERAL ELECTRIC, GOOGLE, GRANT THORNTON, GRAS SAVOYE, GROUPAMA, GROUPE EMERSON, GROUPE HOLDER, GROUPE LA POSTE, GROUPE ROCHER, GROUPON, GUERLAIN, GUCCI, HAYS, HEINEKEN, HENKEL, HERMES, HILTI, HOZELOCK-EXEL, HSBC, HYATT, IBM, IDKIDS, ING, JACADI, JCDECAUX, JULES, KENZO, KEOLIS, KIABI, KILOUTOU, KINGFISHER, KPMG, KUEHNE NAGEL, L'OREAL, LA HALLE, LA REDOUTE, LACOSTE, LAGARDERE, LANGHAM HALL, LEROY MERLIN, LG ELECTRONICS, LHH, LIMAGRAIN, LMH, LONGCHAMP, LOOMIS, LOUVRE HOTEL, LVMH, LVMH FRAGRANCE BRANDS, LYRECO, MAJOREL, MANPOWER, MARS, MAZARS, MCCAIN, METRO, MICHEL ET AUGUSTIN, MICHELIN, MICROSOFT, MOBIVIA, MOËT HENNESSY, MONDELEZ, MONOPRIX, MOODYS, NEOXAM, NESTLE, NIKE, NORAUTO, NOVETUDE, NUXE, ONEY, OPEL, ORACLE, ORANGE, OVH, PARC ASTERIX, PARTOO, PEPSICO, PERNOD RICARD, PHOENIX PHARMA, PIERRE & VACANCES, PRINTemps, PROCTER & GAMBLE, PROMOD, PSA GROUP, PWC, RABOT DUTILLEUL, RALPH LAUREN, RCBT/BOUYGUES TELECOM, ROCHE, ROQUETTE, ROXANE NORD, SAINT GOBAIN, SAP, SAS, SECURITAS, SELOGER.COM, SEPHORA, SHISEIDO, SHOWROOMPRIVE.COM, SNCF, SOCIÉTÉ GÉNÉRALE, SODEXO, SOLOCAL GROUP, SUCRES ET DENRÉES, TAPE A L'OEIL, TARKETT, TEREOS, THALES, THE ADECCO GROUP, TOTAL, TOYOTA, UBER, UNILEVER, VAN CLEEF & ARPELS, VIATYS / GROUPE SQUARE, VILOGIA, VINCI CONSTRUCTIONS, VIVENDI, WELCOME TO THE JUNGLE, WHIRLPOOL, WILO, WORLDLINE



**The IÉSEG Incubator, based in Lille and in Paris, provides a number of new startups with a workspace and professional support, helping them to grow and develop.**

These companies receive free professional advice and support from a variety of academic and professional experts from within and outside of the School. The School's entrepreneurs (students and alumni) also have the opportunity to participate in activities related to entrepreneurship, organized by IÉSEG Network, such as the Entrepreneur Club.

Depending on their projects and profiles, incubated startups may join one of the three existing programs.

## ■ PROFESSIONAL SUPPORT

- > Coaching by a mentor
- > Brainstorming and mutual support workshops
- > Networking events
- > Advice from trade and industry experts
- > Community of entrepreneurs
- > Increased visibility with IÉSEG's network
- > Support in seeking funding
- > Participation in the IÉSEG Network Entrepreneurship Club

# THE IÉSEG ECOSYSTEM

Meaningful professional contacts throughout your life

## ■ IÉSEG NETWORK

**IÉSEG Network, the network of IÉSEG graduates, brings together more than 12,000 alumni and continues to grow since its creation in 1971.** The main mission of IÉSEG Network is to be a tool for the IÉSEG community while offering a range of concrete solutions to activate networks and take the right steps to achieve each graduate's professional project.

### The role of IÉSEG Network

#### For students

- > Access to a network of privileged contacts
- > Opportunities to share experiences
- > Regular networking events
- > A graduate/student mentoring program
- > A range of tools and services to help prepare for the professional future

#### For alumni

- > Permanent support for professional success, notably through the Career Hub, which offers tools and services to help you discover yourself, open up to the world and get inspired
- > A dynamic and international network thanks to the presence of graduates all over the world, meeting around common personal or professional interests (professional clubs, international clubs, networking events, etc.)

IÉSEG Network contributes to the influence of IÉSEG within companies and to the development of its graduates, both personally and professionally.

For more information: [ieseg-network.com](http://ieseg-network.com)

## ■ NOTABLE ALUMNI

**Alumni play a key role in developing the reputation and image of the School internationally and embody IÉSEG's values including solidarity and engagement. They are actively involved in the School, participating in courses and conferences, by proposing internship or employment advertisements.**

Here are a few examples of Notable Alumni from the School:

- > Lisbeth CACERES: AVP Controlling / PPD Headquarters / L'ORÉAL
- > Christophe CATOIR: Executive Committee Member / THE ADECCO GROUP and President / ADECCO
- > Guillaume FOURDINIER: Co-founder / AGRICOOOL
- > Elsa HERMAL: Co-founder and Managing Director / EPICERY
- > Thibaud HUG DE LARAUZE: Co-founder / BACK MARKET
- > Kalyani MUDLIAR: Vice President Risk Finance and Treasury / BARCLAYS INVESTMENT BANKING
- > Sudhindra SHARMA: Leasing & Investor Marketing Analyst / AIRBUS

More examples of career paths of IÉSEG Alumni: [www.ieseg.fr/notable-alumni](http://www.ieseg.fr/notable-alumni)

The logo for the IÉSEG Network Alumni Association is displayed on a large, light-colored wooden table. It features a stylized globe icon composed of teal and blue geometric shapes to the left of the text. The text 'IÉSEG' is in a large, bold, black sans-serif font. Below it, 'NETWORK' is in a smaller, bold, teal sans-serif font. At the bottom, 'ALUMNI ASSOCIATION' is written in a large, bold, black sans-serif font, with 'ALUMNI' on the left and 'ASSOCIATION' on the right, separated by a small gap.

IÉSEG  
NETWORK  
ALUMNI ASSOCIATION



## LIVE IN FRANCE

### ■ WHY STUDY IN FRANCE?

France is an ideal place for studying abroad thanks to its rich culture, gastronomy, architecture, and thriving student life. It has been the home of many of the world's greatest philosophers and thinkers, and is a historic center of culture, from the Lumière Brother's invention of cinema to the evolution of the cutting-edge fashion industry. Every year, France's cultural events and festivities attract people from all over the world.

Not only is France renowned for its culture, there are also some particularly good reasons to choose this country to pursue an education in business. Campus France highlights that France ranks third in Europe in gross domestic product and is the second-largest European market (IMF 2018, Eurostat 2015). Furthermore, according to the latest barometer published by international accounting firm EY, in 2020 France has risen to first place in the ranking of European countries most attractive to international investors.

### ■ THE REST OF EUROPE WITHIN EASY REACH

Both Lille and Paris are strategic crossroads to access the rest of Europe, with high-speed trains (TGVs) connecting them to Brussels, London, Amsterdam, and more. **Airports provide affordable travel options to the rest of Europe, so that, after only a few hours of travel, residents of these two cities can access many large European cities. Be it for a long vacation or a weekend trip, destinations abound.**

## FRENCH CULTURE AND LIFESTYLE

### ■ ARCHITECTURE

**Both Lille and Paris boast cultural attractions, with museums, monuments, historic parks, gardens, and more. Even walking in these cities brings pedestrians back in time, with Lille's distinct Flemish architecture,** its over 100-meter high belfry, for example, recognized by UNESCO as a World Heritage site. Similarly, in Paris, strolls lead tourists and residents alike past Haussmann-style apartments, and other well-known monuments, such as the *Arc de Triomphe*.

**While Lille is a smaller city and not necessarily as well known as Paris on an international scale, it is one of the largest cities in France, named the World Capital of Design in 2020 by the World Design Organization,** and has been previously named the Cultural Capital of Europe. With many universities and schools in the city, it has a bustling student life.

### ■ GASTRONOMY

France is synonymous with food and wine, with a seemingly endless amount of restaurants and bakeries in Lille and Paris. **With over 300 different types of cheese, and a variety of unique dishes in every region, there is something for everyone.**

### ■ LIVE EVENTS

Lille and Paris are both home to many theatres and concert halls, providing a selection of ballet, dance and musical shows. Highlights include the Lille National Orchestra and the *Philharmonie de Paris*, two of France's finest philharmonics, with many performances a year. Whether a lover of classical theatre or contemporary dance, a jazz fan or simply fascinated by new musical genres, **Lille and Paris offer students an abundance of performance options.**

**Similarly, both cities propose many other events, such as the Braderie in Lille, a city-wide flea market that attracts merchants as well as visitors from all around Europe, making it a special Lilloise occasion.**



# PARIS-LA DÉFENSE AND LILLE CAMPUSES



## THE PARIS-LA DÉFENSE CAMPUS

### La Défense – Europe’s largest purpose-built business district.

The La Défense location of IÉSEG’s Paris campus is a strategic plus. Established primarily to strengthen IÉSEG’s links with French and international companies, it has enhanced the institution’s international reputation and visibility.

As IÉSEG’s reputation continues to grow along with its student population, the expansion of the Paris-La Défense campus in 2017 has enabled the School to welcome almost twice as many students as it could before. Composed of three buildings with a total of 16,500 m<sup>2</sup> (177,000 sq. ft.), the campus offers students 77 classrooms equipped to offer immersive hybrid teaching solutions, five multimedia rooms, one trading room, a library, two cafeterias and meeting rooms for clubs and associations.



## THE LILLE CAMPUS

### IÉSEG’s Lille campus features four buildings (with a total of 22,500 m<sup>2</sup>) located in central Lille.

The campus hosts 3,500 students who enjoy a wide variety of modern and functional facilities, including immersive hybrid classrooms, meeting rooms, computer rooms, trading rooms, etc. As a part of the *Université Catholique de Lille*, in a neighborhood hosting 35,000 students, IÉSEG students have access to IÉSEG’s own library, but also to university and online libraries as well.

In addition, the Lille campus is undergoing a renovation and extension project: the IÉSEG Village. The objective of this project, inspired by the input and work of the School’s community (staff and students), is to create a campus of international standing, offering students a unique intercultural learning experience.



# CLUBS AND ASSOCIATIONS

Student associations at IÉSEG are a great way for students to gain experience in team projects, take on responsibilities, acquire relevant professional experience, and of course to pursue hobbies. With over 50 clubs/associations, 780 members and hundreds of events per year, students have a real opportunity to flourish personally and professionally.

- > Entertainment
- > Sports
- > Media
- > Cultural and Societal Issues
- > Entrepreneurship
- > Corporate Social Responsibility
- > Cuisine

For more information: [www.ieseg.fr/clubs-associations](http://www.ieseg.fr/clubs-associations)





## STUDENT SERVICES

Living abroad can be both fun and challenging. IÉSEG has developed a comprehensive program of activities and support mechanisms to facilitate students' adaptation to their new surroundings, meaning the IÉSEG campus and its facilities, but also the city around it and French culture in general.

### ■ ORIENTATION WEEK

Every year, IÉSEG organizes an orientation week for international students just before the start of the academic year. During this week, students are introduced to IÉSEG and its facilities, the program that they have chosen to study, the staff in charge of their teaching, their class schedule, as well as the School's IT procedures. A broader orientation is also offered, covering subjects such as how to navigate the public transportation system and how to handle various administrative procedures, including accessing a government housing subsidy, opening a bank account, and generally understanding the qualities of student life in France. In short, international students are provided with tips and guidelines on how to integrate successfully into the School, the city and the country.

### ■ ACCOMMODATION

A variety of on- and off-campus housing options is available, including student residence halls and private residences, as well as private housing and apartment sharing. Approximate cost of housing, depending on the type of housing and the duration of stay:

- **Lille: between €450 and €800/month**
- **Paris: between €500 and €1,200/month**

Most international students in France have access to a housing subsidy provided by the French government, which reimburses part of the rent paid each month. The amount varies from €30 up to €200 depending on several criteria, such as the location, the cost of rent, etc.

### ■ BUDDY SYSTEM

IÉSEG also offers a Buddy System, which pairs new international students with current students who can offer a friendly face and a helping hand. This system is in place on both the Paris and Lille campuses and helps new international students adapt to life at IÉSEG every year.

Typical "buddy" activities include:

- **showing new students around the campus,**
- **identifying banks and grocery stores in the vicinity,**
- **helping newcomers with communicating in French,**
- **providing invaluable information about French and local customs.**

### ■ INTERNATIONAL CLUB

Another source of assistance is the International Club, an association of IÉSEG students who offer support to new international students throughout the year. The Club is present on both the Lille and Paris campuses.

Every year, when international students representing more than 100 nationalities arrive at IÉSEG, the Club members are involved in welcoming them and assisting them to adapt to their new surroundings.

To help them enjoy their time in France as much as possible, the International Club also organizes events and trips during the year. These enable international students to discover French culture, and to meet other students (both French and international). In addition, the International Club organizes an integration week and galas.

The association's members are available to answer questions and assist other students with administrative and personal issues throughout their stay.

### ■ PROGRAM COORDINATORS

For help with students' academic inquiries, IÉSEG's Program Coordinators are the primary contacts. Each program has its dedicated Coordinator to assist students with questions about their courses, schedules, exams, etc.

### ■ APS / VISA

As students approach the end of their studies at IÉSEG, some may wish to apply for a Temporary Resident Permit, or APS (*Autorisation Provisoire de Séjour*), which allows international students to remain in France for one year after the end of their studies. This period gives graduates the opportunity to look for employment in France or to prepare for the creation of a company in a field corresponding to their training.

## OUR 12 SPECIALIZED MASTER PROGRAMS

- Master in Fashion Management - PARIS
- Master in International Business - PARIS / LILLE
- Master in Strategy and Digital Transformation - PARIS
- Master in International Business Negotiation - PARIS
- Master in Finance - PARIS
- Master in Banking, Capital Markets and Financial Technology - LILLE
- Master in International Accounting, Audit and Control - PARIS
- Master in Digital Marketing and CRM - LILLE
- Master in Big Data Analytics for Business - LILLE
- Master in Business Analysis and Consulting - PARIS
- Master in Management for Sustainability - LILLE
- MSc Entrepreneurship and Innovation - Double Degree - PARIS / LONDON

*“Believe in yourself and all that you are!  
If you hear a voice within you say,  
‘you are powerless to improve society,’ then  
by all means come to IÉSEG - that voice will  
be silenced, and you will be empowered.”*

**Dr. Jonas DEBRULLE**  
Director of IÉSEG Programs



### ■ DURATION: 4 terms\*

- Academic courses: 3 terms (30 ECTS each)
- Hands-on experience: 4-to 6-month Capstone Project (30 ECTS)

### ■ LANGUAGE: English

### ■ INTAKE: September 2022 (as well as an intake in January 2022 for the Master in International Business in Lille)

### ■ ADMISSION REQUIREMENTS: Either a 3- or 4-year Bachelor's or a Master's Degree.\*

### ■ CREDITS: 120 ECTS\* (Students entering with a 4-year Bachelor's or Master's Degree may request an exemption from the 3<sup>rd</sup> term of courses.)

Programs are offered on a full-time basis and consist of 3 consecutive terms of courses commonly followed by a Capstone Project. Each curriculum is developed around core courses and specialized courses.

\*Except for the MSc Entrepreneurship and Innovation, which is co-delivered with the Loughborough University London. This 90 ECTS program is only open to students with at least a 4-year Bachelor's or Master's degree.



## CLASS PROFILE

### ACADEMIC BACKGROUND

25%	Fashion, Design and Arts
20%	Business Administration
20%	Languages
20%	Finance and Economics
12.5%	Marketing and Communication
2.5%	Law

### AGE RANGE

37.5%	< 23
45%	23-27
17.5%	27+



## CAREER OPPORTUNITIES\*

### ROLES

- > Brand Ambassador
- > Digital Communications Manager
- > E-commerce Manager
- > Management Controller
- > Marketing Manager
- > Merchandiser
- > Product Manager
- > Project Manager
- > Visual Merchandiser
- > Wholesale Business Manager

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI/STUDENTS

- > CHANEL
- > CHRISTIAN DIOR
- > VUITTON
- > BALENCIAGA
- > BALMAIN
- > BURBERRY
- > GIVENCHI
- > LA PERLA
- > STELLA MCCARTNEY
- > ZADIG & VOLTAIRE
- > ISABEL MARANT
- > ZALANDO

## THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



### ORIGIN OF OUR CURRENT STUDENTS



### LOCATION OF OUR ALUMNI



\*2021 Survey led by the *Conférence des Grandes Écoles* with graduates from the 2018, 2019 and 2020 classes of the program which was cross-referenced with LinkedIn and the IÉSEG Network database.

# MASTER IN FASHION MANAGEMENT

## PREMIUM PREPARATION FOR YOUR CAREER IN FASHION AND LUXURY



### OBJECTIVES

The Master in Fashion Management prepares future managers of Fashion and Luxury companies to work confidently in competitive global environments. The program offers participants the opportunity to interact with a dedicated professional faculty and international guest lecturers, specialized in Fashion and Luxury management; to visit companies including their ateliers, showrooms, and flagship stores; and to learn about new trends and successful business models in Fashion and across segments, from luxury companies to fast fashion retailers.

### This program is a good fit for those who:

- > aspire to a managerial role in the Fashion and Luxury industry,
- > are interested in launching their own start-up of high-end products and services,
- > are looking for an insider's view of the Fashion and Luxury world,
- > wish to work with an international faculty specialized in Fashion and Luxury and an international network of students and graduates,
- > need an international qualification to further their career.



### ADVANTAGES

- > A specialized fashion management education in Paris, one of the world's fashion and design capitals
- > Relevant international partnerships and network
- > A mix of case studies, company visits, and guest speakers from the Fashion and Luxury industry



### IÉSEG CAMPUS

- > PARIS-LA DÉFENSE



### ADMISSION REQUIREMENTS

- > Minimum: Bachelor's Degree in any field from a recognized institution.



### IN PARTNERSHIP WITH

istitutomarangoni   
enhancing talent since 1935

For more information: [www.ieseg.fr/en/master-fashion/](http://www.ieseg.fr/en/master-fashion/)

*“A top program for talented and passionate individuals looking for an international career in the Fashion and Luxury industry.”*

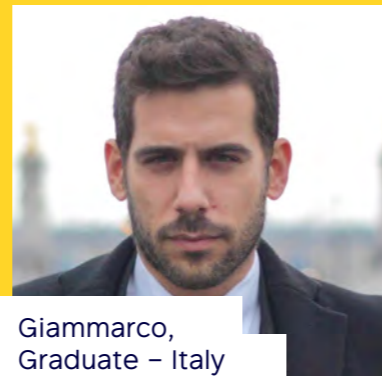
Dr. Barbara SLAVICH  
Academic Director,  
Professor of Management

#### ■ ZOOM ON... LEARNING TRIPS AND COMPANY VISITS

Students have the additional opportunity, if they wish, to participate in a learning trip (for an additional fee). Several trips have been organized throughout the program in the past years to deepen students' learning experience, including a three-day study tour in Italy. Visits carried out during the previous editions of the Master included: Bottega Veneta, Gucci, Versace, La Perla, La Rinascente, Ferragamo Museum, Armani Silos, Gianfranco Ferré, Fondazione Prada, Premiere Vision, École Lesage, and Atelier Chanel, Tranoi, 10 Corso Como.

#### ■ PARTNERSHIP

Istituto Marangoni was founded in 1935 in Milano as the “Istituto Artistico dell’Abbigliamento Marangoni” and in 2015 it reached a special milestone: 80 years of history and success in training the top professionals of fashion and design. Istituto Marangoni can be justly proud of the education it has offered four generations of students from 5 continents and for having launched over 45,000 professionals in the fashion and luxury fields, such as Domenico Dolce, Franco Moschino, Alessandro Sartori, Maurizio Pecoraro, Paula Cademartori, Andrea Pompilio and Lucio Vanotti. It currently educates 4,000 students a year from 107 countries at its schools located in Milano (the School of Fashion and the School of Design), Firenze (the New School of Fashion & Art), Paris, London, Mumbai, Shanghai, Shenzhen and Miami, the international capitals of fashion, design and luxury. For more information: [www.istitutomarangoni.com](http://www.istitutomarangoni.com)



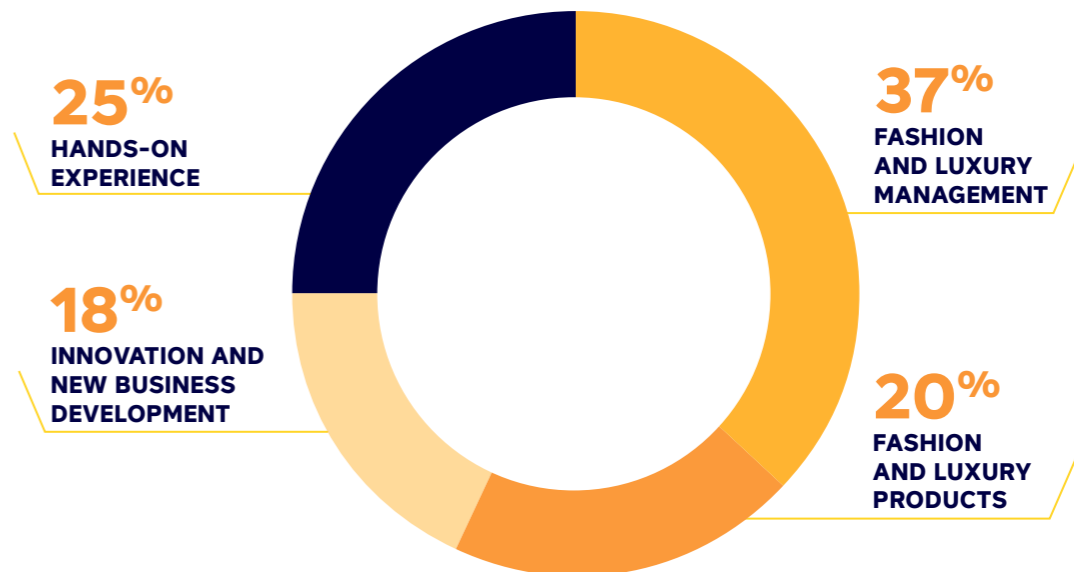
Giammarco,  
Graduate – Italy

*I have been working as a Business Controller at Richemont in London. Prior to this, I worked as a management controller at Louis Vuitton UK, and in financial accounting positions at Fendi (Paris) and Alexander McQueen (London). IÉSEG helped me a lot, because, thanks to the program led by Professor Barbara SLAVICH, I gained a broader picture of the fashion world. It helped me to understand which direction to take for my future career and to make up my mind that I wanted to work in the fashion industry. The program was very rich in every field, from design to business, and had a great faculty. As a result, it provided the necessary skills to kick-start a career in the fashion world. I'm still in touch with the members of my class. We are spread out across the world, but some of them are still in Paris working in the Fashion industry.*

*The IÉSEG network has been very important because, thanks to the School's connections, I was able to get the internship at Fendi. In addition, the School is in touch with the most important houses and fashion groups to promote its own students.*

## PROGRAM STRUCTURE

The curriculum has been developed around core management courses, with a specific focus on the Fashion and Luxury industry and specialized courses on fashion products. (Figures indicate the percentage of the program devoted to each subject area.)



### FASHION AND LUXURY MANAGEMENT

37%

- > Accounting and Managing Control Systems
- > Brand Management
- > Corporate Finance in the Luxury and Fashion Industry
- > CRM and Omnichannel Strategy
- > Customer Psychology and Consumer Behavior
- > Data Visualization/Big Data
- > Digital Marketing and E-Commerce
- > Digital Transformation
- > Diversity and Inclusion
- > Entrepreneurship – Starting a New Business in the Fashion Industry
- > Information Systems for the Fashion Industry
- > Leadership and Negotiation
- > Managing Communication and Events in Fashion Companies
- > Marketing in Fashion Companies
- > Organization Design: Organizing for Effectiveness and Creativity in the Luxury Design
- > Planning and Managing Fashion Shows
- > Quantitative Methods and Data Analysis
- > Sales and Retail Management
- > Strategy
- > Supply Chain Management and Operations
- > Sustainability and Business Ethics
- > Talent Management

### FASHION AND LUXURY PRODUCTS

20%

- > Analysis of the Fashion-Related Industries: Fragrance, Cosmetics and Accessories

Alongside the courses, the program includes various workshops and corporate events to further develop students' personal and professional skills and to meet professionals in the Fashion and Luxury industry.

- > Buying and Merchandising
- > Consumer Experience
- > Design Research and Creativity Direction
- > Fashion Design: Pattern Making and Cutting
- > Fashion Industry Law: IP/Trademark Issues, Copying and Counterfeiting
- > From the Idea to the Product: Styles, Creativity and Design Elements in Fashion Companies
- > History of Fashion and Dress
- > Semiology and Sociology of Fashion
- > The Global Fashion Industry: Recent Changes, Challenges and Trends Forecasting
- > Use of the Fabrics and Materials in Garment-Making, Fabric, Knowledge
- > Visual Merchandising

### INNOVATION AND NEW BUSINESS DEVELOPMENT

18%

- > Business Consultancy in a Digital Environment
- > Career Program
- > Creativity and Design Thinking
- > Entrepreneurship and New Business Development
- > Language Courses

### HANDS-ON EXPERIENCE

25%

- > Capstone Project: 4-to 6-month internship or work experience anywhere in the world. Alternatively, students can opt for a consulting project or a thesis.



## CLASS PROFILE

### ACADEMIC BACKGROUND

17.4%	Business Administration	4.6%	Social Sciences
15.1%	Management	3.5%	IT
15.1%	Accounting, Economics and Finance	3.5%	Sciences and Mathematics
9.3%	Engineering	3.5%	Design and Architecture
8.1%	Languages	3.5%	Law
7%	Marketing and Communication	2.4%	International Relations
7%	Commerce		

### AGE RANGE

41.9%	< 23
39.5%	23-27
18.6%	27+



## CAREER OPPORTUNITIES\*

### ROLES

- > Business Developer
- > Finance Manager
- > Senior Consultant
- > Finance Project Coordinator
- > Marketing Manager
- > Project and Process Management Consultant
- > Sector Analyst
- > Services Account Manager

### POST-MASTER SALARY

- > **€62,889** Average Annual Salary (bonus included)

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > PWC
- > DECATHLON
- > HUAWEI
- > FINEXIO
- > NOVO NORDISK
- > NESTLÉ
- > TETRAPAK
- > DEEZER
- > EMMA SLEEP GMBH
- > KI GROUP

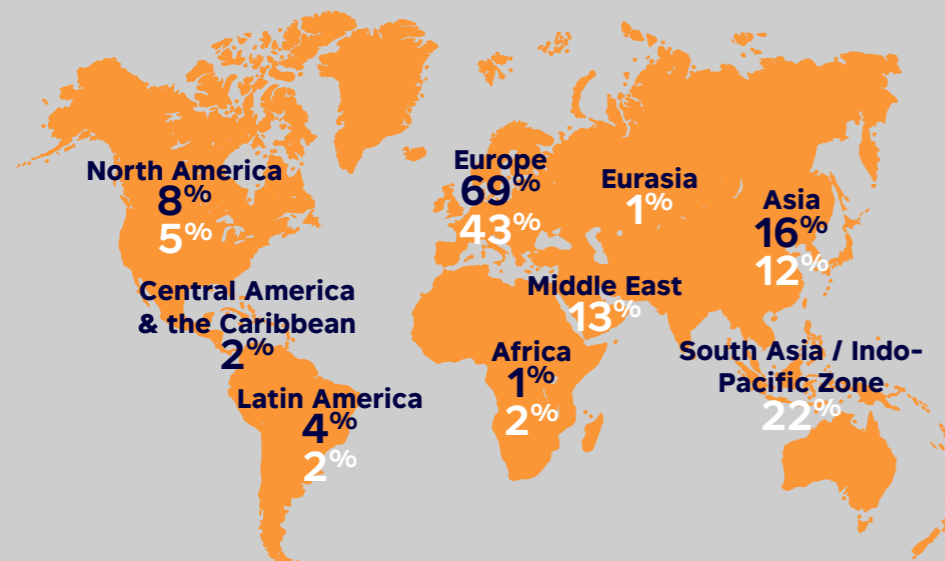
## THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



### ORIGIN OF OUR CURRENT STUDENTS



### LOCATION OF OUR ALUMNI



\*2021 Survey led by the *Conférence des Grandes Écoles* with graduates from the 2018, 2019 and 2020 classes of the program which was cross-referenced with LinkedIn and the IÉSEG Network database.

# MASTER IN INTERNATIONAL BUSINESS

## PREPARING LEADERS WITH A GLOBAL MINDSET FOR INTERNATIONAL BUSINESS



### OBJECTIVES

The Master in International Business provides the skills and mindset required to succeed in international business. We draw on our sound understanding of business practices and cultures to give students the fundamental skills necessary to manage corporations in different international contexts.

The program will strengthen your theoretical foundations in management, even without an academic background in business. It provides new and different perspectives that will enrich your knowledge, and hands-on applications that consolidate learning. All of this happens in a challenging, multinational environment that provides participants with an opportunity to sharpen their intercultural skills.



### ADVANTAGES

- > A broad and intensive management program delivered in an international context
- > The possibility to customize part of the curriculum in accordance with individual needs
- > An interactive educational approach
- > Accredited by national and international organizations such as AMBA



### IÉSEG CAMPUS

- > PARIS-LA DÉFENSE and LILLE



### ADMISSION REQUIREMENTS

- > Minimum: Bachelor's Degree in any field from a recognized institution.



### IN PARTNERSHIP WITH

**nine altitudes** **CLUSE** **DECATHLON**

For more information: [www.ieseg.fr/en/master-international-business/](http://www.ieseg.fr/en/master-international-business/)



*“A program to develop a global mindset.”*

Dr. Paulami MITRA,  
Prof. Dr. Johan MAES,  
& Dr. Jimena RAMIREZ MARIN,  
Academic Directors,  
One per intake/campus

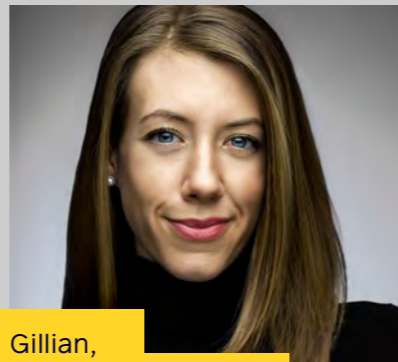
#### ■ ZOOM ON... COMPANY EVENTS

Our students participate in various collaborations with companies like CLUSE, 9ALTITUDES or DECATHLON, which enable them to benefit from a full immersion in business activities. Our partnerships with different companies therefore, allow students to gain first-hand experience in different corporate activities such as developing consulting skills or designing an international marketing campaign. These activities can vary as they are developed at the request of our partner companies.

#### ■ PARTNERSHIP

The MIB program has developed a TALENT GAME with our partner DECATHLON. In the 2021 edition, students had to help the company develop a particular project involving digital presence in a set geographical area.

The MIB students' solutions received feedback from the company's managers. The finalists were offered awards and distinctions that can be helpful when looking for internships and jobs.



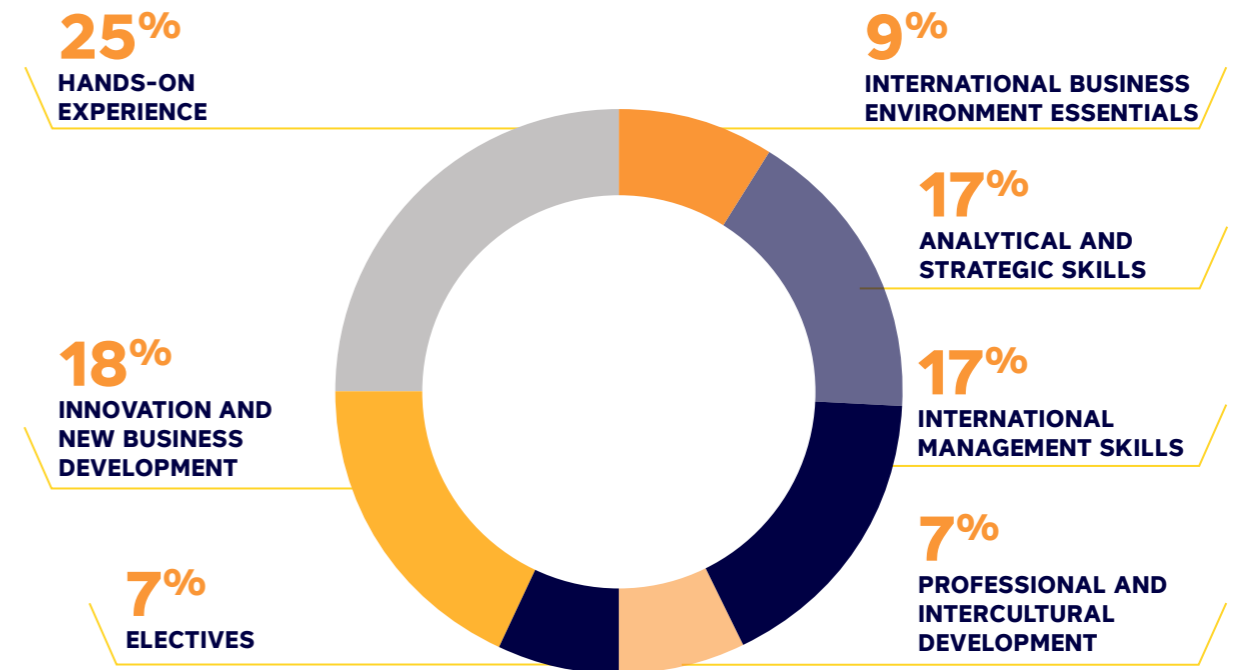
Gillian,  
Graduate - Canada

*Before coming to IÉSEG, I was working and living in Toronto, Canada as a Communications and Marketing Assistant for a small international consulting group. After a few months, I decided I wanted to pursue a Master's degree. I had always wanted to live in France, so I started looking for programs that best suited me and my career goals. What struck me most about IÉSEG was its commitment to providing a truly international learning environment. I was impressed by the sheer number of international students and teachers, which to me translated to even further opportunities to learn. Developing cultural literacy skills is crucial in today's business world, and IÉSEG seemed like the best place to start!*

*The Master in International Business was the most fitting for my career aspirations. I wanted a program that would refine my pre-existing skills and encourage me to become a more well-rounded business professional.*

## PROGRAM STRUCTURE

(Figures indicate the percentage of the program devoted to each subject area.)



#### INTERNATIONAL BUSINESS ENVIRONMENT ESSENTIALS

9%

- > Cybersecurity and International Business
- > European Union Relations Management
- > International Economics
- > Global Finance

#### ANALYTICAL AND STRATEGIC SKILLS

17%

- > Business Game
- > Financial Analysis
- > International Business Strategy and CSR
- > Managing Consultancy
- > Research Methods for Business
- > SAP for International Business
- > Social Media Analytics
- > Trends in Digital Innovations

#### INTERNATIONAL MANAGEMENT SKILLS

17%

- > International Human Resources Management
- > International Marketing
- > International Supply Chain Management
- > Negotiation for International Managers
- > Principles of Accounting and Management Control
- > Professional Selling Skills and Personal Sales Performance
- > Project Management

#### PROFESSIONAL AND INTERCULTURAL DEVELOPMENT

7%

- > Authentic Leadership
- > Business Ethics and Managerial Behavior
- > Intercultural Management

#### ELECTIVES

7%

- > Several electives from our course catalogue
- > Electives cover a broad range of topics that include legal aspects, multi-channel marketing, creativity and design thinking, etc.

#### INNOVATION AND NEW BUSINESS DEVELOPMENT

18%

- > Business Consultancy in a Digital Environment
- > Career Program
- > Creativity and Design Thinking
- > Entrepreneurship and New Business Development
- > Language Courses

#### HANDS-ON EXPERIENCE

25%

- > Capstone Project: 4-to 6-month internship or work experience anywhere in the world. Alternatively, students can opt for a consulting project or a thesis.

Alongside the courses, the program offers various workshops and corporate events to further develop students' personal and professional skills. These cover a range of topics, from conflict management in cross-cultural environments to intercultural communication.



## CLASS PROFILE

### ACADEMIC BACKGROUND

62.5% Engineering  
25% Information Systems  
12.5% Medical Sciences

### AGE RANGE

75% 23-27

25% 27+



## CAREER OPPORTUNITIES

The needs in terms of digital transformation in organizations are very important. This program thus opens to a wide range of careers in consultancy and project management notably.

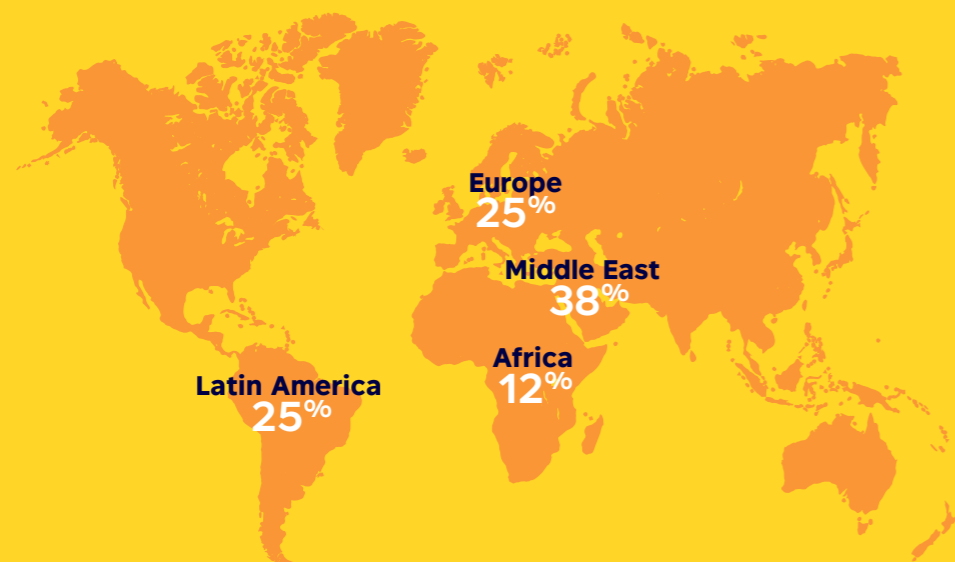
### ROLES

- Business Process Analyst
- Chief Digital Officer
- Digital Project Manager
- Digital Transformation Consultant
- Digital Transformation Manager
- Digital Strategy Consultant
- Operations Manager
- Strategy and Management Consultant

## THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



### ORIGIN OF OUR CURRENT STUDENTS



# MASTER IN STRATEGY AND DIGITAL TRANSFORMATION

## STRATEGY AND DIGITAL TECHNOLOGY FOR AN INNOVATIVE FUTURE



### OBJECTIVES

**The Master in Strategy and Digital Transformation aims at cultivating digital masters that allow companies to transform digital technology into business advantage.** 'Digital transformation' is a buzz phrase. Most organizations wish to implement it but do not know how to proceed. Oftentimes, it amounts to introducing some digital tools. However, digital transformation is a holistic and complex endeavour that requires a systematic approach to its strategy and execution. A recent study finds that becoming a digital master entails not only digital capability, that is the use of innovative technologies to improve elements of the business, but also leadership capability, in order to envision and drive organizational change in systematic and profitable ways. Digital transformation is 20% tech and 80% human. This Master aims at equipping the students with the digital technologies knowledge as well as the skills needed to design and successfully lead digital transformation across functions (e.g. operations, customer experience, employee experience) and at the corporate level (strategy, business model innovation).



### ADVANTAGES

- A comprehensive and multidisciplinary approach to business and strategy
- Cutting-edge courses on digital innovation and transformation
- Heavy focus on consulting skills (managing consultancy, business consultancy in a digital environment, transformation consulting)
- Digital innovation and transformation live business case through a hackathon



### IÉSEG CAMPUS

- PARIS-LA DÉFENSE



### ADMISSION REQUIREMENTS

- Minimum: Bachelor's Degree with a strong analytical background (e.g., STEM field but not restricted to) from a recognized institution.

For more information: [www.ieseg.fr/en/master-strategy-digital-transformation/](http://www.ieseg.fr/en/master-strategy-digital-transformation/)

*“Our ambition with this exciting new program is to cultivate digital leaders for business transformation.”*

Dr. Cyrine BEN-HAFAÏEDH  
Academic Director,  
Professor of Entrepreneurship,  
Innovation and  
Strategy



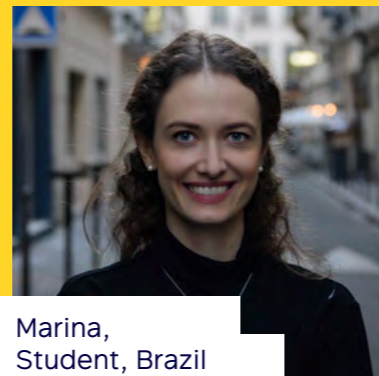
#### ■ ZOOM ON... INNOVATIVE PEDAGOGIES

Every module delivered seeks to strike the right balance between learning through cutting-edge research (theory) and learning-by-doing (practice). On top of these modules, three more particularly, aim at bringing all these different learning experiences together, as in real life, where future graduates will not be addressing siloed issues. The first is a business strategy simulation where students, in teams, will have a practical and transdisciplinary application of their courses. They will need to understand the complexity of global business operations in a dynamic environment and take decisions as to maximize their results while respecting the strategy they designed. The second is a simulation focused on digital transformation. The students' mission will be to lead a legacy business into a new digital paradigm, where it can compete at the top of the market. They will need to introduce new technologies as well as new ways of working (practices/processes) and use data analytics to aid the decision-making process. Finally, one or more of IÉSEG partner companies, will present the students with one of their current issues related to strategy and digital transformation and the students will, in a hackathon format, develop solutions and pitch them to the client.

#### ■ PARTNERSHIP

IÉSEG has a team dedicated to developing relationships with organizations in a wide range of sectors and industries. We have notably developed institutional relationships with the following companies that are particularly looking for digital innovation and transformation manager profiles:

- |                  |             |
|------------------|-------------|
| ➤ ACCENTURE      | ➤ DEVOTEAM  |
| ➤ CAP GEMINI     | ➤ DHL       |
| ➤ RENAULT        | ➤ ORACLE    |
| ➤ DXC TECHNOLOGY | ➤ L'ORÉAL   |
| ➤ ORANGE         | ➤ DECATHLON |
| ➤ IBM            | ➤ JC DECAUX |
| ➤ SOPRA STERIA   | ➤ SEPHORA   |



Marina,  
Student, Brazil

*I chose the Master in Strategy and Digital Transformation at IÉSEG for its hybrid content, which gave me management skills while updating my knowledge on the use of different technologies in business. I loved my experience at IÉSEG - the teacher openness, the content learnt, and the friends I made. I found the program to be a dynamic and comprehensive course, with a very diversified group of students and professors from all over Europe and the USA.*

*All the courses of the Master in Strategy and Digital Transformation were very useful and linked among each other. I particularly enjoyed the course on Legal Aspects of Innovation and I was grateful for having French classes every Friday, which helped to learn the local language and culture, and to get to know students from other programs.*

*I would advise anyone who consider taking the program to apply without doubts and to take advantage of all the opportunities IÉSEG and the program give you.*

## PROGRAM STRUCTURE

(Figures indicate the percentage of the program devoted to each subject area.)



### INTERNATIONAL MANAGEMENT SKILLS

- 22%**
- Agile Project Management
  - Change Management
  - Information Systems Management
  - International Economics
  - International Marketing
  - Managing People and Teams
  - Negotiation for International Managers
  - Principles of Accounting and Management Control
  - Principles of Corporate Finance
  - Supply Chain Management

### DIGITAL INNOVATION AND TRANSFORMATION

- 17%**
- Big Data Analytics
  - Business Model Innovation
  - Challenge
  - Digital Marketing
  - Digital Transformation
  - Emerging Technologies for Business
  - HR & Digital
  - Industry 4.0
  - Introduction to Machine Learning and AI
  - Legal Aspects of Innovation and Digitization

### ANALYTICS AND STRATEGIC SKILLS

- 12%**
- Business Simulation
  - International Business Strategy and CSR
  - Managing Consultancy
  - Research Methods for Business
  - Transformation Consulting

### PROFESSIONAL AND INTERCULTURAL DEVELOPMENT

- 6%**
- Authentic Organizational Leadership
  - Ethics, Decision-making and Innovation
  - Intercultural Management

### INNOVATION AND NEW BUSINESS DEVELOPMENT

- 18%**
- Business Consultancy in a Digital Environment
  - Career Program
  - Creativity and Design Thinking
  - Entrepreneurship and New Business Development
  - Language Courses

### HANDS-ON EXPERIENCE

- 25%**
- Capstone Project: 4-to 6-month internship or work experience anywhere in the world. Alternatively, students can opt for a consulting project or a thesis.

Alongside the courses, the program offers various workshops and corporate events to further develop students' personal and professional skills. These cover a range of topics, from conflict management in cross-cultural environments to intercultural communication.



## CLASS PROFILE

### ACADEMIC BACKGROUND

26.7%	Business Administration	13.3%	Engineering
20%	International Trade	6.7%	Law
13.3%	Languages	6.7%	Marketing
13.3%	Audit and Finance		

### AGE RANGE

40%	< 23
33.3%	23-27
26.7%	27+



## CAREER OPPORTUNITIES\*

### ROLES

- > Asset Management Senior Assistant
- > Business Developer
- > Consultant
- > Customer Representative
- > Customer Success Manager
- > HR and Commercial Consultant
- > Sales Representative
- > Strategic Sourcer

### POST-MASTER SALARY

> **€56,646** Average Annual Salary (bonus included)

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > COGNIZANT CONSULTING
- > GLOBALEXAM
- > PRISMIC
- > FRENCH MINISTRY OF FOREIGN AFFAIRS
- > EY
- > AL JAZEERA BALKANS
- > GROUPE MONGE
- > RANDSTAD
- > MERCEDES-BENZ
- > WAZE

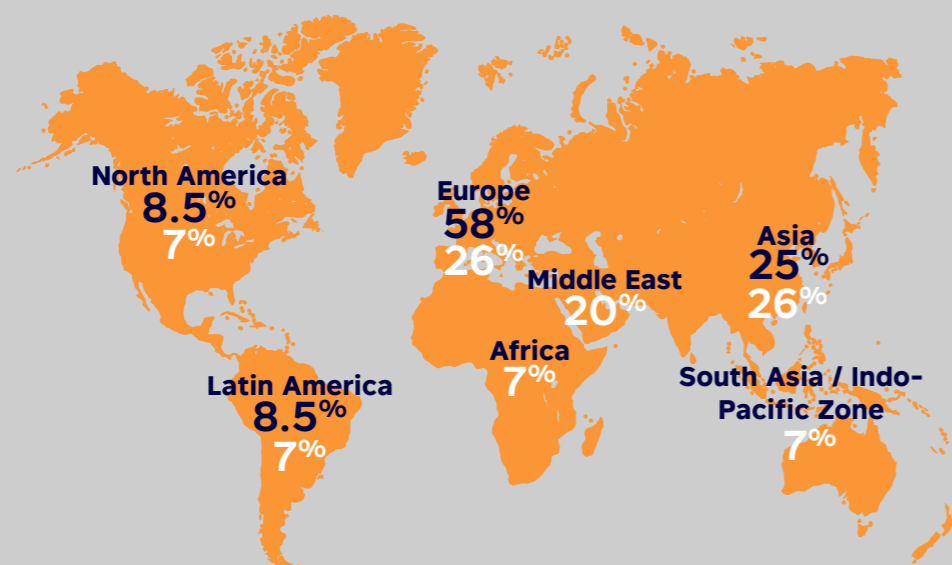
## THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



### ORIGIN OF OUR CURRENT STUDENTS



### LOCATION OF OUR ALUMNI



\*2021 Survey led by the *Conférence des Grandes Écoles* with graduates from the 2018, 2019 and 2020 classes of the program which was cross-referenced with LinkedIn and the IÉSEG Network database.

# MASTER IN INTERNATIONAL BUSINESS NEGOTIATION

## CREATING NEGOTIATED SOLUTIONS TO FACILITATE BUSINESS WORLDWIDE



### OBJECTIVES

The Master in International Business Negotiation aims to educate effective, versatile and ethical managers, with strong negotiation skills to work in an international context. It offers participants the opportunity to understand all elements of a negotiation process, and to fully engage in an interdisciplinary analysis of negotiation in a global environment. Participants learn about their own negotiation style, master the art of communication, and develop relational skills, which are of key importance for constructive negotiation processes.

They develop the ability to effectively drive change, generate creative solutions, and to engage in different contexts. Furthermore, students will gain an understanding of how to apply these negotiation skills to international business settings, such as sales, business development, and dispute resolution.



### ADVANTAGES

- > An entire year of experience in negotiation and related fields: business management, communication, leadership and conflict management, etc.
- > A toolkit for having global negotiation skills, strategies and approaches, including an awareness and appreciation of cultural differences
- > Access to an essential network of contacts in companies through our practitioners' series and the IÉSEG Center on Negotiation (ICoN)



### IÉSEG CAMPUS

- > PARIS-LA DÉFENSE



### ADMISSION REQUIREMENTS

- > Minimum: Bachelor's Degree in any field from a recognized institution.



### IN PARTNERSHIP WITH

**KAM** L'ORÉAL  
The Association for Key Account Management

For more information: [www.ieseg.fr/en/master-negotiation/](http://www.ieseg.fr/en/master-negotiation/)



*“A program with global relevance, tailored for the managers who want to lead and bridge the divide!”*

Dr. Deva RANGARAJAN  
Academic Director,  
Professor of International  
Negotiation

**■ ZOOM ON...  
A HANDS-ON LEARNING STYLE**

The program focuses on a hands-on learning style. Courses are taught by skilled instructors who come with a wealth of experience from industry and academia that aim to make you world-class negotiators.

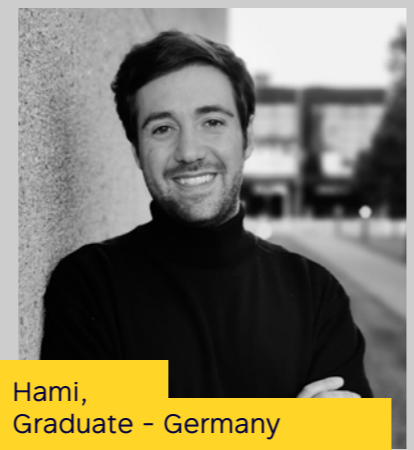
Our courses are a mix of theory and practical applications, where students practice negotiation in a risk-free environment and leave the program with an action plan for their future. When you join the program, you will find yourself in one of the most culturally diverse learning environments, actively promoting openness and intercultural skills.

We help our students to reach their full potential, encourage them to build their confidence, and apply the knowledge and skills that they gained in their daily activities. This has included activities such as participating in local and international negotiation competitions (IÉSEG – winner of the 2018 Warsaw Negotiation Round).

**■ PARTNERSHIP**

**Key Account Management Professional Diploma**

Acquiring a professional qualification in Key Account Management® (KAM®) helps to demonstrate to companies that students are up-to-date and multiskilled employees. To support our graduates' careers, IÉSEG has partnered with the Association of Key Account Management® (KAM®) to provide them with a competitive edge in the job market by earning a professional diploma in KAM®. This diploma represents a leap forward for candidates wanting to demonstrate their credentials.



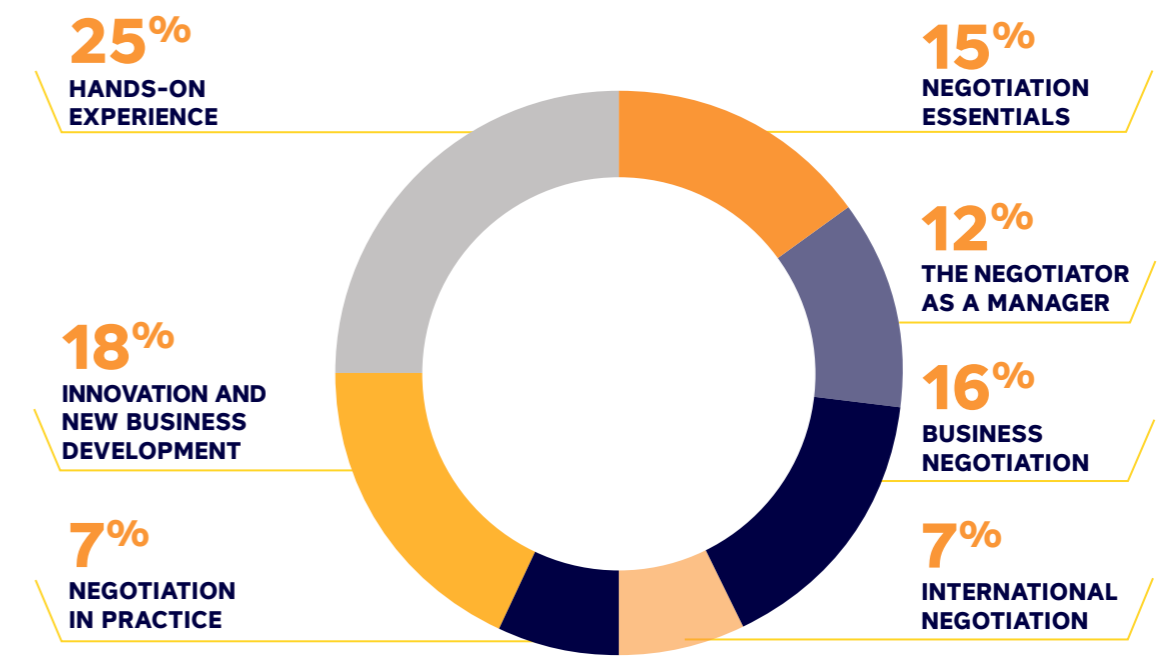
Hami,  
Graduate - Germany

*I am currently Alliance Partner Manager Northern EMEA and APAC at Aircall in Paris, where I lead the effort to build and develop alliances with our strategic partners in those regions. Prior to this, I worked as a Key Account Manager Europe at Questel in Paris. Before joining the School, I founded my own company.*

*It is my belief that many functional areas of businesses can and will be partially substituted by technology (i.e. artificial intelligence). However, business relationships are based on human trust and require strong interpersonal skills, which cannot be achieved through technology. The Master in International Business Negotiation equipped me with the right toolset to manage processes and people within a cross-functional and intercultural context. The negotiation program attracts people with a similar mindset. To this day, I have kept close contact with our classmates in both, business and private life.*

# PROGRAM STRUCTURE

(Figures indicate the percentage of the program devoted to each subject area.)



## NEGOTIATION ESSENTIALS

- 15%**
- > Communication Diversity in Negotiation
  - > Complex Negotiation
  - > Decision Games and Negotiation
  - > Historical Perspectives on Diplomatic Negotiation
  - > Mediation
  - > Practical Negotiation Skills
  - > Psychology of the Negotiator

## INTERNATIONAL NEGOTIATION

- 7%**
- > Culture and Negotiation Strategies
  - > International HRM
  - > Leadership and Innovative Negotiations
  - > Negotiation Skills Practice: A Multi-Party EU Relations Framework

## THE NEGOTIATOR AS A MANAGER

- 12%**
- > Accounting for the Decision Makers
  - > Change Management
  - > Negotiating Contract and Law
  - > Effective Leadership
  - > Negotiating Employment Relations
  - > Project Management

## NEGOTIATION IN PRACTICE

- 7%**
- > Mediation in Business and Workplace
  - > Meet the Practitioners Series
  - > Negotiation Research Methodology

## BUSINESS NEGOTIATION

- 16%**
- > Business Ethics and CSR for Negotiation
  - > Customer Success Management
  - > Key Key Customer Relationship Management
  - > Purchasing
  - > Sales Management
  - > Sales Techniques
  - > Supply Chain Coordination and Procurement

## INNOVATION AND NEW BUSINESS DEVELOPMENT

- 18%**
- > Business Consultancy in a Digital Environment
  - > Career Program
  - > Creativity and Design Thinking
  - > Entrepreneurship and New Business Development
  - > Language Courses

## HANDS-ON EXPERIENCE

- 25%**
- > Capstone Project: 4-to 6-month internship or work experience anywhere in the world. Alternatively, students can opt for a consulting project or a thesis.

Alongside the courses, the program offers various workshops and corporate events to further develop students' personal and professional skills. These cover a range of topics, from conflict management in cross-cultural environments to intercultural communication.



## CLASS PROFILE

### ACADEMIC BACKGROUND

29.4%	Banking and Finance	5.7%	Engineering
27.5%	Business Administration	4%	Mathematics
21.6%	International Business and Management		
11.8%	Economics		

### AGE RANGE

35.3%	< 23
49%	23-27
15.7%	27+



## CAREER OPPORTUNITIES\*

### ROLES

- > Associate – Securitization and Valuation
- > Financial Manager
- > Global Capital Market Analyst
- > Investment Analyst
- > Risk Due Diligence Analyst

### POST-MASTER SALARY

- > €68,485 Average Annual Salary (bonus included)

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > BNP PARIBAS ASSET MANAGEMENT
- > GRANT THORNTON
- > ABN AMRO BANK N.V.
- > SOCIETE GENERALE CORPORATE AND INVESTMENT BANKING
- > MOODY'S ANALYTICS
- > EY
- > ALLIANZ WORLDWIDE PARTNERS
- > KPMG

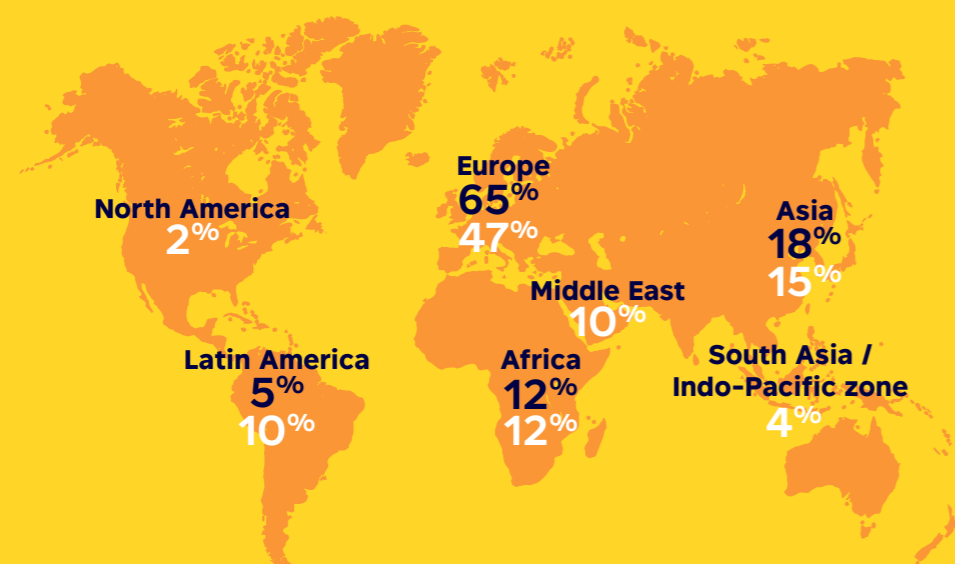
## THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



### ORIGIN OF OUR CURRENT STUDENTS



### LOCATION OF OUR ALUMNI



\*2021 Survey led by the *Conférence des Grandes Écoles* with graduates from the 2018, 2019 and 2020 classes of the program which was cross-referenced with LinkedIn and the IÉSEG Network database.

# MASTER IN FINANCE

## GAIN A COMPETITIVE EDGE FOR YOUR FINANCIAL CAREER



### OBJECTIVES

The Master in Finance is designed for students who wish to enhance their understanding of financial analysis and asset management in a professional setting. Apart from state-of-the-art technical skills, students acquire soft skills by enrolling in management courses aimed at preparing them for executive positions in their chosen career path. The curriculum puts the emphasis on ethics, social responsibility and sustainability, thereby acknowledging that ethical conduct is critical for successful investment managers and financial analysts.

Theory is put into practice in Financial Markets Lab, where students can obtain professional certifications.

**QS Business Masters Rankings 2022:** IÉSEG is ranked 2<sup>nd</sup> worldwide in Class & Faculty diversity for its Master in Finance



### ADVANTAGES

- > Privileged use of the Financial Markets Lab, where students get full access to Bloomberg and Refinitiv data services
- > A curriculum designed to help students obtain the Chartered Financial Analyst® (CFA®) designation, the most prestigious and widely recognized investment credential in the world
- > Professional seminars bridging the gap between the theory and market practice



### IÉSEG CAMPUS

- > PARIS-LA DÉFENSE



### ADMISSION REQUIREMENTS

- > Minimum: Bachelor's Degree in Business Administration, Finance, Accounting, Economics, Engineering, Mathematics or similar from a recognized institution.



### IN PARTNERSHIP WITH



**SOCIÉTÉ GÉNÉRALE**

For more information: [www.ieseg.fr/en/master-finance/](http://www.ieseg.fr/en/master-finance/)



*"A challenging program that offers unique and comprehensive insights into the world of finance."*

Dr. Yulia TITOVA, CFA  
Academic Director,  
Professor of Finance

#### ■ ZOOM ON... THE CHARTERED FINANCIAL ANALYST® - CFA® (LEVEL 1) EXAMINATION

Our program prepares students for the Chartered Financial Analyst® (CFA®) level 1 examination that is the first step (out of 3) that leads to the attainment of the CFA® credential awarded to investment and finance professionals by the world-renowned CFA® Institute. The CFA® charter offers a permanent advantage in the job market and distinguishes CFA® charterholders throughout their career paths. Furthermore, our program gives students the possibility to participate in the global CFA® Research Challenge that constitutes an intensive training in the domain of financial analysis.

#### ■ PARTNERSHIP

The Master in Finance curriculum covers at least 70 percent of the CFA® Program "Candidate Body of Knowledge" (CBOK) and places a particular emphasis on the CFA Institute Code of Ethics and Standards of Practice. Consequently, it positions students well to obtain the Chartered Financial Analyst® (CFA®) designation, which has become the most respected and recognized investment credential in the world. Through participation in the CFA Institute University Affiliation Program, IÉSEG is able to grant up to 16 student scholarships per year. Students who choose to participate in the CFA® level 1 exam are offered 32 hours of coaching sessions. They are also provided with a unique opportunity to represent IÉSEG in the CFA® Institute Research Challenge, an international student contest aimed at promoting best practices in equity research.

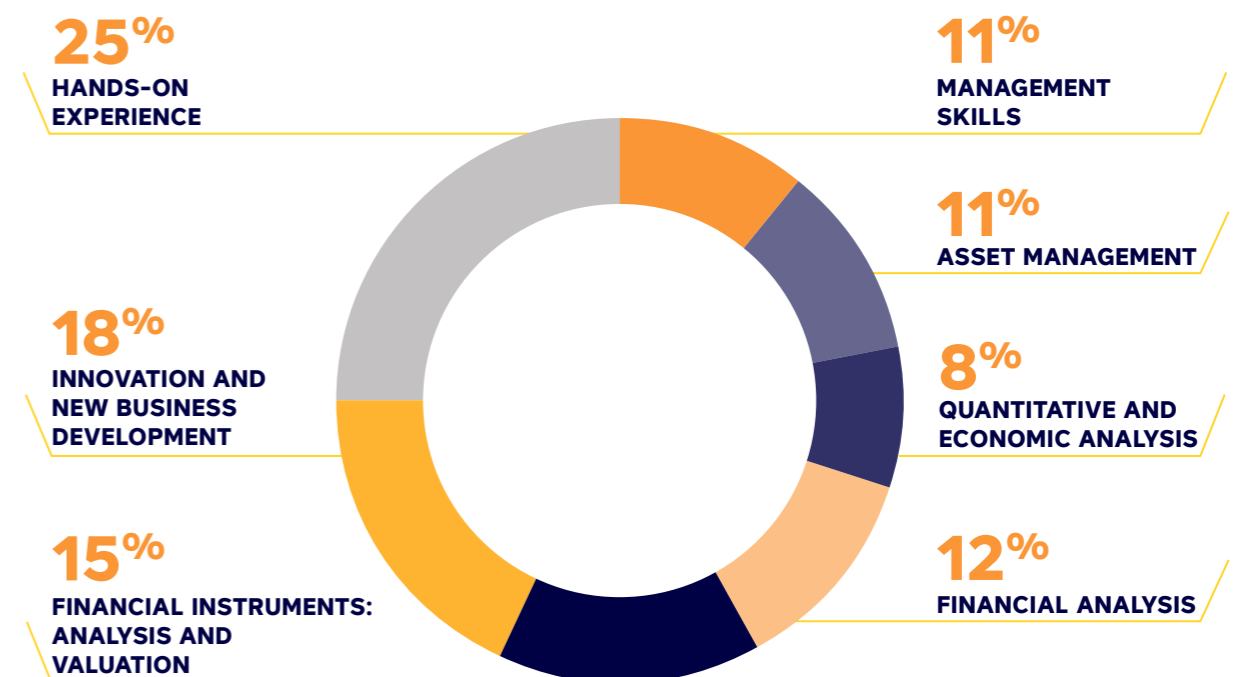


Mariana,  
Graduate - Portugal

*After my studies at IÉSEG in Finance, I began to gain experience in the finance world. My first job was working as an accounting analyst for intercompany cash and goods operations at IBM's European Shared Services Centre, located in Bratislava, Slovakia. After one and a half years at IBM, I moved from accounting to consulting by getting a job in advisory with EY in Newcastle, England. I have now been with EY for almost 3,5 years, first as a project analyst and now as a senior consultant in digital finance. The international dimension of my current job is extremely important, since most of the clients I work with are from multinational companies. IÉSEG gave me the international business perspective, as well as the financial acumen I needed to succeed in the working world.*

## PROGRAM STRUCTURE

(Figures indicate the percentage of the program devoted to each subject area.)



#### MANAGEMENT SKILLS

11%

- > Business Game
- > Electives (3 are mandatory)
- > Ethics and CSR in Finance
- > Project Management

#### ASSET MANAGEMENT

11%

- > Active Portfolio Management : Investment Simulation
- > Alternative Investments
- > Market Risk Management
- > Portfolio Management and Analysis
- > Private Equity
- > Private Wealth Management

#### QUANTITATIVE AND ECONOMIC ANALYSIS

8%

- > Financial Econometrics
- > Quantitative Methods
- > Macroeconomics
- > Microeconomics
- > Technical Analysis

#### FINANCIAL ANALYSIS

12%

- > Corporate Finance
- > Corporate Investments
- > Financial Accounting
- > Financial Reporting and Analysis - Part I

- > Financial Reporting and Analysis - Part II
- > Mergers and Acquisitions

#### FINANCIAL INSTRUMENTS: ANALYSIS AND VALUATION

15%

- > Advanced Firm Valuation
- > Alternative Sources of Funding
- > Bloomberg Certification
- > Bond Markets and Instruments
- > Derivatives
- > Financial Markets
- > Firm Valuation
- > Python for Finance
- > Sustainable Finance
- > Visual Basic for Applications (VBA) for Finance

#### INNOVATION AND NEW BUSINESS DEVELOPMENT

18%

- > Business Consultancy in a Digital Environment
- > Career Program
- > Creativity and Design Thinking
- > Entrepreneurship and New Business Development
- > Language Courses

#### HANDS-ON EXPERIENCE

25%

- > Capstone Project: 4-to 6-month internship or work experience anywhere in the world. Alternatively, students can opt for a consulting project or a thesis.

Alongside the courses, the program offers various workshops and corporate events to further develop students' personal and professional skills. These cover a range of topics, from conflict management in cross-cultural environments to intercultural communication.

# MASTER IN BANKING, CAPITAL MARKETS AND FINANCIAL TECHNOLOGY



## CLASS PROFILE

### ACADEMIC BACKGROUND

28.6%	Business Administration
14.3%	Corporate Finance
14.3%	Accounting, Audit and Finance
14.3%	Economics and Mathematics
14.3%	Banking
7.1%	Engineering
7.1%	Commerce

### AGE RANGE

28.6%	< 23
35.7%	23-27
35.7%	27+



## CAREER OPPORTUNITIES\*

### ROLES

- > Chief Financial Officer
- > Credit Analyst
- > Fund Groups Associate
- > Investment Analyst
- > Portfolio Manager
- > Product Manager
- > Wealth Manager

### POST-MASTER SALARY

- > **€79,760** Average Annual Salary (bonus included)

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- |                           |                           |               |
|---------------------------|---------------------------|---------------|
| > J.P. MORGAN             | > AMUNDI ASSET MANAGEMENT | > KANTOX      |
| > ALLIANZ                 | > DECATHLON               | > MFEX FRANCE |
| > AXA INVESTMENT MANAGERS | > EY                      | > ING         |
| > QATAR NATIONAL BANK     | > GREENLEAP CONSULTING    | > PWC         |

## THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



### ORIGIN OF OUR CURRENT STUDENTS



### LOCATION OF OUR ALUMNI



\*2021 Survey led by the *Conférence des Grandes Écoles* with graduates from the 2018, 2019 and 2020 classes of the program which was cross-referenced with LinkedIn and the IÉSEG Network database.

# MASTER IN BANKING, CAPITAL MARKETS AND FINANCIAL TECHNOLOGY

## EMBRACE THE CHANGING NATURE OF GLOBAL CAPITAL MARKETS AND THEIR CUTTING-EDGE TECHNOLOGICAL DEVELOPMENTS



### OBJECTIVES

Through its unique design, the Master in Banking, Capital Markets and Financial Technology takes your knowledge of capital markets to a higher level. Interactive lessons by academic and industry experts provide strong technical skills in capital markets securities, banking and financial technology. In a fast-moving global financial environment, this program further explores the most recent developments in capital markets and the technological advances that are reshaping the financial world.

Our students graduate with a set of solid quantitative and coding tools and knowledge of the banking and capital markets environment. The program is specifically targeted towards recent graduates willing to develop their technical skills and knowledge in Finance.



### ADVANTAGES

- > Acquire key technical skills in quantitative methods, computer programming (VBA, Python and R), investment management and financial technology
- > Learn how and from where to source accurate and consistent data, navigate across financial securities and markets on the Bloomberg and Refinitiv terminals, and build robust models in Excel, Python and R
- > Understand how banking and capital markets regulations affect daily financial practices while developing strong professional ethics



### IÉSEG CAMPUS

- > LILLE



### ADMISSION REQUIREMENTS

- > Minimum: Bachelor's Degree in Finance, Engineering, Economics or Business Administration from a recognized institution. Applicants with Bachelor's Degrees in other areas together with relevant professional experience will be considered.



### IN PARTNERSHIP WITH

**Bloomberg**



BNP PARIBAS

REFINITIV®



**SOCIÉTÉ GÉNÉRALE**

**CISI**  
CHARTERED INSTITUTE FOR  
SECURITIES & INVESTMENT

For more information: [www.ieseg.fr/en/master-banking/](http://www.ieseg.fr/en/master-banking/)



“Through a unique design where theory becomes real, this program enables students to develop the technical skills required for a successful career in the financial industry of the futur.”

Dr. Alexandre ALLES  
Academic Director,  
Professor of Finance

#### ■ ZOOM ON... CHARTERED INSTITUTE FOR SECURITIES AND INVESTMENT® (CISI®)

Our Master in Banking, Capital Markets and Financial Technology partners with the London-based Chartered Institute for Securities and Investment® (CISI®). Under this educational partnership, our courses embed the contents of CISI®'s International Introduction to Securities and Investment and our students are given the opportunity to take the corresponding Level 3 qualification.

#### ■ PARTNERSHIP

**IÉSEG is part of the select group of Bloomberg Experiential Learning Partners, which stands as a global recognition of the excellence that our faculty has developed in incorporating the Bloomberg terminals in lectures.**

The Bloomberg Market Concepts (BMC) exam is a central piece of our Master in Banking, Capital Markets and Financial Technology.

Each student of the program also receives an individual remote access to Refinitiv Workspace for use in academic activities throughout the 3 terms of courses.

**Accessing capital markets from our Bloomberg and Refinitiv labs offers a unique hands-on experience to sharpen your technical skills on the terminals of the 2 leading global providers of financial data.**

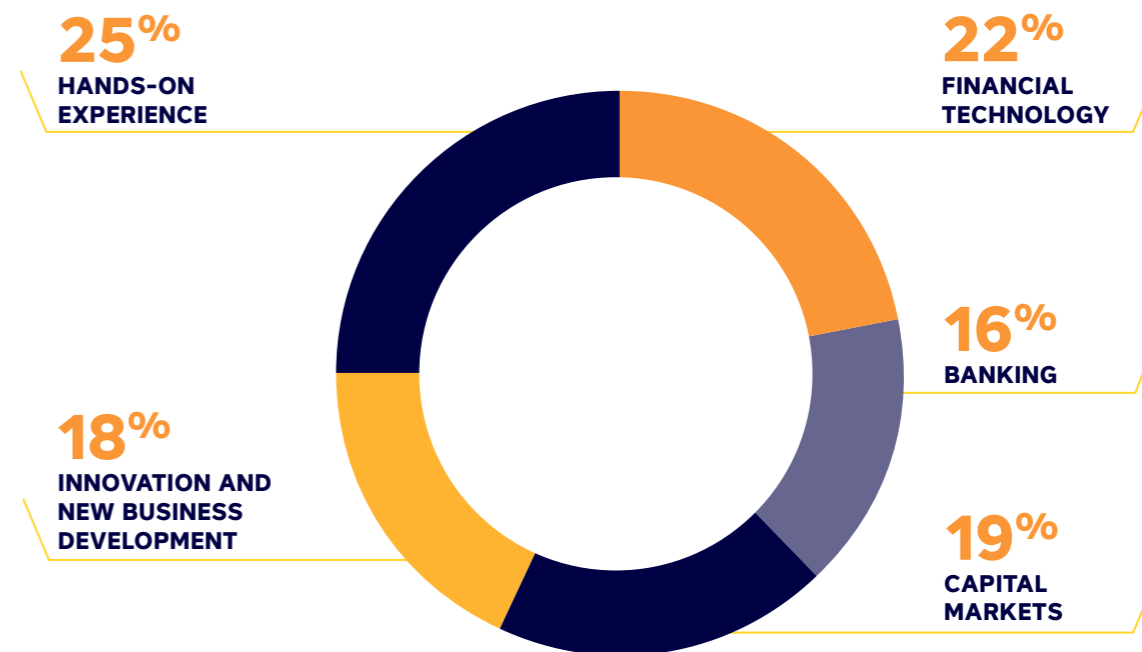


Christian,  
Graduate - Switzerland

Before joining IÉSEG, I did a Bachelor's Degree in International Management in Geneva, Switzerland. I chose IÉSEG for its reputation and because the School offered a Master in Banking, Capital Markets and Financial Technology, which was more specialized than some of the finance programs I was looking at. In our class, we had several nationalities, which gave me the chance to work with people from different cultures on different projects. I have really appreciated that professors approach courses in both a theoretical and practical way and look to push us outside our comfort zones. I have really enjoyed the Portfolio Management (Equity and Fixed Income) courses. For example, during the Equity Portfolio Management course, we built an active portfolio, an ETF (Exchange Traded Fund), etc. After completing my courses, I started an internship at JP Morgan in London as a trade support analyst, and now I work there permanently.

## PROGRAM STRUCTURE

(Figures indicate the percentage of the program devoted to each subject area.)



### FINANCIAL TECHNOLOGY

22%

- > Methods and Data
  - Business Intelligence for Finance
  - Data Analytics
  - Financial Problem-Solving Strategies
  - Machine Learning
  - Quantitative Financial Analysis with R
- > Coding
  - Computational Thinking with Python
  - VBA Programming with Financial Applications
- > Applications
  - Blockchain for Business
  - Connected Vision Tour – Hackathon
  - FinTech: Financial Services in the Digital Age

### BANKING

16%

- > Commercial Banking
  - Banking and Financial Intermediaries
- > Corporate and Investment Banking
  - Corporate Financial Transactions
  - Mergers and Acquisitions
  - Private Equity and Venture Capital
- > Regulations and Ethics
  - Business Ethics and Managerial Behavior
  - Financial Regulation and Compliance
  - Reporting for Financial Instruments

### CAPITAL MARKETS

19%

- > Multi-Asset
  - Capital Markets
  - Derivative Securities Analysis
  - International Finance
  - Investments
  - Risk Analysis and Management
  - Sustainable Finance
  - The Trading Desk: Key Tools to Trade in Global Markets
- > Equity Capital Markets (ECM)
  - Equity Analysis
  - Equity Portfolio Management
  - Financial Analysis
- > Debt Capital Markets (DCM)
  - Fixed Income Portfolio Management
  - Fixed Income Securities Analysis

### INNOVATION AND NEW BUSINESS DEVELOPMENT

18%

- > Business Consultancy in a Digital Environment
- > Career Program
- > Creativity and Design Thinking
- > Entrepreneurship and New Business Development
- > Language Courses

### HANDS-ON EXPERIENCE

25%

- > Capstone Project: 4-to 6-month internship or work experience anywhere in the world. Alternatively, students can opt for a consulting project or a thesis.

Alongside the courses, the program offers various workshops and corporate events to further develop students' personal and professional skills. These cover a range of topics, from conflict management in cross-cultural environments to intercultural communication.



## CLASS PROFILE

### ACADEMIC BACKGROUND

33.3%	Accounting	16.7%	Finance
22.2%	Business Administration	5.6%	International Business
22.2%	Economics and Banking		

### AGE RANGE

22.2%	< 23
44.5%	23-27
33.3%	27+



## CAREER OPPORTUNITIES\*

### ROLES

- Accountant
- Analyst
- Associate Auditor
- Consolidation Analyst
- Finance Business Partner
- Financial Controller

### POST-MASTER SALARY

- €55,222 Average Annual Salary (bonus included)

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- PWC
- DIRECTORATE GENERAL OF TAXES
- ATTIJARIWAFABANK
- BMW AUTOMOTIVE LTD
- SOCIETE GENERALE
- EDF TRADING
- PALFINGER MARINE GMBH
- SANOFI SPA
- TECHNICOLOR
- TIIN CAPITAL
- WELLINGTON MANAGEMENT
- INTERPOL

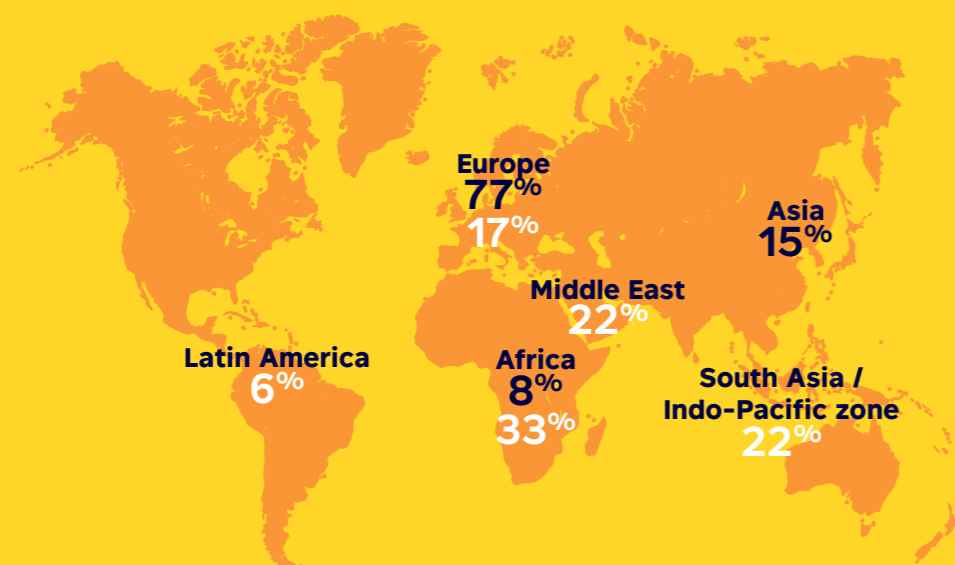
## THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



### ORIGIN OF OUR CURRENT STUDENTS



### LOCATION OF OUR ALUMNI



\*2021 Survey led by the *Conférence des Grandes Écoles* with graduates from the 2018, 2019 and 2020 classes of the program which was cross-referenced with LinkedIn and the IÉSEG Network database.

# MASTER IN INTERNATIONAL ACCOUNTING, AUDIT AND CONTROL

## MAXIMIZE YOUR OPTIONS IN THE FIELD OF ACCOUNTANCY



### OBJECTIVES

The Master in International Accounting, Audit and Control is based on a solid foundation in financial reporting and analysis, in management accounting and decision-making, corporate finance and financial advisory services, thereby preparing candidates for leading roles in these professions.

The program provides participants with an understanding of modern financial functions from both a technical and an institutional point of view, enabling them to work in a wide variety of industries. Graduates also benefit from the preparation for admission to global professional accountancy bodies (Complete CMA Exam preparations allowing exemptions towards the ACCA Professional Examinations and alignment with the CIMA's Masters Gateway).



### ADVANTAGES

- Experience a comprehensive accounting foundation and develop leadership skills
- Excel through a blend of theory and practice delivered by experts in the discipline
- Stay at the forefront of techniques and technologies through data analytics techniques for the accounting and audit fields and develop your critical thinking
- Take part in comprehensive CMA Exam preparations (parts I and II and scholarships) during the year
- Experience a truly international immersion in the financial heart of Paris



### IÉSEG CAMPUS

- PARIS-LA DÉFENSE



### ADMISSION REQUIREMENTS

- Minimum: Bachelor's Degree from a recognized institution, in Business Administration, Engineering, Finance, Accounting, Economics, Mathematics or similar from a recognized institution. Applicants with Bachelor's degrees in other areas together with relevant professional experience will be considered.



### IN PARTNERSHIP WITH



For more information: [www.ieseg.fr/en/master-accounting-audit/](http://www.ieseg.fr/en/master-accounting-audit/)



*“Empowering future managers to make the difference from a financial position leveraging the latest technologies.”*

Dr. Raul BARROSO  
Academic Director,  
Professor of Accounting,  
Audit and Control

#### ■ ZOOM ON... DATA ANALYTICS

The evolution of the accounting profession is fundamental for the program. The Data Analytics course allows participants to get involved with advanced data analytics techniques through real-life examples (clustering, link analysis, tag cloud and text mining, etc.). Participants get acquainted with the main steps in a forensics data analytics approach and gain knowledge on the use of some available data analytics software.

#### ■ PARTNERSHIP IMA HIGHER EDUCATION ENDORSEMENT PROGRAM AND THE CMA®

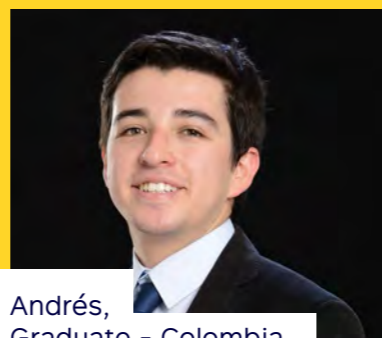
##### The Higher Education Endorsement Program

The IMA (Institute of Management Accountants) Higher Education Endorsement Program is a program that identifies business curricula that meet the quality of educational standards required to enable students to earn the CMA® (Certified Management Accountant®) designation. IESEG is the first institution in France to receive this endorsement.

##### The CMA® (Certified Management Accountant®) Program

IMA's globally recognized CMA® program is a relevant assessment of advanced accounting and financial management knowledge in critical areas such as financial planning, analysis, control, and decision support.

For more information about the CMA® certification program, please visit [www.imanet.org/certification](http://www.imanet.org/certification)



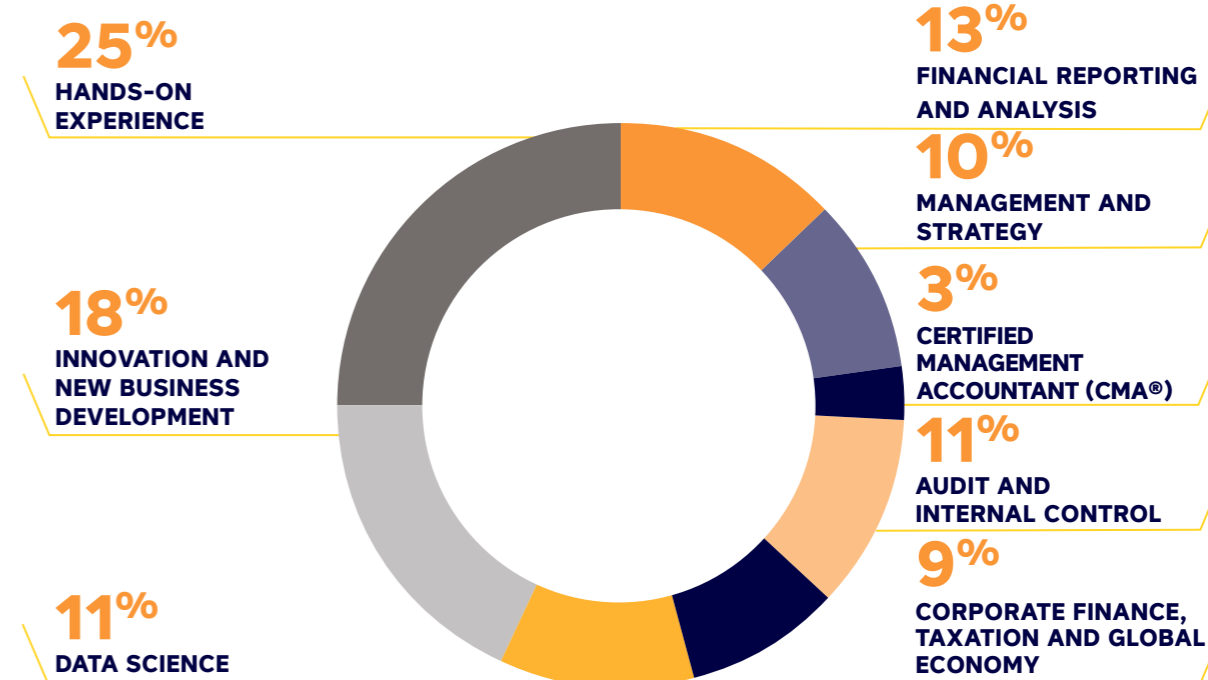
Andrés,  
Graduate - Colombia

*Firstly, I chose IESEG because it was the best option for me in terms of time, the courses provided, the amazing international environment and my personal budget. I chose the Master in International Accounting, Audit and Control because I was looking for more knowledge regarding my professional background in accounting and wanted to develop a specialization in this in order to take forward my professional career.*

*My favorite courses in the program were the ones that gave us an essential understanding of the most important topics in audit and accounting, such as: Audit Techniques, CMA, Financial Accounting, Financial Reporting and Analysis I, Forensic Accounting and Fraud Risk Management, etc. Since March 2021, I have been working as an Administrative and Accounting Assistant at Isispharma.*

## PROGRAM STRUCTURE

(Figures indicate the percentage of the program devoted to each subject area.)



#### FINANCIAL REPORTING AND ANALYSIS - 13%

- > International Corporate Financial Reporting and Consolidation
- > International Financial Accounting
- > International Financial Reporting and Analysis I
- > International Financial Reporting and Analysis II
- > Operational Audit Techniques
- > Risk Based Internal Audit

#### MANAGEMENT AND STRATEGY - 10%

- > Business Ethics and Managerial Behavior
- > Business Game
- > Managing Consultancy
- > Managing and Leading a Professional Service Firm
- > Project Management

#### CERTIFIED MANAGEMENT ACCOUNTANT (CMA®) - 3%

- > CMA 1
- > CMA 2

#### AUDIT AND INTERNAL CONTROL - 11%

- > Accounting Information Systems
- > Audit Techniques
- > Controlling and Auditing Corporate Social Responsibility
- > Forensic Accounting and Fraud Risk Management
- > Management Accounting

- > Management Control and Decision Making

#### CORPORATE FINANCE, TAXATION AND GLOBAL ECONOMY - 9%

- > Accounting and the Global Economy
- > Corporate Finance
- > Corporate Governance: a Financial Perspective
- > Financial Econometrics
- > International Taxation

#### DATA SCIENCE - 11%

- > Data Analytics
- > Data Visualization
- > Dataviz Challenge
- > ERP
- > Quantitative Methods
- > Simulation for Decision Making
- > Visual Basic for Applications (VBA)

#### INNOVATION AND NEW BUSINESS DEVELOPMENT - 18%

- > Business Consultancy in a Digital Environment
- > Career Program
- > Creativity and Design Thinking
- > Entrepreneurship and New Business Development
- > Language Courses

#### HANDS-ON EXPERIENCE - 25%

- > Capstone Project: 4-to 6-month internship or work experience anywhere in the world. Alternatively, students can opt for a consulting project or a thesis.

Alongside the courses, the program offers various workshops and corporate events to further develop students' personal and professional skills. These cover a range of topics, from conflict management in cross-cultural environments to intercultural communication.



## CLASS PROFILE

### ACADEMIC BACKGROUND

27.8%	Business Administration	13.9%	Advertising and Medias
19.4%	Communication and Marketing	8.3%	Engineering
19.4%	International Business	5.6%	Sciences
		5.6%	Information Technology

### AGE RANGE

25%	< 23
42%	23-27
33%	27+



## CAREER OPPORTUNITIES\*

### ROLES

- > Business Development Analyst
- > Community Manager
- > CRM Data Analyst
- > CRM Specialist
- > Digital Marketing Specialist
- > Growth Marketing Specialist
- > Marketing Manager
- > Product Manager
- > Web Campaign Specialist

### POST-MASTER SALARY

- > **€53,163** Average Annual Salary (bonus included)

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > ESTÉE LAUDER COMPANIES
- > ALLIANZ
- > UNILEVER
- > INVESTMENT SOFTWARE GROUP
- > GOOGLE
- > DELOITTE
- > KERING
- > PHILIPS
- > ACCENTURE INTERACTIVE
- > STUDIO CANAL

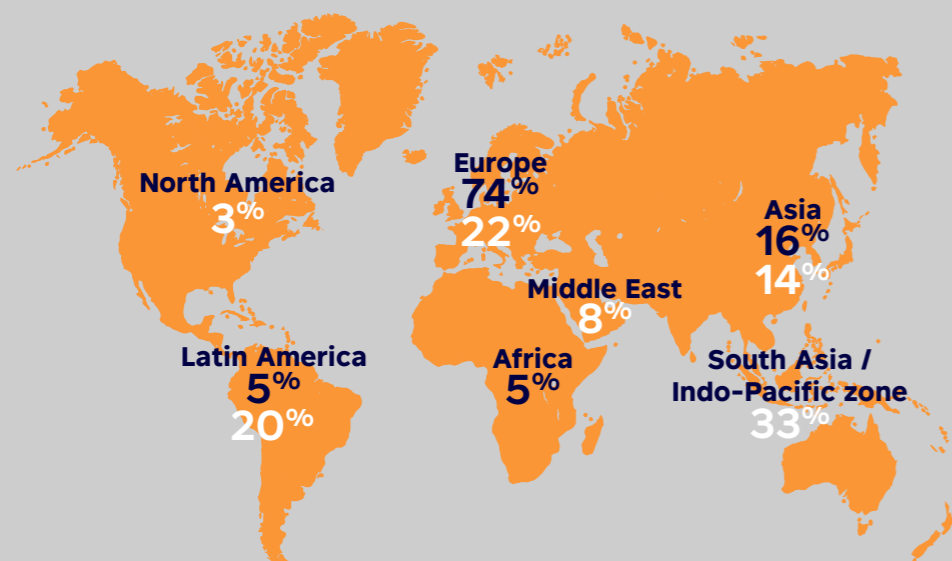
## THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



### ORIGIN OF OUR CURRENT STUDENTS



### LOCATION OF OUR ALUMNI



\*2021 Survey led by the *Conférence des Grandes Écoles* with graduates from the 2018, 2019 and 2020 classes of the program which was cross-referenced with LinkedIn and the IÉSEG Network database.

# MASTER IN DIGITAL MARKETING AND CRM

## EMPOWER YOUR INNOVATIVE MINDSET TO BOOST DIGITAL AND CRM STRATEGIES!



### OBJECTIVES

The main objective of the Master in Digital Marketing and CRM is to prepare future managers to work in Digital Marketing and CRM, two rapidly emerging and complementary fields that represent new ways of conducting marketing and improving relationships with clients. The program's focus is on combining theory with practical knowledge. This is the foundation for the development of all professionals who would like to improve their effective digital marketing strategy by capitalizing on customers' data. Students will also gain an understanding of the importance of managing customer relationships in a day-to-day business environment.

**QS Business Masters Rankings 2022:** IÉSEG is ranked 23<sup>rd</sup> worldwide out of 105 programs for its Master in Digital Marketing & CRM.



### ADVANTAGES

- > A specialized and innovative program designed by academic and industry experts
- > An interactive approach integrating both academics and professionals
- > The possibility of obtaining different Google, Hubspot, Hootsuite certificates
- > Exposure to leading technologies and software such as Salesforce, SPSS, Python, Mention, Mailchimp and many others
- > The opportunity to engage in webstore development
- > A partnership with Le Wagon - a leading international coding School



### IÉSEG CAMPUS

- > LILLE



### ADMISSION REQUIREMENTS

- > Minimum: Bachelor's Degree in Business, Marketing, Communications, Engineering, IT or similar from a recognized institution. Basic marketing knowledge is required (either from academic and/or professional path).



### IN PARTNERSHIP WITH



For more information: [www.ieseg.fr/en/master-digital-marketing/](http://www.ieseg.fr/en/master-digital-marketing/)



*“Match your digital passion with your innovative mindset to optimize digital marketing strategies based on the smart use of customer data.”*

Dr. Nico HEUVINCK  
Academic Director,  
Professor of  
Marketing

#### ■ ZOOM ON... THE CLICKSTREAM AND WEB ANALYTICS COURSE

The Clickstream and Web Analytics course gives students the opportunity to take the Google Analytics® Certification, a recognized industry certification that will help students get the most out of digital analytics.

In addition to obtaining the Google Analytics® certification, participants of the program will work in the Google Analytics accounts of international non-profit organizations in order to acquire real-time experience by analyzing and reacting to the data these companies accumulate.

Students will be divided into groups and will be assigned an organization in order to analyze a significant amount of data before presenting their recommendations. Along the way, students will be taught best practices for integrating analytical data into current marketing efforts, understanding key metrics and mastering advanced functionalities of Google Analytics® in order to grasp the added value of web analytics for companies with an online presence.

#### ■ PARTNERSHIP

*“With 9,000 employees and 42 countries covered worldwide, Lyreco is the European leader and the 3<sup>rd</sup> global leading actor in the distribution of products and services for the work environment. As a multi-specialist and expert, Lyreco covers 4 fundamentals that make the work environment a strong lever of business performance: people efficiency, connected people, people safety, and people well-being in the workplace. Being a partner of the Master in Digital Marketing and CRM gives Lyreco the opportunity to collaborate with and onboard new talents in line with its own requirements in terms of customer marketing and digital marketing skills. Through this partnership, Lyreco is able to propose diverse missions and jobs on a broad geographic scale to IÉSEG students and graduates.”*

Stevy MATTON  
Director of Online Solutions - LYRECO



Irene,  
Graduate - Italy

*The Master in Digital Marketing and CRM gave me the opportunity to acquire knowledge in the fields of project management, digital marketing and social media strategies, SEO and SEM, and allowed me to develop essential soft skills for my career path like the capability to work efficiently in teams, flexibility for rapidly changing contexts and an open mindset.*

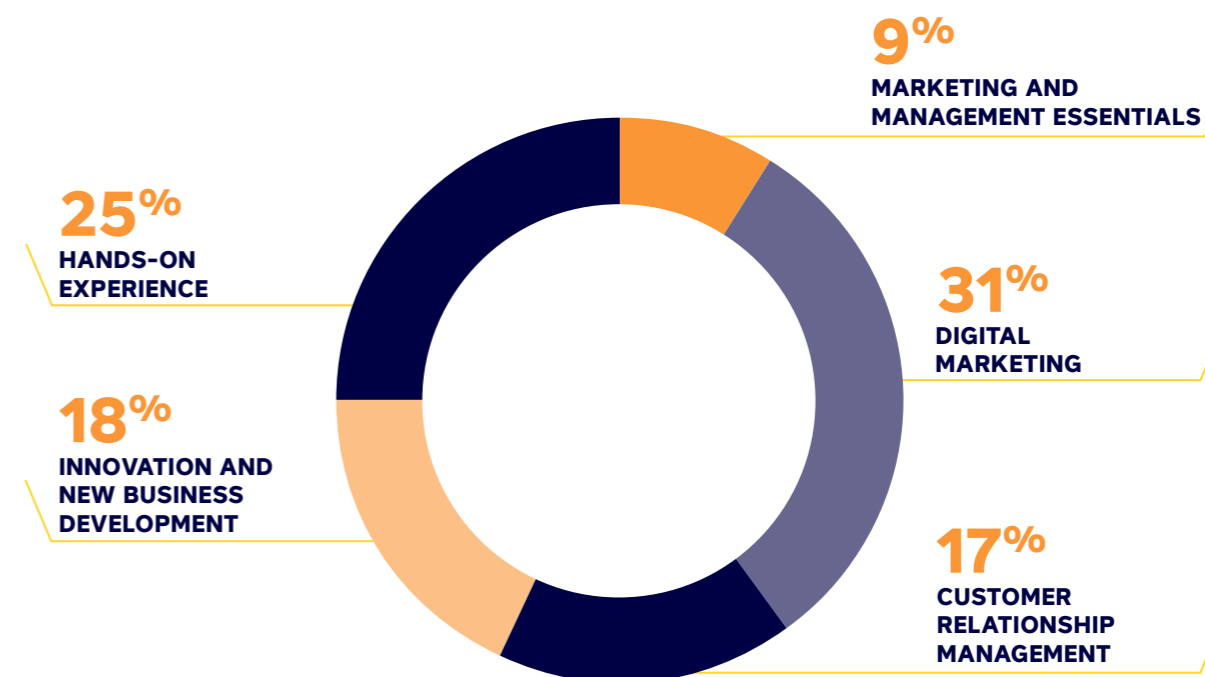
*After graduation, my classmates and I chose different paths and moved to different countries but this did not stop us from staying in touch and sharing our experiences.*

*IÉSEG Network, the Alumni Association, offers the opportunity to stay updated on the latest news in the School's community and participate in different online events and networking.*

*After my internship at Robilant Associati, the first and leading brand and design consultancy in Italy, I got hired by the company as a digital project manager, and I collaborate with clients located all around the world on a daily basis.*

## PROGRAM STRUCTURE

(Figures indicate the percentage of the program devoted to each subject area.)



### MARKETING AND MANAGEMENT ESSENTIALS

9%

- > Brand Communications
- > Business Ethics and Sustainability
- > Innovative Project Management
- > Marketing Research Methods with SPSS
- > New Trends and New Information Technologies

### DIGITAL MARKETING

31%

- > Clickstream and Web Analytics
- > Consumer Behavior in a Digital World
- > Data Marketing – Programmatic Advertising
- > Data Protection for (Digital) Marketers
- > Digital Marketing Strategy
- > Direct and Email Marketing
- > Innovation with Consumers
- > Marketing Performance and ROI Optimisation
- > Mobile Marketing
- > Omni-Channel Strategy
- > Online Reputation Management
- > Search Engine Marketing
- > Social Media Marketing
- > Website Design and Development (UX, Coding)
- > Web Store Development and Mobile Apps

### CUSTOMER RELATIONSHIP MANAGEMENT

17%

- > CRM, Loyalty and Customer Success
- > CRM and Sales
- > Customer Service and Complaint Management
- > Customer Intelligence 1: Descriptive Analytics
- > Customer Intelligence 2: Predictive Analytics
- > CXM
- > Data Analysis with Python
- > E-CRM
- > Introduction to Analytical CRM

### INNOVATION AND NEW BUSINESS DEVELOPMENT

18%

- > Business Consultancy in a Digital Environment
- > Career Program
- > Creativity and Design Thinking
- > Entrepreneurship and New Business Development
- > Language Courses

### HANDS-ON EXPERIENCE

25%

- > Capstone Project: 4-to 6-month internship or work experience anywhere in the world. Alternatively, students can opt for a consulting project or a thesis.

Alongside the courses, the program offers various workshops and corporate events to further develop students' personal and professional skills. These cover a range of topics, from conflict management in cross-cultural environments to intercultural communication.



## CLASS PROFILE

### ACADEMIC BACKGROUND

27.7%	Engineering
21.3%	Business Administration
21.2%	Management
17%	Economics, Finance and Accounting
12.8%	IT and Informatics

### AGE RANGE

8.5%	< 23
55.3%	23-27
36.2%	27+



## CAREER OPPORTUNITIES\*

### ROLES

- > Business Analyst
- > Business Intelligence Engineer
- > Data Analyst
- > Data Engineer
- > Data Scientist

### POST-MASTER SALARY

- > **€83,966** Average Annual Salary (bonus included)

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- |               |                           |           |
|---------------|---------------------------|-----------|
| > ACCENTURE   | > BOSTON CONSULTING GROUP | > NASDAQ  |
| > ALIBABA     | > CRITEO                  | > DANONE  |
| > AMAZON      | > HEINEKEN                | > PWC     |
| > BOOKING.COM | > IBM                     | > TRIVAGO |

## THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



### ORIGIN OF OUR CURRENT STUDENTS



### LOCATION OF OUR ALUMNI



\*2021 Survey led by the *Conférence des Grandes Écoles* with graduates from the 2018, 2019 and 2020 classes of the program which was cross-referenced with LinkedIn and the IÉSEG Network database

# MASTER IN BIG DATA ANALYTICS FOR BUSINESS

## DATA SCIENCE - A DRIVING FORCE FOR BUSINESS



### OBJECTIVES

**The Master in Big Data Analytics for Business is a unique, hands-on and international program that trains data scientists.**

Participants are exposed to the leading-edge fundamentals in data-driven decision-making by extracting knowledge and insights from big data, including customer transactional databases, streaming data, social media data, and call center data. Participants learn how to solve managerial problems by critically asking questions in the spirit of 'What do we know?' (data driven) rather than 'What do we think?' (gut feeling).



### ADVANTAGES

- > Exposure to leading data science methodologies (descriptive and predictive modelling, statistical and machine learning algorithms, forecasting, social network analysis, social media mining, and optimization tools, amongst others)
- > Exposure to leading data science technologies (Python, R, SAS, GIT, GitHub, Google Colab, Databricks, JupyterLab, Jupyter Notebooks, Hadoop, Hive, Spark, Kaggle, IBM SPSS Statistics, Tableau, Excel, amongst others)
- > Exposure to industry-based learning through a hackathon, workshops, and recruitment meetings with industry experts
- > Exposure to cutting-edge innovations in the field of data science, thanks to the quality of the IÉSEG research team and its marketing analysis center - ICMA
- > Participants in this program will get their personal laptop included in their tuition fees. They will receive it at the beginning of the academic year with a full software roll-out on and will keep it by the end of the program



### IÉSEG CAMPUS

- > LILLE



### ADMISSION REQUIREMENTS

- > Minimum: Bachelor's Degree in Business Administration, Engineering, Computer Science, IT, Mathematics, Statistics or similar, with strong academic performance, from a recognized institution.



### IN PARTNERSHIP WITH

**AIRFRANCE** **Capgemini** **SAS**

For more information: [www.ieseg.fr/en/master-big-data/](http://www.ieseg.fr/en/master-big-data/)



“Data Science is the new gold.  
We educate you how to dig for it!”

Prof. Dr. Kristof COUSSEMENT  
Academic Director,  
Professor of Business Analytics

## ■ ZOOM ON... AN INTEGRATED BUSINESS PROJECT

The Master in Big Data Analytics for Business offers its participants a real-life consulting challenge at the end of the academic year. This project has the intention to put the competences and skills absorbed over the academic year into practice. In collaboration with a company, participants have the opportunity to solve real business problems using the various techniques and methods that they have acquired. Last academic year, the project was organized in the form of a three-month data science hackathon. Previous supporting companies are Microsoft, Graydon, Mealhero, Delaware Consulting, Oney, Cofidis and Crédit Agricole.

## ■ PARTNERSHIP

**IESEG is proud to partner with Capgemini, SAS and Air France for its Master in Big Data Analytics for Business.**

These partnerships with some of the world's foremost leaders in data science and analytics enrich students' views on big data analytics for business. Partners share their expertise, professional perspectives and insights on current trends with students through coaching sessions, guest lectures, real-life case studies and company visits. The opportunity to learn about concrete professional issues from business leaders, and to gain exposure to the real-world experience of successful practitioners, are key assets of the program.

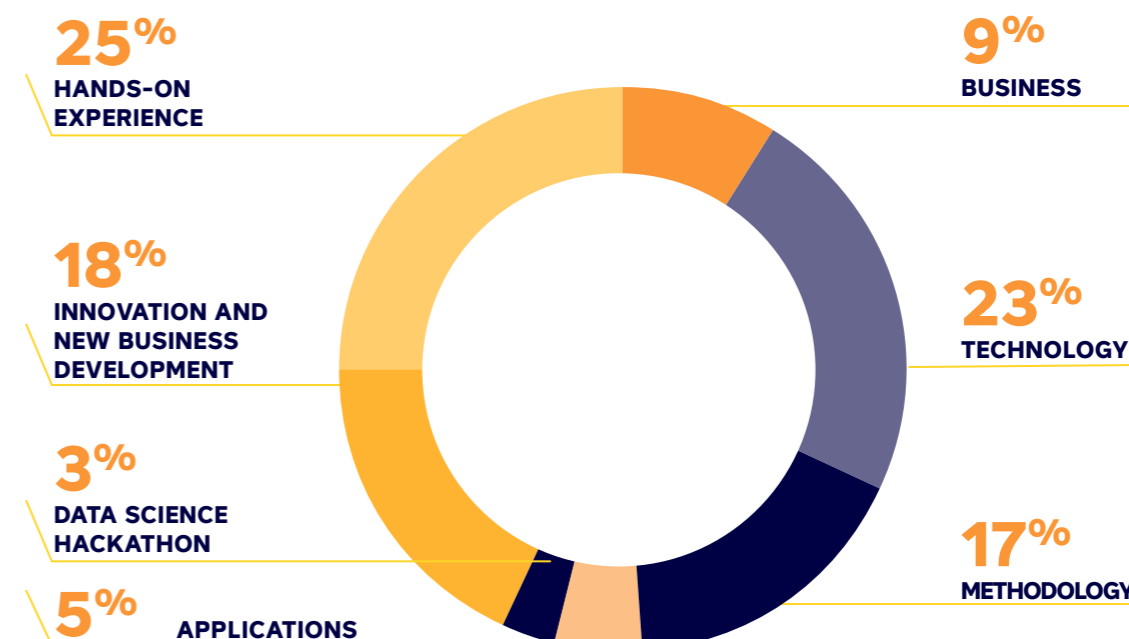


Iva,  
Student - Bulgaria

*I chose IESEG because of its unique Big Data Analytics for Business program; a combination of business and programming. This program is for business professionals who want to diversify their skills and stay current with the innovative data science trends that are disrupting the business world. An important strength of this program is the leadership's dedication to constantly update the program to keep it up to date with the evolving field. The strongest aspect of the Master in Big Data Analytics for Business program are the real-world machine learning projects and the hands-on client experience. In our courses, we are not only learning R, Python, SQL and SAS for the sake of knowing the languages, but we are applying that knowledge to real-life cases to find the optimal solution to problems such as determining churn patterns to promote retention or modeling consumer brand opinion to determine strategies in improving brand image. At the end of the program, we tie all these skills together in a long consulting project with a regional company. As graduates from the program, students can be confident that they are knowledgeable on all the most significant industry trends and that they already have relevant professional experience to highlight during interviews.*

# PROGRAM STRUCTURE

(Figures indicate the percentage of the program devoted to each subject area.)



## BUSINESS 9%

- > Business Analytics in a Sustainable World
- > Business Ethics and Managerial Behavior I
- > Business Ethics and Managerial Behavior II
- > Data Strategy
- > Industry Perspectives on Big Data Analytics
- > Project Management

## TECHNOLOGY 23%

- > Advanced Spreadsheet Analysis
- > Big Data Tools
- > Business Reporting Tools
- > Business Analytics Tools - Commercial
- > Business Analytics Tools - Open Source - Python
- > Business Analytics Tools - Open Source - R

## METHODOLOGY 17%

- > Descriptive and Predictive Analytics
- > Forecasting
- > Fundamentals of Deep Learning
- > Fundamentals of Interpretable Data Science
- > Fundamentals of NPL
- > Social Network Analysis
- > Statistical and Machine Learning

## APPLICATIONS 5%

- > Credit Scoring
- > Optimization Techniques
- > Recommendation Tools

## DATA SCIENCE HACKATHON 3%

- > Connected Vision Tour

## INNOVATION AND NEW BUSINESS DEVELOPMENT 18%

- > Business Consultancy in a Digital Environment
- > Career Program
- > Creativity and Design Thinking
- > Entrepreneurship and New Business Development
- > Language Courses

## HANDS-ON EXPERIENCE 25%

- > Capstone Project: 4-to 6-month internship or work experience anywhere in the world. Alternatively, students can opt for a consulting project or a thesis.

Alongside the courses, the program offers various workshops and corporate events to further develop students' personal and professional skills and to meet professionals of the Big Data industry.



## CLASS PROFILE

### ACADEMIC BACKGROUND

30.8%	Engineering
26.9%	Management and Economics
19.2%	Business Administration
15.4%	Audit and Finance
7.7%	Supply Chain and Operations Management

### AGE RANGE

7.6%	< 23
46.2%	23-27
46.2%	27+



## CAREER OPPORTUNITIES\*

### ROLES

- > AI Solutions Engineer
- > Brand Manager
- > Business Development Manager
- > Business Process Analyst
- > Consultant
- > Project Manager
- > Strategy Consultant
- > Technology Strategy Consultant

### POST-MASTER SALARY

- > **€77,204** Average Annual Salary (bonus included)

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > DELOITTE
- > ALTRAN
- > PWC
- > BOSCH
- > CAPGEMINI INVENT
- > KONICA MINOLTA
- > HICT
- > FACEBOOK
- > MAGELLAN CONSULTING
- > SEPHORA

## THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



### ORIGIN OF OUR CURRENT STUDENTS



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# MASTER IN BUSINESS ANALYSIS AND CONSULTING

## BUILD, DEPLOY AND DEVELOP YOUR ANALYSIS SKILLS FOR CONSULTING



### OBJECTIVES

The aim of the Master in Business Analysis and Consulting is to provide future managers and consultants with the managerial and communication skills required to act as change agents and to create sustainable performance for companies operating in a global environment. Participants are trained to acquire the necessary knowledge and competencies to translate strategic plans into tangible outcomes. The program not only focuses on a financial perspective, but also allows participants to study company performance from many angles, such as Human Resources Management, IT, Operations Management, Risks, etc.



### ADVANTAGES

- > Exposure to the business world through seminars and conferences led by professional consultants
- > Analysis of key performance indicators from different, yet complementary, perspectives
- > Access to an international learning environment



### IÉSEG CAMPUS

- > PARIS-LA DÉFENSE



### ADMISSION REQUIREMENTS

- > Minimum: Bachelor's or Master's Degree in Business-related fields or Engineering, with strong academic performance, from a recognized institution.
- > Professional experience of 2 years, or more, is a plus.



### IN PARTNERSHIP WITH

**HICT Square**

For more information: [www.ieseg.fr/en/master-business-analysis/](http://www.ieseg.fr/en/master-business-analysis/)



*"A challenging program to prepare you for a challenging career."*

Dr. Christine DI MARTINELLI  
Academic Director,  
Professor of  
Operations  
Management

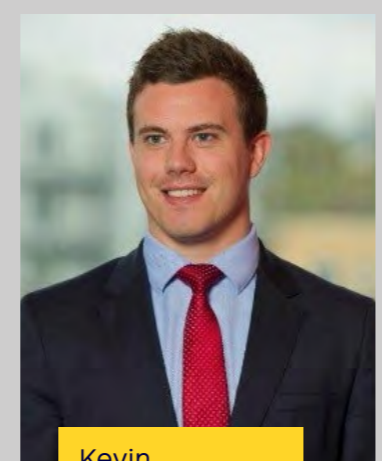
**■ ZOOM ON...  
A CONSCIOUS MIX OF THEORY AND PRACTICE**

The Master in Business Analysis and Consulting is based on a very conscious mix of theory and practice, which is necessary to prepare students for a career as a consultant or business analyst. Professors teaching in the program have experience in consulting or related areas. Professionals are also invited as guest speakers in some courses to demonstrate how theory can be put into practice. Additionally, the program offers a series of "Meet the Experts" seminars. These seminars can be course-specific, such as the seminar organized for the Business Process Modelling, or they can be program-specific. In the latter case, professionals assign students a real-life scenario that requires them to put into practice what they have learned in the different areas of the program. This offers a unique opportunity for students to benchmark their own recommendations against the options implemented by the professionals.

**■ PARTNERSHIP**

The opportunity to learn about concrete professional issues from business leaders and to gain exposure to the real-world experience of successful practitioners are key assets of this program. Students benefit from the collaboration with Hict, a management and consulting company in the healthcare market, to enrich their view on consulting.

Hict sits on the Professional Advisory Board (PAB) of the Master in Business Analysis and Consulting. Jan DEMEY, Managing Director of Hict, explains, "I'm convinced consulting is a multi-dimensional profession where soft and hard skills need to be combined in order to assist the customer in the realization of his or her ambition. This Master program offers a set of skills needed to become a successful consultant. Combined with an internship to develop hands-on experience, we support this great program." Jan DEMEY shares the company's expertise and insights on current trends with students through educational interventions. Hict also offers internships to IÉSEG students in their offices in Ghent, Belgium.



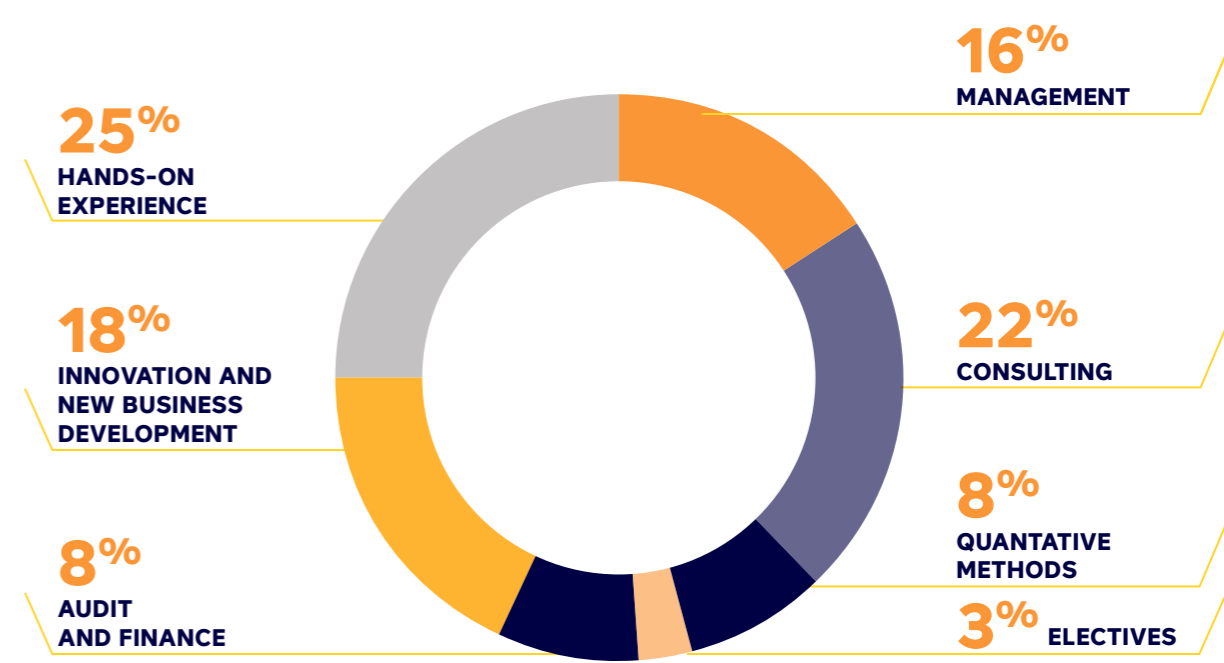
Kevin,  
Graduate - Scotland

*I completed the Master in Business Analysis and Consulting (MBAC) at IÉSEG in 2016. I have worked at Deloitte UK since. The program helps build and nurture the skills, values and attributes required to maintain and develop a successful career in consulting. The variety and relevance of the courses taught through the MBAC are well crafted and suited for preparing students for a life in consulting and other related professions.*

*The international dimension in my job is extremely important. Deloitte operates globally and has an international presence in all offices and on all client projects. IÉSEG prepared me well to appreciate the value of understanding different working cultures and the importance of working in an internationally dynamic team.*

# PROGRAM STRUCTURE

(Figures indicate the percentage of the program devoted to each subject area.)



## MANAGEMENT

- 16%**
- > Business Games
  - > Economics of Firm Strategy
  - > Generating Business Value with IT
  - > International Business Strategy
  - > Managing People and Teams
  - > Project Management
  - > Supply Chain Management

## CONSULTING

- 22%**
- > Business Ethics and CSR
  - > Business Process Modelling
  - > Change Management
  - > Communication Skills
  - > Consulting Tools Seminar
  - > Data Analytics
  - > Innovation for Management Consulting
  - > Managing and Leading the Professional Service Firm

## QUANTITATIVE METHODS

- 8%**
- > Benchmarking and Performance Analysis
  - > Statistics for Consulting

## ELECTIVES

- 3%**
- > Data Analysis with Python
  - > Data Visualization
  - > Excel VBA
  - > Introduction to Financial Data Analysis and Firm Valuation
  - > SAP for Business Process Management

## AUDIT AND FINANCE

- 8%**
- > Financial Reporting and Analysis
  - > Management Accounting
  - > Management Control and Decision Making

## INNOVATION AND NEW BUSINESS DEVELOPMENT

- 18%**
- > Business Consultancy in a Digital Environment
  - > Career Program
  - > Creativity and Design Thinking
  - > Entrepreneurship and New Business Development
  - > Language Courses

## HANDS-ON EXPERIENCE

- 25%**
- > Capstone Project: 4-to 6-month internship or work experience anywhere in the world. Alternatively, students can opt for a consulting project or a thesis.

Alongside the courses, the program offers various workshops and corporate events to further develop students' personal and professional skills. These cover a range of topics, from conflict management in cross-cultural environments to intercultural communication.



## CLASS PROFILE

The ideal candidate is highly motivated to augment their current skills with a deeper understanding of sustainability issues. This will be further underpinned by the student's desire to grasp a basic fluency in the science and technology that is at the core of the sustainability agenda.

It is important to note that the program does NOT require a strong science or technology background. Rather, the program is designed so that students will be able to make the important connections, for example, between the mitigation of climate change and investment in low-carbon technologies. Or, link water risk and natural resource stress to supply chain continuity and grasp stakeholder activism as a strategic imperative.



## CAREER OPPORTUNITIES

This program is a good fit if you are interested in working with, for example:

**Mainstream industries (banks, energy companies, consumer goods, consulting) in a variety of roles:**

- Management to advise and guide the strategic decision-making in a world where the need for sustainability continually imposes new and evolving challenges and opportunities to companies.
- Marketing and Advertising to promote products with more sustainable attributes.
- Human Resources to advance diversity and inclusion of the workforce.
- Finance and Accounting to capture carbon tax and trading impacts and pricing of water risk.
- Product Development to identify new, more sustainable materials, alternative packaging or re-design to capture under-served markets.
- Operations to improve sustainability characteristics throughout supply chains and production cycle.

**Specialized firms focused on sustainability data (auditing firms, asset management, investment strategy) along the following lines:**

- Certification, verification and compliance around ESG (Environmental, Social, and Governance) data continues to be an important part of company practice as stakeholders seek wider and deeper validation of companies' supply chains and their product origins;
- Sustainability, Green, or Impact investing has expanded significantly over the past five years to include strategies based on sustainability (e.g., ESG) criteria.

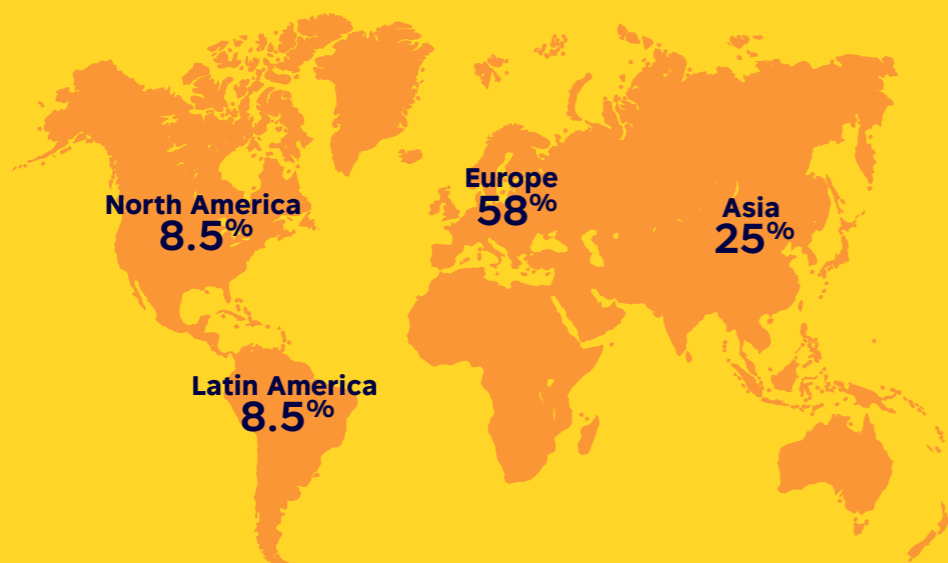
**Civil society, NGOs, activist groups in different positions:**

- As professionals that can combine a solid business background with passion for environmental stewardship and social justice.
- As project managers who are able to connect partners from different backgrounds in cross-sectoral collaborations.

## THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



### LOCATION OF OUR GLOBAL IÉSEG ALUMNI NETWORK



NEW

# MASTER IN MANAGEMENT FOR SUSTAINABILITY

## LEAD THE CHANGE TOWARDS A SUSTAINABLE FUTURE



### OBJECTIVES

**The Master in Management for Sustainability has been designed for problem-solvers and purpose-driven students who want to implement solutions addressing the world's toughest sustainability challenges.**

Managing the full range of sustainability risks and challenges is top-of-mind for business leaders. This means incorporating sustainability both in long-term strategic planning and in making day-to-day decisions that, for example, ensure water quality, tackle climate change, advance green technology, engage with stakeholders, innovate for food and validate social compliance for fair labor practices. This Master in Management for Sustainability equips students with the fundamental science, technology and policy know-how for meeting today's sustainability challenges, combined with a good command of management and strategy insights and tools.



### ADVANTAGES

- Acquire the basic science and technology awareness around issues like climate change, alternative energy, water risk and waste management and how this affects business decisions.
- Roll up your sleeves and work with the practical and tactical tools that managers use every day to help them solve the world's and firms' thorniest problems. From the newest business models around circular economy to reporting and accountability requirements that capture performance metrics, and 'green impact' investing strategies – these are just a few of the courses offered.



### IÉSEG CAMPUS

- LILLE



### ADMISSION REQUIREMENTS

- Minimum: Bachelor Degree in any field from a recognized university



### IN PARTNERSHIP WITH



For more information: [www.ieseg.fr/en/master-sustainability/](http://www.ieseg.fr/en/master-sustainability/)



*“This program offers a unique blend of courses, aimed to become a changemaker addressing pressing sustainability challenges. Combining fundamental insights from sustainability science and policy with relevant know-how for meeting today’s businesses’ sustainability challenges, this program is set to prepare you to lead the change towards sustainability.”*

Dr. Frank DE BAKKER  
Academic Director,  
Professor of Corporate Social  
Responsibility

#### ■ ZOOM ON... THE ICOR AND IRISK CENTERS

The core team of the Master in Management for Sustainability is composed of professors associated with ICOR, the IÉSEG Centre for Organizational Responsibility or with iRisk, the IÉSEG Research Center on Risk and Uncertainty. ICOR aims to create and spread conceptual knowledge and practice-oriented tools in the fields of social responsibility, sustainability and business and society relationships, while the objective of iRisk is to better understand and improve decisions about environmental, health, and other risks. The core team is supplemented with specialists, aimed to offer you the best learning experience.

For more information: [icor.ieseg.fr](http://icor.ieseg.fr) / [irisk.ieseg.fr](http://irisk.ieseg.fr)

#### ■ ZOOM ON... SUSTAINABILITY AT IÉSEG

Educating innovative and responsible managers who are capable of initiating and managing change for a better society is at the heart of IÉSEG’s history. Since 2013, IÉSEG has included courses on sustainability and business ethics through its different programs and developed strong partnerships with companies and organizations working in sustainability, thus providing outstanding learning opportunities to our students.

At IÉSEG, sustainability goes beyond the classroom as we are committed to including sustainability and the UN Sustainable Development Goals in all our activities: in our research, our student life, and our campuses. As a result of this commitment, IÉSEG is among the 38 United Nations PRME Champion Schools and ranked as a Top 30 School in sustainability by the Positive Impact Rating. We are also members of the UN Global Compact, *Campus Responsables*, and the B-Academy.



Maria CASTILLO  
Head of Sustainability, IÉSEG

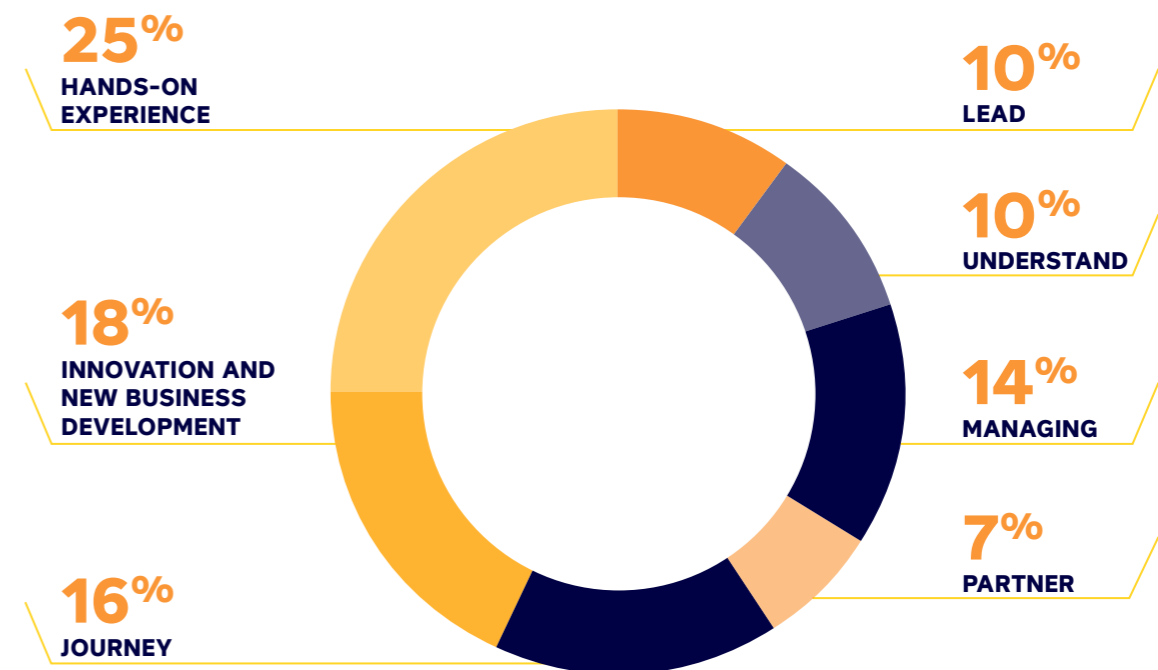
*Joining the Master in Management for Sustainability at IÉSEG is an excellent choice for leaders wanting to increase their knowledge and expertise on sustainability, to build his/her sustainability skill set, and to actively address the most pressing social and environmental challenges business faces in the next decades.*

*The quality of our courses and our high-level faculty, our proven expertise and engagement on sustainability, our large network of partners, and the involvement of our faculty in our programs provide the perfect setting to learn more about sustainability and to put learning into practice. Companies today are looking for talented managers who are capable of integrating sustainability dimensions into any business problem.*

*This Master will enable you to have a successful business career, regardless of whether you wish to become a sustainability professional or pursue a career in any other business discipline where sustainability literacy is now a must!*

## PROGRAM STRUCTURE

(Figures indicate the percentage of the program devoted to each subject area.)



### LEAD

10%

- > Business Model Innovation
- > Leading and Governing a Sustainable Business
- > Political Economy of Sustainability
- > Sustainability and Ethics
- > Systems Thinking and Large System Change

### UNDERSTAND

10%

- > Climate Change: Science and Policy
- > Decision-Making under Risk and Uncertainty
- > Development Economics
- > Ecosystems in the Anthropocene
- > Environmental Problems and Human Behavior

### MANAGE

14%

- > Auditing, Managing and Reporting for ESG
- > Diversity, Equality and Inclusion
- > Impact Investment and Sustainable Finance
- > Managing Information and Data for Sustainability
- > Marketing & Communication for Sustainability
- > Responsible Supply Chains
- > Social Entrepreneurship and Intrapreneurship
- > The Big Four: Energy, Carbon, Water and Waste

### PARTNER

7%

- > Activism: Strategy and Tactics
- > Navigating the Institutional Environment
- > Organizing for the Circular Economy
- > Partnerships for Grand Challenges

### JOURNEY

16%

- > ARISE Induction Sessions
- > Bootcamp 1 – Technology
- > Bootcamp 2 – Business Simulation
- > Bootcamp 3 – Product Design, Creativity and Sustainability
- > Company Visits
- > Consulting Skills
- > Field Project

### INNOVATION AND NEW BUSINESS DEVELOPMENT

18%

- > Business Consultancy in a Digital Environment
- > Career Program
- > Creativity and Design Thinking
- > Entrepreneurship and New Business Development
- > Language Courses

### HANDS-ON EXPERIENCE

25%

- > Capstone Project: 4-to 6-month internship or work experience anywhere in the world. Alternatively, students can opt for a consulting project or a thesis.

Alongside the courses, the program offers various workshops and corporate events to further develop students’ personal and professional skills. These cover a range of topics, from conflict management in cross-cultural environments to intercultural communication.



## CLASS PROFILE

### ACADEMIC BACKGROUND

50%	Business Administration
20%	Economics and Accounting
20%	IT and Engineering
10%	Marketing

### AGE RANGE

30%	< 23
70%	23-27



## CAREER OPPORTUNITIES

The Double Degree multi-sector and multidisciplinary approach prepares our students for a wide range of careers.

Options:

- Business Consultant for startups, spinoffs, innovative businesses, and emerging technologies
- Business Developer
- Entrepreneur
- Entrepreneurship Professional Support (e.g. Incubator Manager, Professional Investor)
- Innovation Manager
- Research and Development Manager



## A DOUBLE DEGREE WITH LOUGHBOROUGH UNIVERSITY LONDON

Loughborough University London is an inspiring postgraduate campus located in Queen Elizabeth Olympic Park. Established exclusively for postgraduate study and research, Loughborough University London combines influential thought leaders, pioneering researchers and creative innovators **to deliver one of the best postgraduate experiences the UK has to offer.**

Loughborough University London is part of an exciting community of organizations, creatives and educational providers located in a unique area that provides a stimulating environment for students and staff **to ask questions, challenge ideas and collaborate with a wide range of inspiring industry partners.**



## WHY CHOOSE OUR DOUBLE DEGREE?

The MSc Entrepreneurship and Innovation degree develops students' **ability to critically understand and reflect on the importance of an entrepreneurial mindset in individuals and organizations.** At the end of the program, students will be able to evaluate the factors affecting the success of new ventures and drivers of the innovation process. Using action-based learning aimed at offering insight into the complexity of the entrepreneurial and innovation process, students will evaluate problems seeking to respond to real world contemporary challenges.

**In addition, students will benefit from the combined expertise of two leading institutions in the area of management studies, located in two of Europe's finest capital cities: Paris and London.**

# MSC ENTREPRENEURSHIP AND INNOVATION

## DEVELOP YOUR ENTREPRENEURIAL SPIRIT!



## OBJECTIVES

The MSc Entrepreneurship and Innovation is designed to **develop critical understanding and the ability to reflect on the importance of an entrepreneurial attitude in individuals and organizations.** It also aims to develop students' critical thinking in order to evaluate the factors affecting the success of new venture creation and the innovation process; and provide the necessary tools to evaluate the attractiveness of new business ideas.

Using action-based learning aimed at offering insights into the complexity of the entrepreneurial and innovation process, students will evaluate problems seeking to respond to challenges. Students will gain experience with the unique qualities of the entrepreneurial decision-making process, as well as the skills of advanced networking and team working in order to compete in a rapidly changing business environment.



## ADVANTAGES

- The program covers a wide range of topics, such as Technology Entrepreneurship, Business Modelling, Design Thinking and Innovation Management
- Experiential learning through exercise, in-class activities, and a real-world entrepreneurial project
- Close collaboration with both schools' incubators



## CAMPUSES

- IÉSEG Campus – Paris-La Défense / Loughborough University London



## ADMISSION REQUIREMENTS\*

- Minimum: A 4-year Bachelor's or Master's degree in any field from a recognized institution



## IN PARTNERSHIP WITH



**Loughborough University  
London**

\*If applicable, all admitted students are advised to apply for both French and UK visas before arriving in Paris for the first term at IÉSEG. For the French visa, students should contact their local Campus France office or French embassy/consulate. For the UK visa, students will be sponsored by Loughborough University London. Therefore, they need to apply up to 6 months prior to the start of the course in the UK. More information will be provided upon request. In the event of visa denial from the British authorities for circumstances that go beyond IÉSEG's responsibility, the student will have the option to join the second term of the Master in International Business at IÉSEG (Paris or Lille campus, dependant on availability) and obtain the Master in International Business degree upon graduation. Tuition will be adjusted accordingly. The policy of full refund of deposit due to visa rejection applies to both French and UK visas for this program.

For more information: [www.ieseg.fr/en/master-entrepreneurship/](http://www.ieseg.fr/en/master-entrepreneurship/)



*“A unique double degree program immersed in an enriching multicultural educational experience, allowing students to develop the critical skills to drive change in existing companies or to develop their own startup.”*

Dr. Tiago RATINHO - IÉSEG  
Dr. Louise SCHOLES - Loughborough University London  
Academic Directors

## ■ ZOOM ON... THE DOUBLE DEGREE PROGRAM

**Students completing the first term of the MSc Entrepreneurship and Innovation at IÉSEG – Paris campus (30 ECTS; 60 UKC) will continue into the second term at Loughborough University London.** They will thus take modules that make up part of the MSc Entrepreneurship and Innovation delivered by the Institute for Innovation and Entrepreneurship (IIE) and the Institute for International Management (IIM) (30 ECTS; 60 UKC).

Students shall complete their program with either a capstone project (4- to 6-month internship or work experience), a thesis, or an entrepreneurial project under IÉSEG-LOUGHBOROUGH UNIVERSITY joint supervision (30 ECTS; 60 UKC).

Following the reciprocal recognition of the respective term of courses (1<sup>st</sup> and 2<sup>nd</sup>) and the approval of the joint supervision of the third term project, students shall receive the appropriate MSc Entrepreneurship and Innovation degree from Loughborough University and the equivalent from IÉSEG.

## ■ INCUBATOR PROGRAMS

### Loughborough University London

Loughborough University London provides access to business coaching and support through its Future Space team. This includes access to the following:

- > Business Coaching from Loughborough University Enterprise Network staff
- > A pre-accelerator program for early-stage start-ups (FFWD London)
- > The university incubator program ‘The Studio’
- > The Sport Tech Hub, an accelerator, which helps tech start-ups that encourage people to live a physically active lifestyle

### IÉSEG

IÉSEG’s incubator is the to-go place for students and alumni who want to start a business. The incubator assists entrepreneurs with business ideas who wish to test the validity of their value proposition.

Additionally, there is a 12-month program for those who already have an operating company, as well as an option for those who wish to scale up their venture.

Since the beginning of its operation, IÉSEG’s incubator has supported 92 startups, which collectively raised over 3.5 M.EUR and created 13 jobs.

“The Incubator is a talent pool of energy, created for and by its members. Being part of it means being part of an exciting, collaborative adventure.”

Jacques ANGOT,  
Director of the IÉSEG Incubator

## PROGRAM STRUCTURE\*



### LOUGHBOROUGH UNIVERSITY LONDON

#### 35%

- > Corporate Finance
- > Corporate Governance, the State and Development
- > CSR
- > Designing Innovation for the Future
- > New Venture Creation
- > Institutional Foundations of Entrepreneurship and Capitalism
- > International HRM

### IÉSEG PARIS-LA DÉFENSE

#### 35%

- > Collaborative Project
- > Creative Business Modelling
- > Design Thinking
- > Entrepreneurial Funding
- > Innovation Management
- > Technology Entrepreneurship and New Business Development

### HANDS-ON EXPERIENCE

#### 30%

- > Capstone Project: 4-to 6-month internship or work experience anywhere in the world. Alternatively, students can opt for a consulting project or a thesis.

\*Module titles are subject to change.

Alongside the coursework, the program includes various workshops and corporate events to further develop students’ personal and professional skills. These cover a range of topics, from conflict management in cross-cultural environments to intercultural communication.

## DEGREES AWARDED

- Upon successful completion of the 4-terms (120 ECTS), students will get the **State-recognized 'Grade de Master'** (*"DESMI -Diplôme d'Études Spécialisées en Management International"*), with the specialization mentioned (International Business, Fashion Management, Strategy & Digital Transformation, International Accounting Audit & Control, Finance, Banking, Capital Markets & Financial Technology, Business Analysis & Consulting, Digital Marketing & CRM, International Business Negotiation, Big Data Analytics for Business, Management for Sustainability). This Diploma is delivered by the French Ministry of Higher Education, Research and Innovation and **registered with the French RNCP** (the National Registry of Professional Certification) under the number RNCP35291.\*
- IÉSEG also delivers a MSc – Entrepreneurship & Innovation, a double degree with Loughborough University London.

For more information: [www.ieseg.fr/en/specialized-masters/](http://www.ieseg.fr/en/specialized-masters/)  
Contact: [mssc@ieseg.fr](mailto:mssc@ieseg.fr)

\*Except for the MSc Entrepreneurship and Innovation, which is co-delivered with Loughborough University London. This 90 ECTS program is only open to students with at least a 4-year Bachelor's or Master's degree.

All information concerning the accessible degrees contained in this brochure is subject to the re-evaluation of our programs by the French Ministry of Higher Education.



ADDITIONAL INFORMATION

## ADMISSION PROCESS

### 2 types of candidates are eligible to apply for the Specialized Masters:

- > International candidates that have graduated (or will graduate) from a Bachelor degree (minimum)
- > Candidates from the French Education system that have graduated (or will graduate) from a Licence (minimum)

### ■ APPLICATION PROCESS

Admission is via an online application at [apply.ieseg.fr](https://apply.ieseg.fr), the review of the supporting documents and an online conversation with a recruiter. A rolling admission is offered to qualified candidates starting in October 2021.

#### Application Checklist for all the Specialized Master programs

- > Online application form
- > Recent CV/Resume
- > English proficiency test for non-native speakers: IELTS 6.5, TOEFL IBT 85, TOEIC 4 skills 850, Duolingo 105, Cambridge Exam B2  
*Native English speakers or candidates who have had two years of courses taught in English are exempt.*
- > Transcripts and diploma
- > GMAT/GRE is a plus (yet not mandatory)
- > Copy of passport
- > €100 application fee

**There are specific admission requirements for each of the proposed degree programs. For more information, please refer to the individual program pages.**

#### Application Deadlines

##### January 2022 intake (Master in International Business in Lille only):

- > November 14<sup>th</sup> 2021 for all candidates
- > Early bird deadline: October 17<sup>th</sup> 2021

##### September 2022 intake

- > May 31<sup>st</sup> 2022 for all candidates
- > Early bird deadline: January 16<sup>th</sup> 2022

## TUITION FEES AND SCHOLARSHIPS

IESEG offers a large number of scholarships in the form of tuition fee waivers that can be combined up to €5,000 for students who meet the various criteria.

No separate application is needed. Decisions will be made by the Admission Jury and released along with the decision.

### ■ TUITION FEES (2022-2023)

- > €18,900 for the Master in Fashion Management and the Master in Big Data Analytics for Business
- > €17,250 for the Master in Strategy and Digital Transformation, the Master in Finance, the Master in Digital Marketing and CRM, the Master in Business Analysis and Consulting, the Master in Banking, Capital Markets and Financial Technology and the Master in Management for Sustainability
- > €16,500 for the Master in International Business, the Master in International Accounting, Audit and Control and the Master in International Business Negotiation
- > €8,250 for IESEG; and £8,586.67 for UK/EU students (£14,720 for other international students) for Loughborough University London for the MSc Entrepreneurship and Innovation (Double Degree)

### ■ SCHOLARSHIPS

#### Partner Scholarship

500€ tuition fee reduction if you are coming from one of our partner universities worldwide.

#### GMAT/GRE Scholarship

500€ tuition fee reduction if you apply with a GMAT score between 650-680. 1000€ if your score is 690+.

#### Early Bird Scholarship

1000€ tuition fee reduction if you apply before January 16<sup>th</sup> 2022 (or before October 17<sup>th</sup> 2021 for the Master in International Business, January intake).

#### Merit-Based Scholarship

Between 500€ and 2500€ tuition fee reduction, based on the applicant's overall portfolio of academic performance, rigor, motivation, extra-curricular activities and/or professional expertise.

These scholarships can be combined up to €5,000 for students who meet the various criteria.

## MEET WITH US!

### ■ OPEN DAYS (ON CAMPUSES OR ONLINE)

Visit our facilities and meet IÉSEG faculty and students to discuss your plans.

#### Lille and Paris campuses:

- > Saturday November 27<sup>th</sup>, 2021
- > Saturday January 29<sup>th</sup>, 2022
- > Saturday March 5<sup>th</sup>, 2022

More information at: [www.ieseg.fr/en/discover-ieseg/meet-with-us](http://www.ieseg.fr/en/discover-ieseg/meet-with-us)

### ■ EDUCATIONAL FAIRS AND OTHER EVENTS

Discover the list of educational fairs and other events at which IÉSEG will be present, physically or virtually:

[www.ieseg.fr/en/discover-ieseg/meet-with-us](http://www.ieseg.fr/en/discover-ieseg/meet-with-us)

### ■ AMBASSADOR PLATFORM

Discover our Ambassador Platform and ask our students and alumni all your questions about our programs, campus life, etc.

[www.ieseg.fr/en/ambassadors](http://www.ieseg.fr/en/ambassadors)

## CONTACTS

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### SOCIAL MEDIA



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[ieseg\\_school](https://www.instagram.com/ieseg_school)



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The information in this brochure was established in April 2022 and is subject to change.



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