



BRINGING THEORY AND PRACTICE TOGETHER TO EXCEL IN MANAGEMENT

> The opportunity to study and thrive in an interdisciplinary and intercultural environment.

GRANDE ÉCOLE PROGRAM - MASTER IN MANAGEMENT



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.



IÉSEG is also authorized by the French Ministry of Higher Education, Research and Innovation to deliver the 'Grade de Master' for its Grande École Program.



KEY FIGURES



ACCREDITATIONS AND RANKINGS

3 international accreditations:
EQUIS - AACSB - AMBA

Ranked 34th 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, BONDUDELLE, 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, MOET 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 À L'ŒIL, 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

■ 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



IÉSEG NETWORK

ASSOCIATION DES DIPLÔMÉS

IÉSEG'S INTERNATIONAL NETWORK

EXCHANGE PROGRAMS AND DOUBLE DEGREES

Combine a program in France with academic experience in one of our partner universities.

Argentina, Australia, Austria, Azerbaijan, Bahrain, Belgium, Bolivia, Bosnia and Herzegovina, Brazil, Cameroon, Canada, Chile, China, Colombia, Costa Rica, Croatia, Cyprus, Czech Republic, Denmark, Ecuador, Egypt, Estonia, Ethiopia, Finland, Georgia, Germany, Ghana, Greece, Hungary, Iceland, India, Indonesia, Ireland, Israel, Italy, Japan, Kazakhstan, Kyrgyzstan, Latvia, Lebanon, Lithuania, Madagascar, Malaysia, Mexico, Morocco, The Netherlands, New Zealand, Nigeria, Norway, Pakistan, Peru, The Philippines, Poland, Portugal, Qatar, Romania, Russia, Senegal, Slovakia, Slovenia, South Africa, South Korea, Spain, Sri Lanka, Sweden, Switzerland, Taiwan, Thailand, Tunisia, Turkey, United Arab Emirates, United Kingdom, United States, Uruguay, Venezuela, Vietnam.

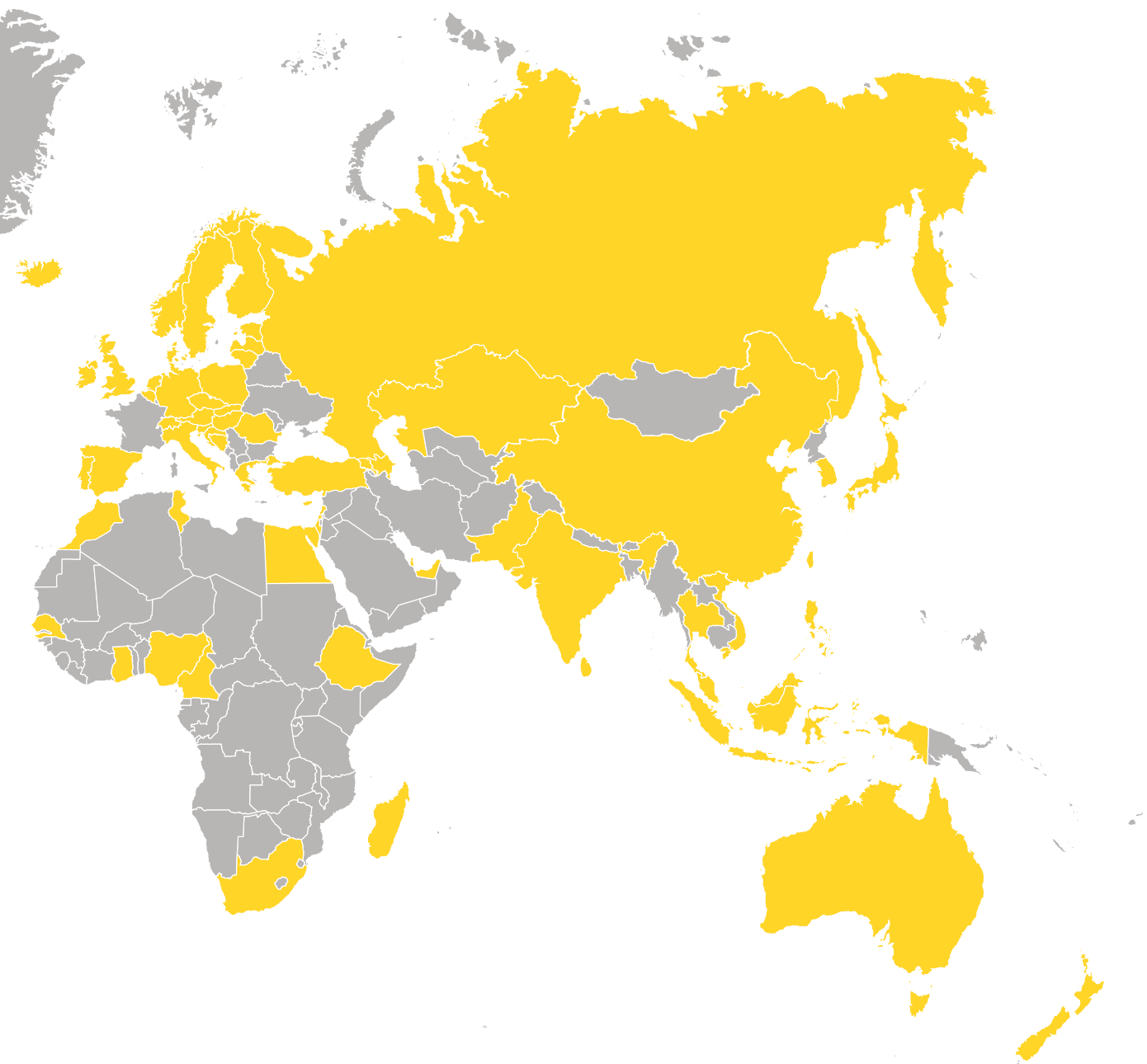


OBJECTIVES AND ADVANTAGES FOR STUDENTS:

- Develop a greater understanding of both one's own and other cultures
- Gain a truly "international" education by living and studying abroad, becoming familiar with other educational methods and management approaches
- Gain self-confidence and independence
- Improve foreign languages and multicultural competences through immersion
- Meet new people and form lifelong friendships around the world, as well as a future professional network

Catch a glimpse of tomorrow's world, beyond borders

The extent of IÉSEG's network of partner universities demonstrates the School's willingness to be increasingly international.



76
countries



323
partner
universities



**All of our partner
universities:**
[www.ieseg.fr/our-international-
network/](http://www.ieseg.fr/our-international-network/)



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 m² (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 m²) 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





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.

GRADUATE EMPLOYMENT INFORMATION

PROFESSIONAL INSERTION IN FRANCE AND ABROAD



93.2% graduates surveyed in work found their first job either before leaving the School or within four months of leaving

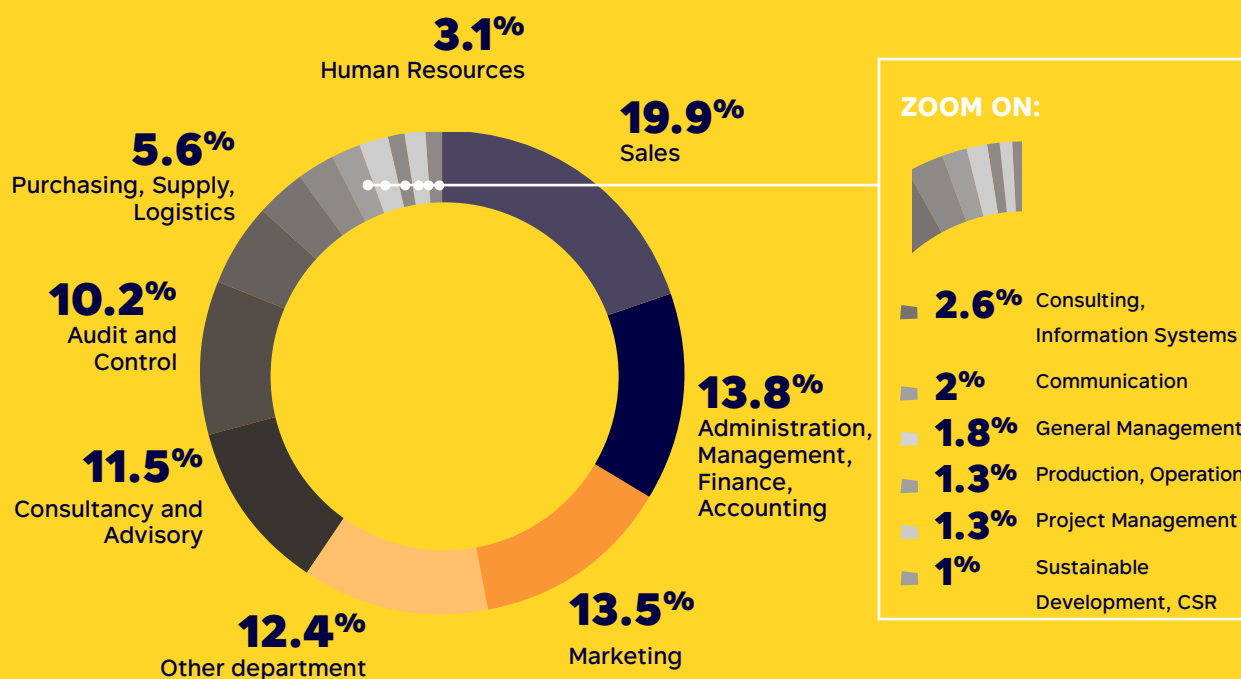


€39,966
Average annual salary (bonus included)



20%
work abroad

TYPES OF FUNCTIONS HELD



EXAMPLES OF POSITIONS

SALES

Business Developer, Sales Engineer, Account Manager, Business Analyst, etc.

ADMINISTRATION, MANAGEMENT, FINANCE, ACCOUNTING


Financial Controller, Financial Analyst, Treasury and Financing Manager, Investment Analyst, etc.

MARKETING

Product Manager, Traffic Manager, Project Leader, Marketing and Communication Manager, etc.

CONSULTANCY AND ADVISORY

Consultant, Portfolio Manager, Investment Banking Consultant, Risk and Public Procurement, etc.



“This program offers our students a real interdisciplinary and intercultural approach to skills acquisition, combining knowledge, development of know-how and behavioral and managerial skills that will make them responsible and innovative leaders of change.”

Dr. Robert JOLIET
Academic Director,
Grande École Program

DEVELOP YOUR CAREER PLAN

The Master in Management of the Grande École Program allows students to learn more about a domain related to their professional project by offering them numerous core courses relevant to company-related issues (data sciences, positive leadership, CSR, change management, etc). Several electives are also offered “à la carte”, allowing students to have a personalized learning experience. The Master Cycle is therefore a cycle of knowledge enhancement, but also of open-mindedness, contributing to training innovative, inspiring and ethical leaders.



DURATION:

> 2 years



CREDITS:

> 120 ECTS



LOCATION:

> Lille or Paris-La Défense campuses



ACCREDITATIONS:

> EQUIS / AACSB / AMBA / Grade de Master



ADVANTAGES

- > **A skill-based approach:** learning through experience and experimentation: students learn via concrete situations (data provided by companies or organizations) and projects. The Master Cycle is made up of courses, a thesis or consulting project and a 6-month internship.
- > The **Managing Diversity in Vivo course** allows students to acquire experience as a group manager.
- > **Active pedagogy** based on interactions between professors and students, mixing distance and physical courses.
- > Preparation for students' professional projects **via personalized support** from coaches who are experts in their domain.

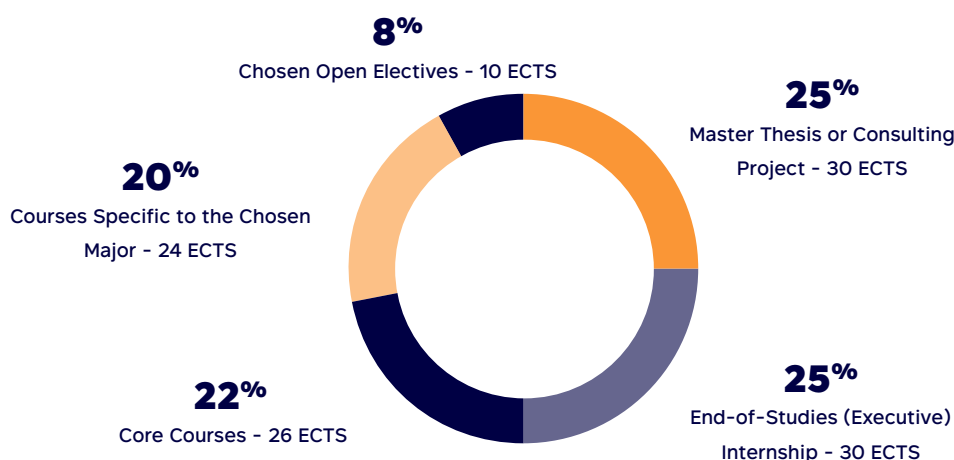


OBJECTIVES

- > To acquire a set of strong disciplinary and interdisciplinary skills
- > To advance students in their professional project with an ability to think differently and, above all, to ask themselves the right questions
- > To work on leadership, change management, CSR, creativity and innovation, analysis and decision-making in a complex environment

ORGANIZATION OF THE 4 SEMESTERS

■ MASTER CYCLE AT IÉSEG: DISTRIBUTION OF CREDITS AND TEACHING



■ DURING THE TWO SEMESTERS OF COURSES, MASTER CYCLE STUDENTS WILL BENEFIT FROM:

- > core courses,
- > mandatory courses in the selected major,
- > three electives related to the major,
- > five open electives.

■ SCHEDULED OPTIONS

Students in the Master cycle have the possibility to modulate their semesters according to the three following options.

OPTION 1

- > S1 COURSES
- > S2 COURSES
- > MASTER THESIS/ CONSULTING PROJECT
- > END-OF-STUDIES (EXECUTIVE) INTERNSHIP

OPTION 2

- > S1 COURSES
- > S2 COURSES
- > MASTER THESIS/ CONSULTING PROJECT
- > GAP SEMESTER
- > END-OF-STUDIES (EXECUTIVE) INTERNSHIP

OPTION 3

- > S1 COURSES
- > END-OF-STUDIES (EXECUTIVE) INTERNSHIP
- > GAP SEMESTER
- > S2 COURSES
- > MASTER THESIS/ CONSULTING PROJECT

Please note that the first semester must be the first semester of courses. The Master Thesis/ Consulting Project semester must follow the second semester of courses.

■ POSSIBLE GAP SEMESTERS IN THE MASTER CYCLE

These semesters can be interrupted by a gap period (six months or a year - only one gap period possible during the Master cycle). The gap period can be between the first and second semester of courses or after the Master Thesis (which must follow the second semester of courses). It is not possible to have a gap period between the second semester of courses and the Master Thesis semester.

Students who started their Master's degree in September and who choose to take a gap year between the first and second semester will have to take a one-year break or a six-month break, followed by their Executive Internship.

■ INTERNSHIP

During the Master's degree program, IÉSEG students must do a work placement for 6 months.

They will have to assume responsibilities at a "Junior Executive" level, so they may demonstrate their capacity to analyse a problem, suggest solutions, etc.

Examples: Junior Auditor, Product Assistant Manager, Junior Management Controller, Human Resources Officer, etc.



CORE COURSES

The core courses offered in the Master cycle aim to train responsible, innovative leaders who can **initiate change with an overall understanding of economic, technological, societal, financial and environmental issues**. They also contribute to training inspiring leaders capable of giving meaning to their strategies and leading their teams in a shared collective vision.

■ CHANGE MANAGEMENT FOR SUSTAINABILITY STRATEGIES

This course reinforces students' knowledge of change management and simultaneously, their knowledge of theories and practices related to sustainability.

■ POSITIVE LEADERSHIP DEVELOPMENT

This course aims to create knowledge that nurtures innovative leaders, promoting creative solutions for and with responsible organizations.

■ DATA SCIENCES

The Data Sciences course allows students to acquire knowledge related to different ways of processing massive data and an understanding of the issues in this field.

■ UNDERSTANDING BUSINESS CYCLES FOR STRATEGIC DECISIONS

Students are exposed to the complexity of business cycles and their impact on strategic decisions. They then discover the nature of such decisions, and finally are put in charge of a fictitious company.

■ MANAGING DIVERSITY IN VIVO

Managing Diversity in Vivo is a support system for Bachelor students by Master students, during which Master students are trained in communication processes and in team management. This unique course allows students to acquire managerial skills through experience, while offering individualized follow-ups to students in the Bachelor cycle, facilitating their transition to higher education.

■ CAREER PROGRAM

The Career Program accompanies students in the development of their professional project.

More information on page 9.

■ LANGUAGES

In addition to English, which is the language of instruction and work, students are required to learn another language as part of the Grande École Program Master cycle.



PRESENTATION OF THE 13 MAJORS

An IÉSEG student in the Grande École Program Master cycle can choose one of the 13 majors available.* Each major offers 6 compulsory courses and 3 open electives.

■ MARKETING MANAGEMENT

The Marketing Management major offers extensive training in managing marketing actions across different media and in reaching objectives at an international level.

Core Courses Examples

- International Marketing
- Advanced Marketing Mix
- Marketing Strategy

Electives Examples

- Communication Marketing
- Brand Management
- Omnichannel Retailing Management

■ DIGITAL MARKETING

The Digital Marketing major provides students with a profound understanding of designing, implementing, and optimizing marketing activities using digital technologies.

Core Courses Examples

- Digital Technology
- Digital Communication
- Consumer Behavior

Electives Examples

- Cross-Cultural Marketing
- Sales Management
- Business Development in B2B Sales

■ INTERNATIONAL NEGOTIATION AND BUSINESS DEVELOPMENT

This major focuses on nurturing international negotiation experts with professional knowledge in business development to handle procurement and sales activities as a liaison with customers, suppliers, partners and organizational units in business networks.

Core Courses Examples

- Practical Negotiation Skills
- Applied Conflict Management Theories
- Decision Games and Negotiation

Electives Examples

- Business Development for B2B Sales
- Communication and Internal Customer Management
- Managing Conflict through Mediation

*Provided that the student's choice is validated by passing the orientation test for the chosen major.



■ INFORMATION SYSTEMS

Information Systems are at the heart of all organizational processes. They must be developed and managed in a way that aligns with the organizational goals. This major trains experts who can act as a bridge between technical experts (i.e. engineers) and users (managers, users, customers) in organizations.

Core Courses Examples

- Systems Analysis and Design
- Database Systems
- IS Project Management

Electives Examples

- Programming with Python
- Web Development in JavaScript
- Artificial Intelligence: Implications for Business

■ BUSINESS ECONOMICS

The Business Economics major targets students who want to deepen their knowledge of how the business world works and how the economic environment affects business decisions. It prepares future changemakers to be key drivers of sustainable firms' performance and to conduct missions in large companies and in French, European and international institutions.

Core Courses Examples

- Labor and Family Economics
- Market Analysis and Competition Policy
- Judgement and Decision Making

Electives Examples

- Macroeconomics and Monetary Policy
- Environmental Economics and Climate Change
- Economics and Business Ethics

■ ENTREPRENEURSHIP

This major aims to immerse students in the practice of entrepreneurial management to help familiarize them with how to launch a new business, revitalize an existing one, or drive sustainable change/innovation in an established organization.

Core Courses Examples

- Foundations of Entrepreneurship
- Entrepreneurial Teams
- Financing Entrepreneurship Ventures

Electives Examples

- Inclusive Entrepreneurship Practice
- Social Entrepreneurship: the Challenges
- Intellectual Property and Openness: Using Legal Tools to Enhance Innovation, Creativity and Related Investments

■ MANAGING PEOPLE AND ORGANIZATIONS

We nurture our students towards becoming effective and responsible people managers. This major seeks to train future managers and consultants in the areas of human resources, people or HR analytics, learning and development, change management, talent management, and general management.

Core Courses Examples

- Strategic Talent Acquisition and Development
- International HRM
- Managing Teams

Electives Examples

- HR Analytics
- Global Labour Law for Managers
- Employee Performance Management



■ OPERATIONS AND SUPPLY CHAIN MANAGEMENT

This major focuses on how a firm can efficiently manage its operations, logistics, supply chain, purchasing, inventory, quality, and projects.

Core Courses Examples

- Supply Chain Management
- Inventory Management
- Project Planning

Electives Examples

- Production and Capacity Planning
- Purchasing Strategy
- Lean Management

■ ASSET AND RISK MANAGEMENT

The aim of this major is for students to understand the functioning and management of the key risky financial assets in one of the most challenging and fast-changing industry landscapes.

Core Courses Examples

- Portfolio Management
- Fixed Income
- Derivatives

Electives Examples

- Active Portfolio Management
- CFA Preparation
- Programming in Finance Using R

■ FINANCIAL MANAGEMENT AND CONTROL

This major is the gateway for students who want to achieve high-quality knowledge in control, accounting and financial management, with an emphasis on financial planning and performance analysis, and efficient decision-making.

Core Courses Examples

- Strategic Performance Management
- Financial Simulation and Forecasting
- Advanced Corporate Finance

Electives Examples

- Internal Auditing and Control
- Financial Statement Analysis
- Decision-Making in Corporate Investments



■ FINANCIAL TRANSACTIONS AND CORPORATE STRATEGY

Students in this major will be introduced to different techniques of decision-making in corporate finance, as well as to recent developments relevant to a financial director's role.

Core Courses Examples

- Advanced Financial Statement Analysis
- Advanced Corporate Finance
- Firm Valuation

Electives Examples

- Advanced Firm Valuation
- Private Equity
- Financial Engineering

■ AUDIT AND ADVISORY

Designed for students looking to jumpstart their career in audit and advisory services, this major blends advanced knowledge of accounting/audit/finance and data analytics skills that are in-demand.

Core Courses Examples

- Financial Reporting
- Advanced Financial Reporting
- Advanced Financial Statement Analysis

Electives Examples

- Internal Auditing & Control
- Sustainability Reporting and Assurance
- Enterprise Systems

■ GENERAL MANAGEMENT AND STRATEGY CONSULTING

This major prepares students for a career in general management and strategy consulting – one of the most competitive destinations for business graduates.

Core Courses Examples

- Advanced Corporate Finance
- Strategic HRM
- Marketing Strategy

Electives Examples

- Lean Management
- Emerging Technologies
- Co-creating the School's Sustainability Report

OPEN ELECTIVES, FINAL THESIS AND CONSULTING PROJECTS

■ OPEN ELECTIVES

In addition to their core courses and the courses related to their chosen major, students will choose five open electives.

Master students have access to a wide range of elective courses that allow them to personalize their studies, with a view to open-mindedness and general knowledge, as well as an interdisciplinary mindset.

Examples of electives: Employee Performance Management, Managing Well-Being and Work-Life Balance, VBA and Data Analysis, Sustainability Management and Reporting, Sport Marketing, Digital Leadership and Innovation, The Project Management Experience, Blockchain for Business, Corporate Governance, Machine Learning, Tax Planning, Certified Internal Auditor (CIA) Exam Preparation, Applied Data Visualization, Simulation Modeling for Business Applications, Chinese Political and Economic Strategies, Geopolitics & Digital Economics, etc.

■ FINAL THESIS AND CONSULTING PROJECTS

During the Master Cycle, students have to complete a final thesis/dissertation or a consulting project. The objectives are to develop analytical, research and organizational skills related to real situations. It aims to show students' aptitude to work on complex problems, the results of their research and suggested solutions.

> Final thesis

Students are responsible for writing a thesis, which involves in-depth personal research, all the while benefiting from the assistance of their thesis supervisor. In this way, they reflect upon and develop a specific issue extensively.

> Consulting projects

Business Consulting Project

Consulting projects are educational work where students (either alone or in pairs) hold a position of consultant for a company. They will work on a specific aspect for one semester and their objective will be to provide an external perspective and fresh ideas so that the company may make progress on projects in France and across the globe.

Entrepreneurship Consulting Project

With the entrepreneurship consulting project, students develop a detailed project to create a new company and a full business plan, under the guidance of a pool of academic and professional experts.

Innovation Consulting Project

With the consulting projects in innovation, students have the opportunity to work with engineering students from Yncréa Hauts-de-France.

These are real innovation projects (for example, products or services, or corporate reorganization processes) that have been entrusted to the engineering students, and those from IÉSEG, by companies or organizations.

The time (and credits) allocated to the writing and presentation of the Master Thesis will be accompanied by courses designed to assist the student in this exercise, namely:

- > **Research and Consulting Tools**
- > **Research Method Electives**
- > **Workshops**



DOUBLE/DUAL DEGREES

■ DOUBLE DEGREE: IÉSEG GRANDE ÉCOLE PROGRAM/MASTER OF SCIENCE (MSc)

Grande École Program students may choose to obtain a double degree with an IÉSEG Master of Science (MSc). Depending on the Grande École program major they are registered in, they can join a large panel of MSc programs.

During the double degree, the students will have to validate 30 ECTS (minimum) as MSc courses (list to be defined based on ECTS already validated during the Master Cycle of the Grande École program), a thesis or a consulting project, and a 6-month final internship, in France or abroad.

The thesis/consulting project and the final internship topic must be as far as possible linked to both programs. They are compulsory and validate both the Grande École and the MSc degrees.

IÉSEG Masters of Science accessible as double degrees for Grande École Master students:

- > **Finance** (open to students majoring in Audit and Advisory and Financial Management and Control)
- > **International Accounting, Audit and Control** (open to all students)
- > **Business Analysis and Consulting** (open to students majoring in Information Systems, Operations and Supply Chain Management, Audit and Advisory, Financial Management and Control, Financial Transactions and Corporate Strategy and Asset and Risk Management)
- > **International Business Negotiation** (open to students majoring in Marketing Management, Digital Marketing, Entrepreneurship, Managing People and Organizations, Information Systems, Operations and Supply Chain Management and Business Economics)
- > **Fashion Management** (open to all students)
- > **Banking, Capital Markets and Financial Technology** (open to students majoring in Audit and Advisory, Financial Management and Control, Financial Transactions and Corporate Strategy, Asset and Risk Management and Business Economics)
- > **Digital Marketing and CRM** (open to students majoring in Marketing Management, Digital Marketing, International Negotiation and Business Development, Entrepreneurship, Managing People and Organizations, Information Systems and Business Economics)
- > **Big Data Analytics for Business** (open to students majoring in Information Systems, Operations and Supply Chain Management, Audit and Advisory, Financial Management and Control, Financial Transactions and Corporate Strategy and Asset and Risk Management)



■ DUAL DEGREE FROM A PARTNER UNIVERSITY

Students of the Grande École Program also have the opportunity to obtain a degree from a partner university through the exchange programs.

MASTER'S LEVEL

- Tongji University School of Economics and Management - Shanghai, CHINA
- University of Vaasa - FINLAND
- Università Carlo Cattaneo LIUC - Castellanza, ITALY
- Rikkyo University - Tokyo, JAPAN
- IBS-Plekhanov - Moscow, RUSSIA
- The City University of New York - Baruch College - New York City, USA
- Lancaster University Management School - UNITED KINGDOM

MBA LEVEL

- ESAN Graduate School of Business - Lima, PERU
- Centre Franco - Vietnamien de formation à la Gestion - Hanoi, VIETNAM
- Centre Franco - Vietnamien de formation à la Gestion - Ho Chi Minh Ville, VIETNAM



Mariana, Alumni,
Colombia,
Data Full Stack, Captain Contract

“

Doing my Master's degree at IÉSEG after completing my studies in Finance has been a very enriching experience for me, since IÉSEG has not only offered me a multidisciplinary approach through its wide range of courses, but also multiculturalism by allowing me to interact with people of different nationalities.

”

MEET WITH US

■ OPEN DAYS (ON CAMPUSES OR ONLINE)

Meet IÉSEG faculty and students to discuss your plans, from 10 a.m. to 5 p.m.

- Saturday 27th November 2021
- Saturday 29th January 2022
- Saturday 5th March 2022

More information at: 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

■ AMBASSADOR PLATFORM

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

More information at: www.ieseg.fr/en/ambassadors

ADMISSION PROCESS

■ APPLICATION PROCESS

- > Admission is based on each student's online application available at apply.ieseg.fr and the review of the required documents by a Ministerial Jury.

■ ONLINE APPLICATION CHECKLIST

- > Completed online application form
- > Undergraduate degree in Business Management or related field (transcripts and diploma)
- > English proficiency test (IELTS 6.5, TOEFL IBT 85, Duolingo 105, TOEIC 4 skills 850, Cambridge Exam B2) for non-native English speakers
- > 1 recommendation letter
- > CV/Resume
- > Copy of passport
- > Application fee - €140
- > Each candidate will need to upload a motivation video on the VisioTalent website

■ APPLICATION DEADLINES

- > 4 application rounds. For more information about the calendar, please consult: www.ieseg.fr/en/prospective-student/admission/
- > Decisions will be released about 2 to 3 weeks after each session's application deadline.

TUITION FEES / SCHOLARSHIPS

■ TUITION FEES AND SCHOLARSHIPS*

- > €11,700 (2021-2022) per year for EU and non-EU students
- > Academic merit-based tuition waiver scholarships of up to 50% available for international students

*Tuition fees are subject to change

The information contained in this brochure was established in September 2021 and is subject to change

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