

A man with glasses and a beard, wearing a white sweater, and a woman with long dark hair, wearing a dark jacket, are smiling and standing in front of a large, ornate European building with many windows and a clock tower in the background. The image is framed by a yellow border.

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

> A portfolio of specialized postgraduate programs with one ambition: to help you excel in 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 organizations 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, data, ethics, sustainable development, geopolitics, 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 curriculum supplemented with **professional experience**

2

LOOKING BEYOND BORDERS

- > An immersion in an **intercultural environment** 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 customized 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 2023, IÉSEG was also awarded the French DD&RS Label in recognition of the social and environmental commitment that it is making.



IÉSEG has also obtained the «Welcome to France» certification label from Campus France, which distinguishes French higher education institutions that have met various criteria for welcoming international students.



IÉSEG is also authorized by the French Ministry of Higher Education and Research to deliver the 'Grade de Master' for its Specialized Masters.





KEY FIGURES



ACCREDITATIONS AND RANKINGS

3 international accreditations:
EQUIS - AACSB - AMBA

Ranked 32th in the 2023 global ranking
of **the best Masters in Management**
programs (*Financial Times*)



STUDENTS AND ALUMNI

8,000 current students and **1,000** executives/
managers trained each year

15,000+ graduates



THE FACULTY

200 permanent professors
from 54 different countries

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



PARTNERS

331 partner universities
in **74** 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.”

Caroline ROUSSEL
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**.

IESEG'S 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 (prior theoretical reading, 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 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 Center provides customized support and guidance to all students until they enter the job market. The integrated approach to employability ensures that all students are well prepared for their professional career.

■ WHAT IS THE CAREER PROGRAM?

- > A credit course, part of the core curriculum of each IÉSEG program.
- > A dedicated team of experienced professionals who are certified coaches.
- > A global support: classes given by career advisors; digital resources; on-demand coaching and a series of events to build bridges with companies and develop professional networks.

■ ZOOM ON CAREER CENTERS

On the Lille and Paris campuses, the Career Center team welcomes students in a space dedicated to their career plan development. They have the opportunity to meet their career and internship advisors as well as partner companies during workshops and recruitment sessions. They can also benefit from other resources for building their career path.

■ THE CAREER PROGRAM IN 2022/2023

Nearly **5,000** hours of group courses

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

80 certified coaches with job expertise in line with the majors chosen by students

160 events such as conferences, networking and recruitment 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.

- > **CORPORATE TALKS:** IÉSEG organizes meetings throughout the year with professionals from all business sectors to help students 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 MEETINGS:** Informal discussions between students and a company on the Paris and Lille campuses or on the premises of the partner company.
- > **RECRUITMENT PREPARATIONS:** On Thursday afternoons, students can take part in mock interviews with recruitment professionals.
- > **NETWORKING LUNCHESES:** These lunches are a great opportunity for students to exchange in an informal setting with professionals on each campus. Every lunch gathers a small group of students (around 15) to network with a company.
- > **SPECIFIC RECRUITMENT:** Partner companies come to our campuses in Paris and Lille to meet and recruit their future employees.

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, ADSEARCH, ADVOLIS, AIR FRANCE, AIR LIQUIDE, AKZONOBEL, ALLIANZ TRADE, ALPHASIGHTS, ALTAREA, AMAZON, AMERICAN EXPRESS, ANAIK, AON, ARCELORMITTAL, ARKEMA, ARMÉE DE TERRE, ARVAL, ATOS, AUCHAN, AVANADE, AXA, BACCARAT, BACK MARKET, BANQUE DE FRANCE, BANQUES ALIMENTAIRES, BANQUE POPULAIRE, BATKA, BDO, BNP PARIBAS, BONDUELLE, BOULANGER, BPI FRANCE FINANCEMENT, BUTAGAZ, CAISSE D'ÉPARGNE, CALZEDONIA, CAPGEMINI, CARAMBAR, CARREFOUR, CASTORAMA, CATALINA, CBRE, CELIO, CELLNEX, CERBA, CHANEL, CHRISTIAN DIOR COUTURE, CIC, CISCO, CLARINS, CLINITEX, CLUSE, COCA-COLA EUROPEAN, PARTNERS, COFIDIS, COFINA, COHABS, COLOMBUS CONSULTING, CORA, COTY, COVEA, CREDIT AGRICOLE, CREDIT MUTUEL, CRIT, CULTURA, DANONE, DASSAULT SYSTEMES, DECATHLON, DELOITTE, DISNEY, DLPK, DOCTOLIB, DXC TECHNOLOGY, ECOVADIS, ECOVER, ELIS, EMMA, ENERGIZER, ESTÉE LAUDER, ETAM, EURASANTE, EUROPCAR, EUROPEAN CENTRAL BANK, EURATECHNOLOGIES, EY, FAST RETAILING, FM LOGISTIC, FNAC DARTY, FOLIATEAM, FREELANCE, GALERIES LAFAYETTE, GANT, GIVENCHY, GOOGLE, GRANT THORNTON, GRAS SAVOYE/WTW, GROUPAMA, GROUPE BERTRAND, GROUPE FED, GROUPE HOLDER, GROUPE LA POSTE, GROUPE ROCHER, GUCCI, GUERLAIN, HERMES, HOZELOCK-EXEL, HP FRANCE, HSBC, HUGO BOSS, IBM, ICOM, IDKIDS, IGH HOTEL, INTERMARCHÉ, IVC EVIDENSIA, JACADI, JCDECAUX, JULES, JUNE PARTNERS, KENZO, KEYRUS, KIABI, KILOUTOU, KINGFISHER, KOOB, KPMG, KRONENBOURG, L'OCCITANE, L'OREAL, LA REDOUTE, LANGHAM HALL, LCL, LE BON MARCHÉ, LEROY MERLIN, LIDL, LIMAGRAIN, LINEUP7, LMH, LONGCHAMP, LOUIS VUITTON, LOUVRE HOTEL, LVMH, LVMH FRAGRANCE BRANDS, LYRECO, MAISONS DU MONDE, MAJOREL, MALAKOFF HUMANIS, MANPOWER, MAZARS, MC2I, MCCAIN, MICROSOFT, MOBIVIA, MOËT HENNESSY, MONCLER, MONDELEZ, MONOPRIX, MOODYS, NATIXIS, NATURALIA, NESTLE, NIKE, NORAUTO, NOVETUDE, NUXE, ORACLE, ORANGE, OFI ASSET MANAGEMENT, PAGE GROUP, PARFUMS CHRISTIAN DIOR, PARTOO, PEPISCO, PERICLES, PERNOD RICARD, PLAYPLAY, PRINTEMPS, PROCTER & GAMBLE, PROJEXION, PROMOD, PWC, RABOT DUTILLEUL, RAKUTEN, RALPH LAUREN, RAMERY, RCBT/BOUYGUES TELECOM, RH PERFORMANCE, RITUALS, ROUGE GORGE, ROXANE NORD, RSM, SAEGUS, SAINT GOBAIN, SAIPEM, SANEF, SAP, SAS, SEFICO NEXIA, SEPHORA, SFDC, SMCP, SOCIÉTÉ GÉNÉRALE, SODEXO, SOLLERS CONSULTING, SOLOCAL GROUP, STHIL, SUCRES ET DENRÉES, SWISSLIFE, TAPE À L'ŒIL, TARKETT, TELEVISA, THE ADECCO GROUP, TOYOTA, UNICREDIT, UNILEVER, UNIVERS RETAIL, VAN CLEEF & ARPELS, VERTBAUDET, VERSPIEREN, VIATYS / GROUPE SQUARE, VILOGIA, VISA, WAVESTONE, WHIRLPOOL, 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 the School and outside. IÉSEG'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 (START – SPARK – SCALE).

■ **PROFESSIONAL SUPPORT:**

- > Coaching by a mentor
- > Brainstorming and mutual support workshops
- > Networking events
- > Advice from trade and industry experts
- > Community of entrepreneurs
- > Increased visibility through 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

Since 1971, IÉSEG Network, the network of IÉSEG graduates, has brought together more than 15,000 alumni and has continued to grow over the years. IÉSEG Network's main mission is to offer a range of practical solutions to the IÉSEG community in order 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 Development Center, which offers tools and services to help them rediscover themselves, 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 IÉSEG's influence 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 offering internship or employment advertisements.

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

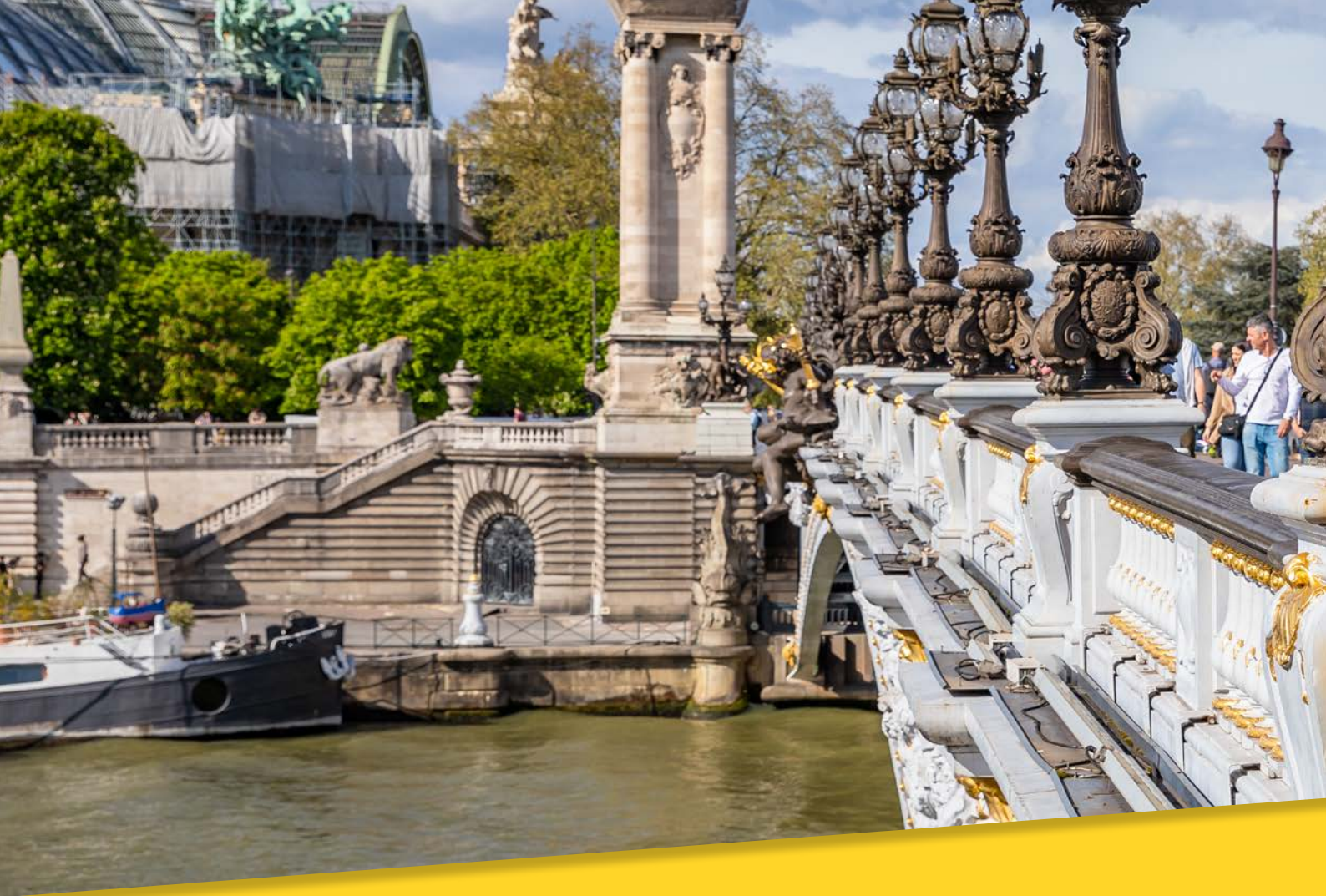
- > Lisbeth CACERES: Financial Director / L'ORÉAL
- > Christophe CATOIR: Executive Committee Member / THE ADECCO GROUP and President / ADECCO
- > Thibaud HUG DE LARAUZE: Co-founder / BACK MARKET
- > Nicolas MESSIO: Director Sales & Marketing France and MICE / DISNEYLAND PARIS
- > Kalyani MUDLIAR: Treasury Portfolio Manager / BARCLAYS INVESTMENT BANKING
- > Agathe MONPAYS: CEO / LEROY MERLIN FRANCE
- > Sudhindra SHARMA: Marketing Manager for Investors and Lessors / AIRBUS

More examples of career paths of IÉSEG Alumni: www.ieseg.fr/notable-alumni



IESEG NETWORK

ALUMNI ASSOCIATION



LIVING IN FRANCE: A THRIVING STUDENT DESTINATION

France is a captivating destination for international students, offering a wealth of cultural experiences, exceptional cuisine, breathtaking architecture, and a vibrant student life. Let's explore all these aspects in more details.

■ CULTURAL DIMENSION

France is famous for its rich cultural dimension including many museums, historic monuments such as castles and gardens, as well as its impressive architecture that brings you back in time.

Whether you come **to live in Lille or in Paris**, you will have the opportunity to discover many sites of interest and different architecture styles:

- > In the Vieux-Lille, the city hall belfry, which is **part of the UNESCO World Heritage**, symbolizes freedom for the Northern towns, and embodies the distinguishable Flemish architecture. Lille is one of the largest cities in France and was named the World Capital of Design in 2020.
- > **Paris is recognized as one of the most beautiful cities in the world:** its iconic Eiffel Tower, the Arc de Triomphe, Haussmann-style buildings, and the château de Versailles in the surrounding area will absolutely blow your mind.



■ GASTRONOMY: A CULINARY PARADISE

Apart from cultural activities, France is well-known all over the world for its gastronomy and wine. Here, you can find over 300 different types of cheese, and a variety of unique dishes specific to each region. You will have many opportunities to taste different kinds of food and develop your knowledge of wine pairing.

■ EXCITING LIVE EVENTS

Lille and Paris are cultural havens, with a myriad of theaters and concert halls that host ballets, dance performances, and musical shows. Notable institutions include the Lille National Orchestra and the Philharmonie de Paris, renowned for their exceptional performances throughout the year. Whether you have a taste for classical theater, contemporary dance, jazz, or emerging musical genres, Lille and Paris offer a plethora of live entertainment options.

The 2024 Olympic Games in France offer international students a remarkable opportunity to attend outstanding sporting events, creating unforgettable memories during their educational journey in France.

■ ACCESSIBILITY TO EUROPE

France ranks among the most attractive European countries (2023 EY Barometer) and is the second-largest European market (Eurostat 2022). Furthermore, both Lille and Paris are strategic crossroads to access the rest of Europe. High-speed trains (TGVs) and affordable air travel options seamlessly connect these cities to prominent European destinations like Brussels, London, and Amsterdam.



PARIS-LA DÉFENSE AND LILLE CAMPUSES



PARIS-LA DÉFENSE CAMPUS

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

IESEG’s Paris campus location in La Défense is a strategic asset. Established primarily to strengthen IESEG’s connections with French and international companies, it has enhanced the institution’s international reputation and visibility.

As IESEG’s reputation continues to grow along with its student population, the expansion of the Paris-La Défense campus in 2017 and 2023 has enabled the School to welcome almost twice as many students as before. Composed of three buildings with a total of 23,000 m² (247,569 sq. ft.), the campus offers students several lecture theatres, classrooms equipped to offer immersive hybrid teaching solutions – computer rooms – a trading room and a cafeteria.



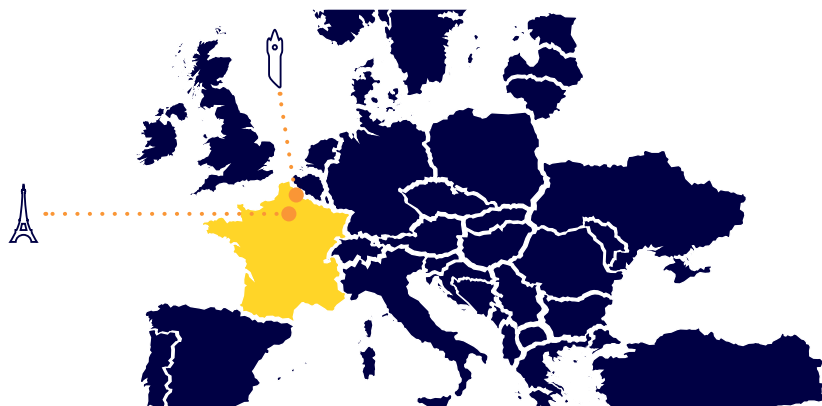
LILLE CAMPUS

IESEG’s Lille campus features three buildings (with a total of 28,000 m²) located in central Lille.

Students studying on this campus who enjoy a wide variety of modern and functional facilities, including immersive hybrid classrooms, meeting rooms, computer rooms, trading rooms, etc. As part of the *Université Catholique de Lille*, in a neighborhood hosting 38,500 students, IESEG students have access to IESEG’s own library, but also to other university and online libraries.

In addition, the Lille campus is undergoing a renovation and extension project. 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.

OUR CAMPUSES IN FRANCE, EUROPE



CLUBS AND ASSOCIATIONS

Student associations at IESEG 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 60 clubs/associations, almost 1,000 members and hundreds of events per year, students have a real opportunity to grow personally and professionally.

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



STUDENT SERVICES

Living abroad can be both fun and challenging. IÉSEG has developed a comprehensive program of activities and support services to facilitate students' adaptation to their new surroundings, including 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, their academic program, 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 essentials of student life in France. In short, international students are provided with tips and guidelines on how to successfully integrate 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 (average €600)***

> **Paris: between €500 and €1,200/month (average €850)**

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 address, the cost of rent, etc. (Plan your budget without including this subsidy).

* As IÉSEG is a member of the *Université Catholique de Lille*, students can have access to the student residences offered by ALL (www.all-lacatho.fr/en)



■ BUDDY SYSTEM

IÉSEG also offers a Buddy System, which pairs new international students with current students who can provide a friendly face and a helping hand. This system is in place on 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 local banks and grocery stores**
- > **helping newcomers to communicate in French**
- > **providing invaluable information about French and local customs**

■ INTERNATIONAL CLUB

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

Every year, when international students representing more than 100 nationalities arrive at IÉSEG, club members welcome them and help them to adapt to their new surroundings.

The International Club also organizes events and trips throughout the year to ensure sure that international students make the most of their experience in France. These enable international students to discover French culture, and to meet other students (both French and international). In addition, the International Club organizes integration week activities and galas.

This Club is composed of two teams: one on each campus. Their members are available to answer questions and assist 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 in their field of study, or to create a company.

■ EQUALITY / INCLUSION

As IÉSEG is inclusive and values diversity in all its forms, it is committed to providing assistance to all students, and to oppose all types of discrimination, including those of a sexist, LGBTQIA+phobic or racist nature, as well as any incitement to hatred or discrimination.

IÉSEG wants each student to feel safe, respected and supported. The School has a zero-tolerance policy against any acts of violence, hazing or harassment (including via digital devices), within or outside the School premises. Should any student find themselves in such a situation during their studies, they can get help by contacting our support unit.

OUR 13 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 Cybersecurity Management - LILLE
- › Master in Management for Sustainability - LILLE
- › Master in 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. Antonio GIANGRECO

Associate Dean for International Programs and Relations





■ **DURATION:** 4 terms*

- > Academic courses: 3 terms (30 ECTS each)
- > Capstone project: 4- to 6-month (30 ECTS)

■ **LANGUAGE:** English

■ **INTAKE:** September 2024 (as well as an intake in January 2024 for the Master in International Business in Lille)

■ **ADMISSION REQUIREMENTS:** 3- or 4-year Bachelor's degree, Master's degree*

■ **CREDITS:** 120 ECTS* (Students entering with a 4-year Bachelor's or Master's degree in Management or in the field of the considered Master may request an exemption from the 3rd term of courses.) – Please see the Regular Track and Fast track details page 70

ÍÉSEG is authorized by the French Ministry of Higher Education and Research to deliver the State-recognized 'Grade de Master' for its Specialized Masters ("*Diplôme d'Études Spécialisées en Management International-DESMI*") and to provide a registered title with the French RNCP (the National Registry of Professional Certification).

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 mainly developed around core courses and includes program-related specialized courses (*Except for the Master in 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.)

SPECIALIZED MASTERS' STRUCTURE

IÉSEG's Specialized Masters portfolio is designed for students who are eager for a fully cross-cultural and international experience, and offers two different tracks* based on participants' previous academic background:

- > **Regular Track:** for all participants. Mandatory for participants who have 3 years of higher education (3-year Bachelors, Licence/«Bac+3» validated by an official degree with the equivalent of 180 ECTS credits).
- > **Fast Track:** Participants who have 4 years of higher education (4-year Bachelors, Master's or «M1» validated by an official degree with an equivalent of minimum 240 ECTS credits) in Management or in the field of the considered Master at IÉSEG, may request exemption of the 3rd term (with no tuition fee reduction).

PROGRAM STRUCTURE

September to December	January to May	June to mid-July	September to October	From November
1ST TERM	2ND TERM	3RD TERM		4TH TERM
> Courses on campus	> Courses on campus	> Courses on campus	> Courses in hybrid mode	> Capstone Project
30 ECTS	30 ECTS	14 ECTS	16 ECTS	30 ECTS

DEGREE AWARDED

Upon successful completion of the 4 terms (120 ECTS)*, students obtain the **state-recognized 'Grade de Master'** ("DESMI - *Diplôme d'Études Spécialisées en Management International*"), with mention of their specialization (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/Entrepreneurship and Innovation/Cybersecurity Management). This degree is delivered by the **French Ministry of Higher Education and Research and registered in the French RNCP** (National Registry of Professional Certification) under the reference number RNCP37390.

For more information: www.ieseg.fr/en/specialized-masters/
Contact: international.admissions@ieseg.fr

*Except for the Master in 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 if eligible for the 3rd semester exemption.

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



**OUR SPECIALIZED
MASTERS IN
DETAILS**

MASTER IN STRATEGY AND DIGITAL TRANSFORMATION



CLASS PROFILE

ACADEMIC BACKGROUND

39%	Engineering
33%	Business Administration
8%	Economics
8%	Management
8%	International Business
4%	Languages

AGE RANGE

33%	< 23
46%	23-27
21%	27+



CAREER OPPORTUNITIES*

ROLES

- > Product Manager
- > Proposal Engineer
- > Senior Partner Consultant
- > Supply Chain Specialist

POST-MASTER SALARY

- > **€51,263** Average Annual Salary (bonus included)

EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > NOVARTIS
- > CARL ZEISS
- > CATERPILLAR
- > SOLARPACK
- > ZALANDO

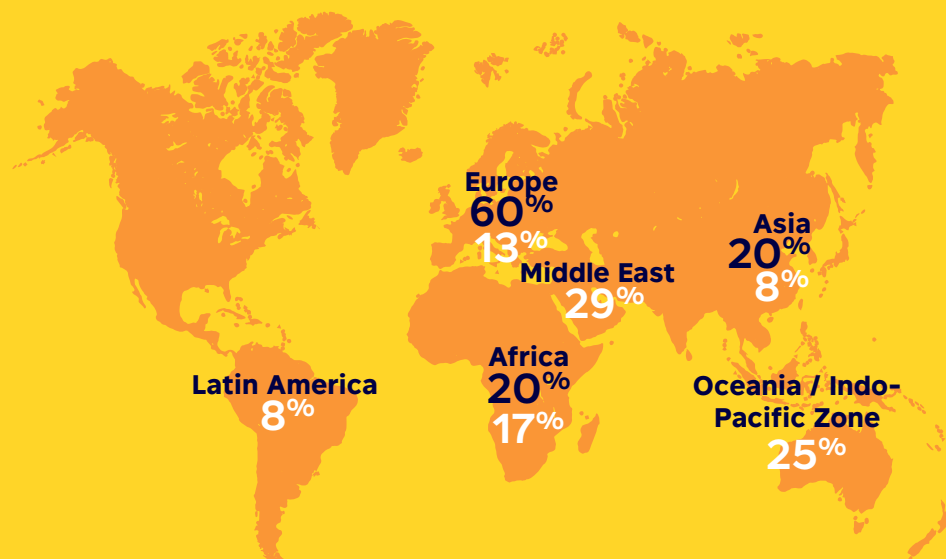
THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



ORIGIN OF OUR CURRENT STUDENTS



LOCATION OF OUR ALUMNI



*2023 Survey led by the *Conférence des Grandes Écoles* with graduates from the 2020, 2021 and 2022 classes of the program which was cross-referenced with LinkedIn and the IÉSEG Network database

MASTER IN STRATEGY AND DIGITAL TRANSFORMATION

STRATEGY AND DIGITAL TECHNOLOGY FOR AN INNOVATIVE FUTURE



OBJECTIVES

The Master in Strategy and Digital Transformation aims to develop digital experts who allow companies to transform digital technology into a business advantage.

‘Digital transformation’ is a buzzword. However, real digital transformation is a holistic and complex endeavour that requires a systematic approach to its strategy and execution. Becoming a digital master entails not only digital ability, but also leadership skills, in order to envision and drive responsible organizational change in systematic and profitable ways. Digital transformation is 20% tech and 80% human. This Master aims at equipping the students with knowledge of digital technologies, as well as the skills needed to design and successfully lead digital transformation across functions and at the corporate level.



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)
- > A 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



EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

ARKEMA | ACCENTURE | AVANADE | ICOM BUSINESS SERVICES

For more information: 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 strikes the right balance between learning through cutting-edge research (theory) and learning-by-doing (practice). On top of these modules, three in particular aim at bringing all these different learning experiences together, like in real life.

- ▶ A business strategy simulation where students work in teams to practice what they have learned in class. Understanding the complexity of global business operations is crucial to maximize results.
- ▶ A simulation focused on digital transformation. Students must lead a legacy business into a new digital paradigm, and introduce new technologies and data analytics.
- ▶ 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 responsible solutions and pitch them to the client.

■ CORPORATE INVOLVEMENT IN THIS PROGRAM

Companies are an integral part of the academic life of the specialized master. Throughout the program, students will have the opportunity to meet and network with companies of all sizes on topics related to this master, during conferences, in-class interventions, challenges or tailor-made recruitment.

Examples of previous events organized for your program:

- ▶ Business visit - ARKEMA
- ▶ Conference: “Leading digital transformation in organization” - ACCENTURE - AVANADE - ICOM BUSINESS SERVICES



Noa,
Student, France



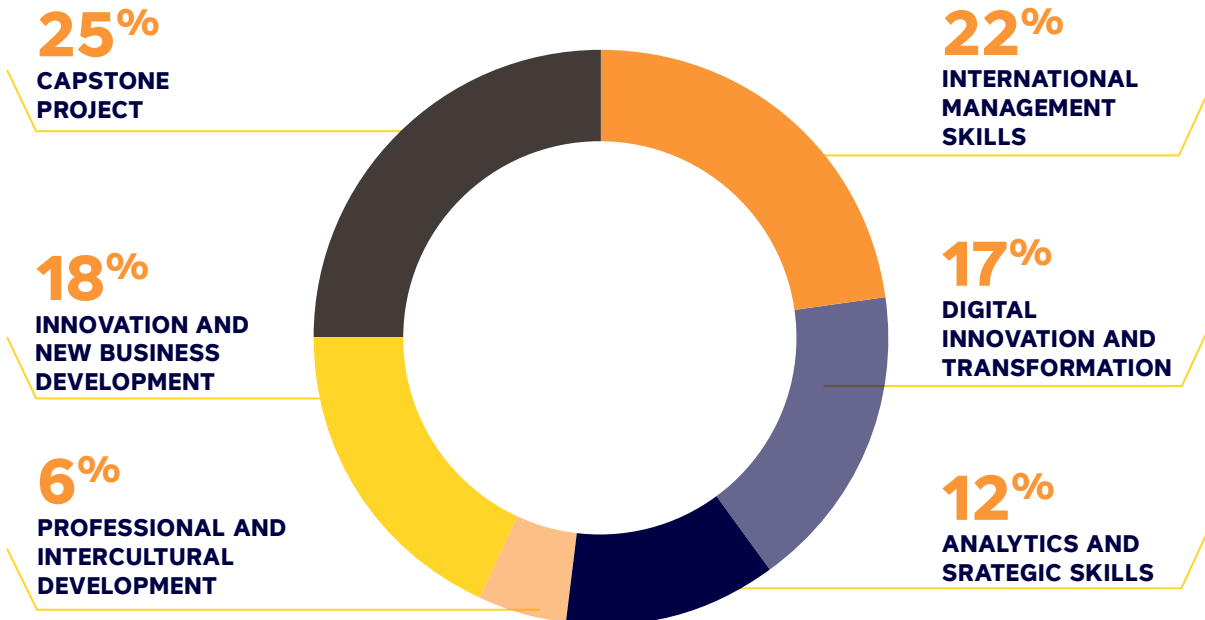
The Master in Strategy and Digital Transformation allowed me to acquire a deep understanding of the industry, in order to complete my scientific profile and to develop a more strategic and operational view as well as a top experience in an international environment.

I particularly appreciated the courses in International Marketing and International Business Strategy and CSR. The International Marketing course was a real favorite for me, as I discovered and developed a real passion for this universe. The professor knew how to transmit his passion for his subject.

Currently, I am a Doctor of Pharmacy and Junior Product Manager at Advanced Accelerator Application (AAA), a Novartis company. I am very happy to be able to continue my career in the marketing sector, more specifically in the field of innovation and new technologies.



PROGRAM STRUCTURE



INTERNATIONAL MANAGEMENT SKILLS

- 23%**
- > 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
 - > Digital Marketing
 - > Digital Transformation
 - > Emerging Technologies for Business
 - > Hackathon
 - > Human Resources and 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
 - > Quantitative Methods for Business
 - > Transformation Consulting

PROFESSIONAL AND INTERCULTURAL DEVELOPMENT

- 5%**
- > Authentic Organizational Leadership
 - > Business Ethics
 - > Intercultural Management

INNOVATION AND NEW BUSINESS DEVELOPMENT

- 18%**
- > 2 courses to be chosen from: Leading for Creativity and Design Thinking, Strategic People Management, Business Consultancy in a Digital Environment
 - > Career Program
 - > Entrepreneurship and New Business Development
 - > Language Courses

CAPSTONE PROJECT

- 25%**
- > 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 MANAGEMENT FOR SUSTAINABILITY



CLASS PROFILE

ACADEMIC BACKGROUND

31%	Finance & Economics	13%	Management
19%	Law	12%	Engineering
19%	Business Administration	6%	Languages

AGE RANGE

19%	< 23
56%	23-27
25%	27+



CAREER OPPORTUNITIES

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

Mainstream industries (e.g. banks, energy companies, consumer goods, strategy 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 and services with more sustainable attributes.
- > Human Resources to advance diversity, equality and inclusion in 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 address under-served markets or alter existing markets.
- > Operations to improve sustainability characteristics throughout supply chains and production cycle.

Specialized firms focused on sustainability data (auditing firms, asset management, investment strategy, sustainability consulting) 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.
- > Business model innovation which involves rethinking and redesigning business models to tackle sustainability challenges.

Civil society, NGOs, activist groups in different positions:

- > As professionals who 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



ORIGIN OF OUR CURRENT STUDENTS



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, and validate social compliance for fair labour 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 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 sustainability 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 some of the topics covered in class.



IÉSEG CAMPUS

- > LILLE



ADMISSION REQUIREMENTS

- > Minimum: Bachelor's Degree in any field (prior knowledge in business is expected) from a recognized institution.



EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

IDKIDS | UNIQLO

For more information: www.ieseg.fr/en/master-sustainability/



“This program offers a unique blend of courses, designed 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. Other specialists also join the team to offer you the best learning experience.

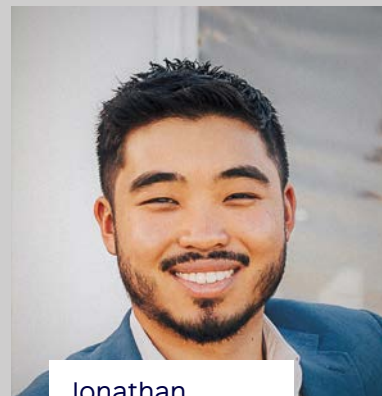
For more information: icor.ieseg.fr / irisk.ieseg.fr

■ 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 its students.

At IÉSEG, sustainability goes beyond the classroom and all the community is committed to including sustainability and the UN Sustainable Development Goals in all of the School’s activities: in research, student life, and on campus. As a result of this commitment, IÉSEG is among the 38 UNPRME* Champion Schools and ranked as a Top 30 School in sustainability by the Positive Impact Rating. It is also a member of the UN Global Compact, *Campus Responsables*, and the B-Academy and partner of the Global Reporting Initiative (GRI).

*United Nations Principles for Responsible Management Education



Jonathan,
Student, AUSTRALIA

“

The Master in Management for Sustainability is a great step towards a career in corporate sustainability. In fact, it played a crucial role in landing my position in corporate sustainability after my Master’s degree.

The program offers a great range of core business functions with a sustainability lens, while also giving you strong fundamentals in both the technical and social science fields which are key.

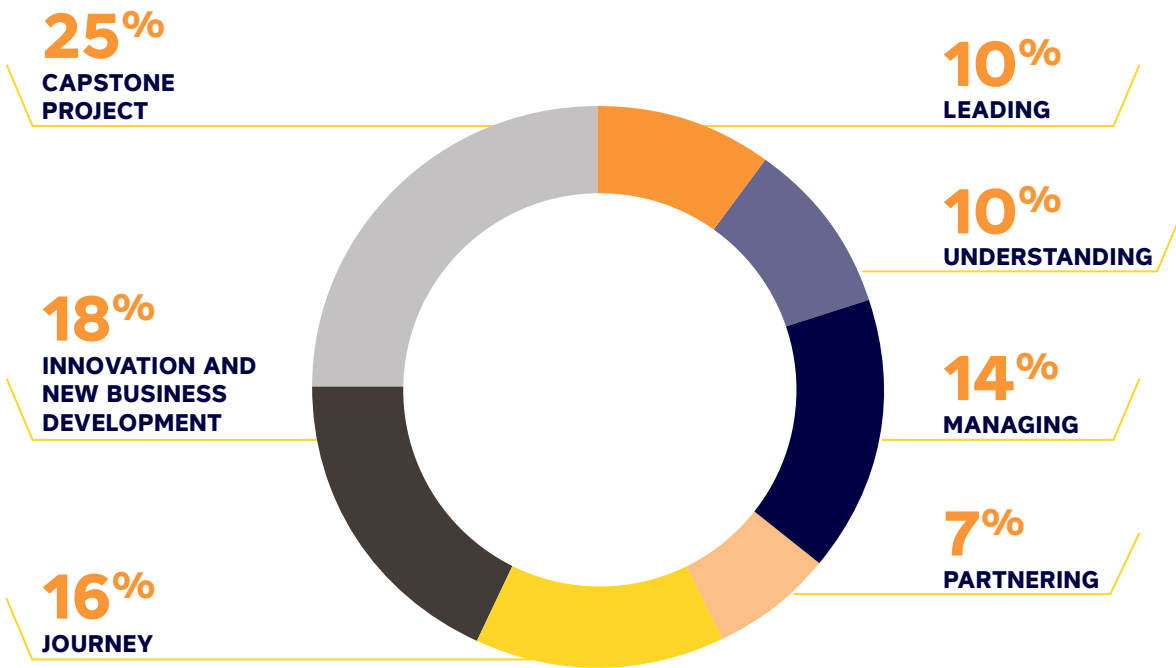
It is delivered by excellent professors who are very engaged, engaging and really care about your learning experience.

I think it is a great fit for students who have a scientific or social sciences background who want to add on business knowledge, or for someone to bolster basic business knowledge with specialization in sustainability fields.

”

PROGRAM STRUCTURE

MASTER IN MANAGEMENT FOR SUSTAINABILITY



LEADING

10%

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

UNDERSTANDING

10%

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

MANAGING

16%

- > 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

PARTNERING

7%

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

JOURNEY

14%

- > Bootcamp 1 – Hackathon
- > Bootcamp 2 – Product Design, Creativity and Sustainability
- > Bootcamp 3 – Technology
- > Company Visits
- > Consulting Skills
- > Field Project
- > MMS Scenario Week

INNOVATION AND NEW BUSINESS DEVELOPMENT

18%

- > 2 courses to be chosen from: Leading for Creativity and Design Thinking, Strategic People Management, Business Consultancy in a Digital Environment
- > Career Program
- > Entrepreneurship and New Business Development
- > Language Courses

CAPSTONE PROJECT

25%

- > 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.

MEET WITH US!

■ OPEN DAYS (ON CAMPUSES OR ONLINE)

Meet IÉSEG faculty and students to discuss your plans.

- > Saturday, December 2, 2023
- > Saturday, February 3, 2024
- > Saturday, March 16, 2024

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 where IÉSEG will be present, in person 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.

www.ieseg.fr/en/ambassadors

SOCIAL MEDIA



IÉSEG School of Management /
Study at IÉSEG



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EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY