



**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 32<sup>th</sup>** 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](http://ieseg-network.com)

## ■ NOTABLE ALUMNI

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

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

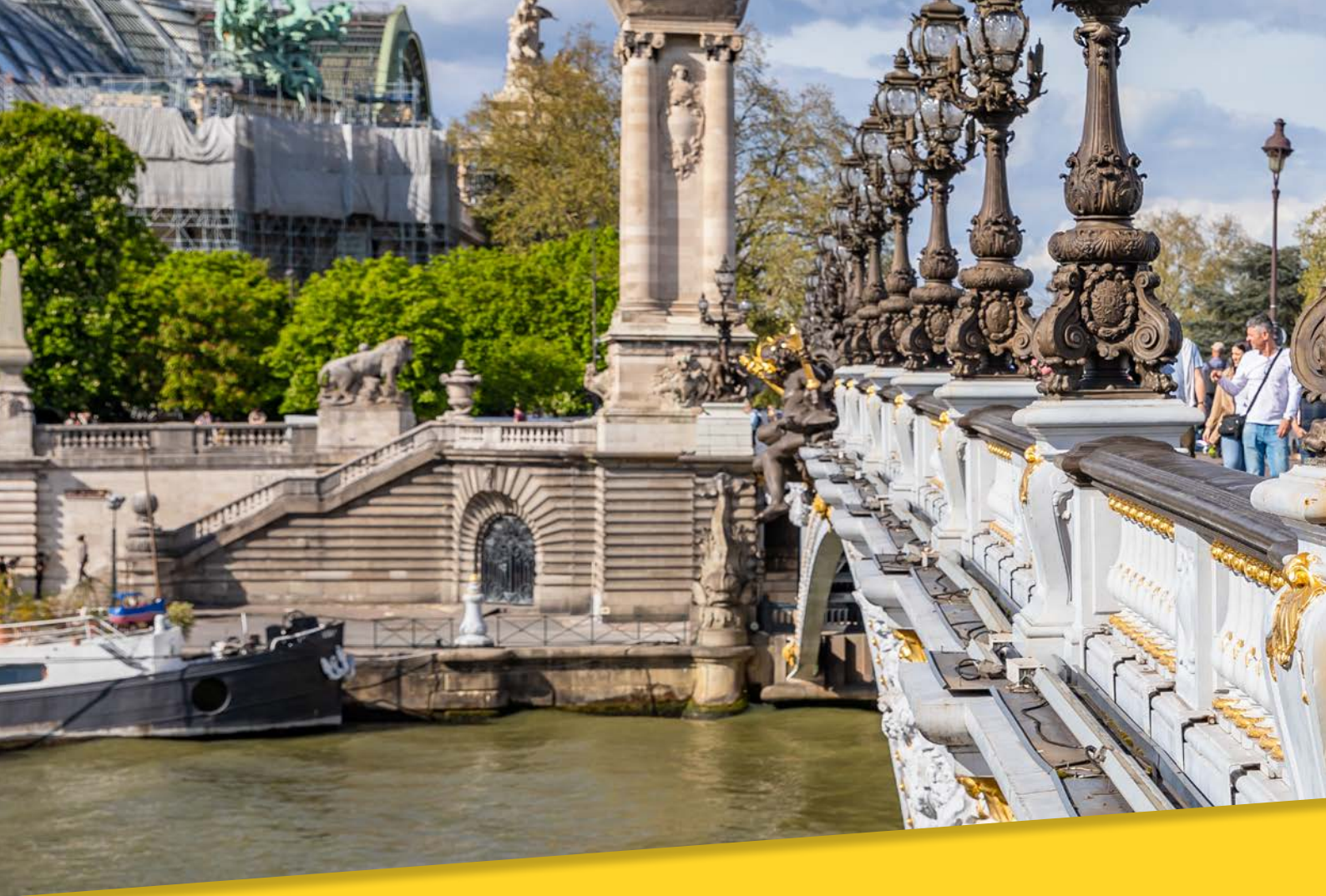
- > Lisbeth CACERES: Financial Director / L'ORÉAL
- > Christophe CATOIR: Executive Committee Member / THE ADECCO GROUP and President / ADECCO
- > Thibaud HUG DE LARAUZE: Co-founder / BACK MARKET
- > Nicolas MESSIO: Director Sales & Marketing France and MICE / DISNEYLAND PARIS
- > Kalyani MUDLIAR: Treasury 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](http://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 m<sup>2</sup> (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.



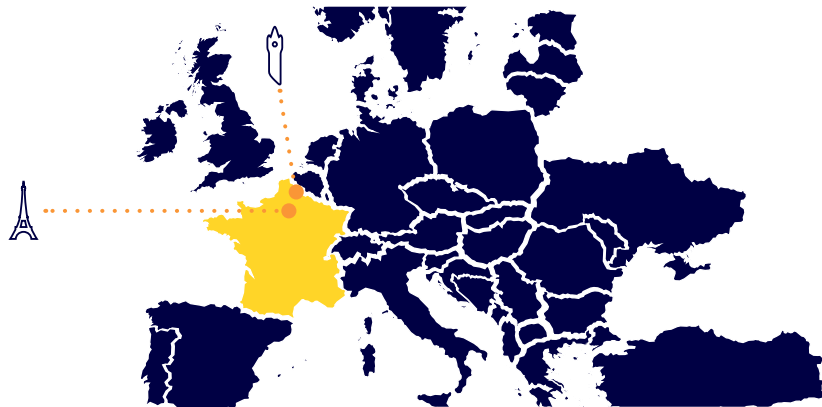
## LILLE CAMPUS

### IESEG’s Lille campus features three buildings (with a total of 28,000 m<sup>2</sup>) 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](http://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 3<sup>rd</sup> 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 3<sup>rd</sup> term (with no tuition fee reduction).

## PROGRAM STRUCTURE

September to December	January to May	June to mid-July	September to October	From November
<b>1<sup>ST</sup> TERM</b>	<b>2<sup>ND</sup> TERM</b>	<b>3<sup>RD</sup> TERM</b>		<b>4<sup>TH</sup> TERM</b>
> 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/](http://www.ieseg.fr/en/specialized-masters/)  
Contact: [international.admissions@ieseg.fr](mailto: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 3<sup>rd</sup> 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**



## CLASS PROFILE

### ACADEMIC BACKGROUND

21%	Management
20%	Languages & Social Sciences
17%	Fashion, Design & Arts
15%	Business Administration
9%	Finance & Economics
9%	Marketing & Communication
9%	Engineering

### AGE RANGE

39%	< 23
48%	23-27
13%	27+



## CAREER OPPORTUNITIES\*

### ROLES

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

### POST-MASTER SALARY

> **€53,927** Average Annual Salary (bonus included)

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

- > CHANEL
- > CHRISTIAN DIOR
- > BALENCIAGA
- > BALMAIN
- > BURBERRY
- > GIVENCHY
- > LA PERLA
- > LOUIS VUITTON
- > STELLA MCCARTNEY
- > ZADIG & VOLTAIRE
- > ISABEL MARANT
- > 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 FASHION MANAGEMENT

## PREMIUM PREPARATION FOR YOUR CAREER IN FASHION AND LUXURY



### OBJECTIVES

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

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

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



### ADVANTAGES

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



### IÉSEG CAMPUS

- > PARIS-LA DÉFENSE



### ADMISSION REQUIREMENTS

- > Minimum: Bachelor's degree in any field from a recognized university with strong academic performance.



### EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

GUERLAIN | GUCCI | LVMH FRAGRANCE BRANDS | LOUBOUTIN

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

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

Dr. Barbara SLAVICH ,  
Academic Director



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

**Students have the additional opportunity, if they wish, to participate in a learning trip (for an additional fee). Several trips have been organized in the past years to deepen students' learning experience, including a three-day study tour in Italy.**

Visits carried out during the previous editions of the Master include: Bottega Veneta, Gucci, Versace, La Perla, La Rinascente, Ferragamo Museum, Armani Silos, Gianfranco Ferré, Fondazione Prada, Premiere Vision, École Lesage, and Atelier Chanel, Tranoi, 10 Corso Como.

#### ■ PARTNERSHIP

**istitutomarangoni**   
enhancing talent since 1935

Istituto Marangoni was founded in 1935 in Milan as 'Istituto Artistico dell'Abbigliamento Marangoni', and has been a top educational choice for creatives in the worlds of fashion, art and design for over 85 years. With four generations of students from 5 continents, it was the springboard for over 45,000 luxury professionals, including Domenico Dolce, Alessandro Sartori, Paula Cademartori, Gilda Ambrosio, Julie de Libran and Nicola Brognano. Istituto Marangoni currently welcomes about 5,000 students from 108 different countries every year in its schools in the world capitals of fashion, art and design, including Milan, Florence, Paris, London, Mumbai, Shanghai, Shenzhen, Miami and Dubai. Istituto Marangoni is ranked among the 100 best universities in the world in its fields according to QS World University Ranking 2023.

For more information: [www.istitutomarangoni.com](http://www.istitutomarangoni.com)



Zhen,  
Graduate - China

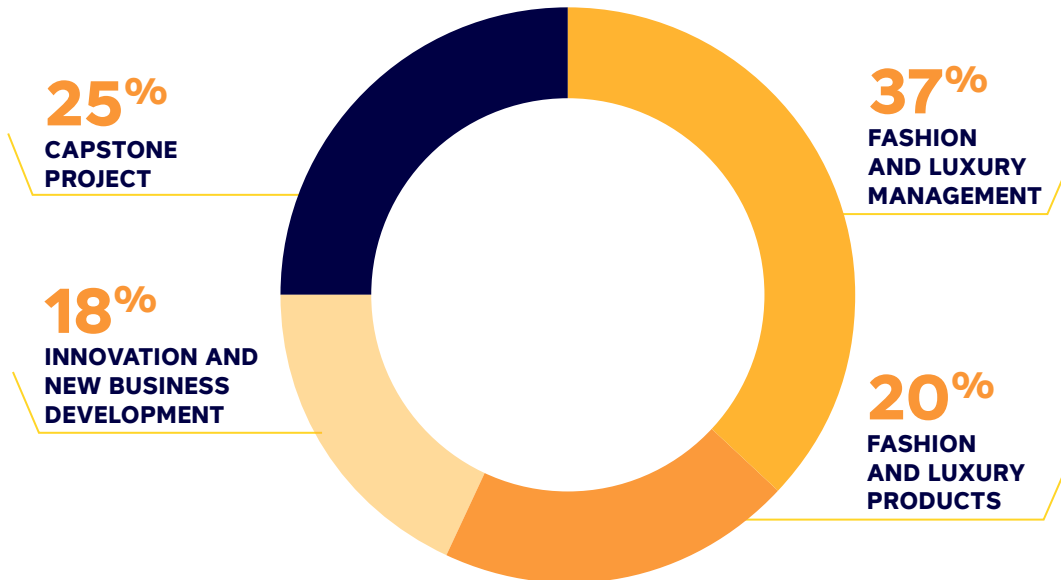
*Before joining IÉSEG, I worked for several years in China as an Export Zone Manager - Europe. I chose IÉSEG for its Master in Fashion Management due to its global ranking and its industry expert-led courses.*

*The School's location in the capital of Fashion, more precisely in La Défense, a major European business district, represented a great opportunity for my professional career. I particularly enjoyed the diversity of the content provided in class and the networking opportunities, such as the Yves Saint Laurent exhibit. My favorite courses included Brand Management, Sales, Customer Psychology, and Industry Analysis. France's culture, diversity, and architectural beauty captivated me.*

*The Master in Fashion Management at IÉSEG greatly helped me out with creating my own company: ZHEN BIJOUX, a pearl-centric jewelry brand. I highly recommend this program to anyone who loves Fashion and wants to live in Paris.*

# PROGRAM STRUCTURE

The curriculum has been developed around core management courses, with a specific focus on the Fashion and Luxury industry and specialized courses on fashion products.



## FASHION AND LUXURY MANAGEMENT

37%

- > Accounting and Managing Control Systems
- > Brand Management
- > Corporate Finance in the Luxury and Fashion Industries
- > Customer Psychology and Consumer Behavior
- > Digital Marketing
- > Digital Transformation
- > Diversity and Inclusion
- > Entrepreneurship and the Fashion Industry
- > Digital Organizations in the Fashion Industry
- > Leadership and Negotiation
- > Management of Sales Distribution Channels
- > Managing Communication and Events in Fashion Companies
- > Marketing in Fashion Companies
- > Omnichannel Strategy, Clienteling and CRM
- > Organization Design: Organizing for Effectiveness and Creativity in Luxury Design
- > Running and Managing Fashion Shows
- > Quantitative Methods and Data Analysis
- > Strategy
- > Supply Chain Management and Operations in Fashion
- > Sustainability in Fashion: Digging Deeper, Thinking Harder, Planning Further
- > Talent Management

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

## 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.

## FASHION AND LUXURY PRODUCTS

20%

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

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



## CLASS PROFILE

### ACADEMIC BACKGROUND

<b>24%</b>	Management and Commerce	<b>7%</b>	Marketing & Communication
<b>23%</b>	Business Administration	<b>5%</b>	Law
<b>17%</b>	Engineering		
<b>14%</b>	Languages & Social Sciences		
<b>10%</b>	Accounting, Economics & Finance		

### AGE RANGE

<b>30%</b>	<b>&lt; 23</b>
<b>56%</b>	<b>23-27</b>
<b>14%</b>	<b>27+</b>



## CAREER OPPORTUNITIES\*

### ROLES

- > Management Consultant
- > Business Analyst
- > CRM Manager
- > Marketing & Communications Manager
- > Deputy Head of Digital Change
- > Product Manager/Digital Product Manager
- > Project Manager
- > Export Manager
- > Data Quality Lead
- > Recruitment Partner EMEA

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > DELOITTE
- > PWC
- > IBM
- > HUAWEI
- > ATOS
- > DEEZER
- > DECATHLON
- > AMAZON
- > L'ORÉAL
- > OECD

### POST-MASTER SALARY

> **€61,379** Average Annual Salary (bonus included)

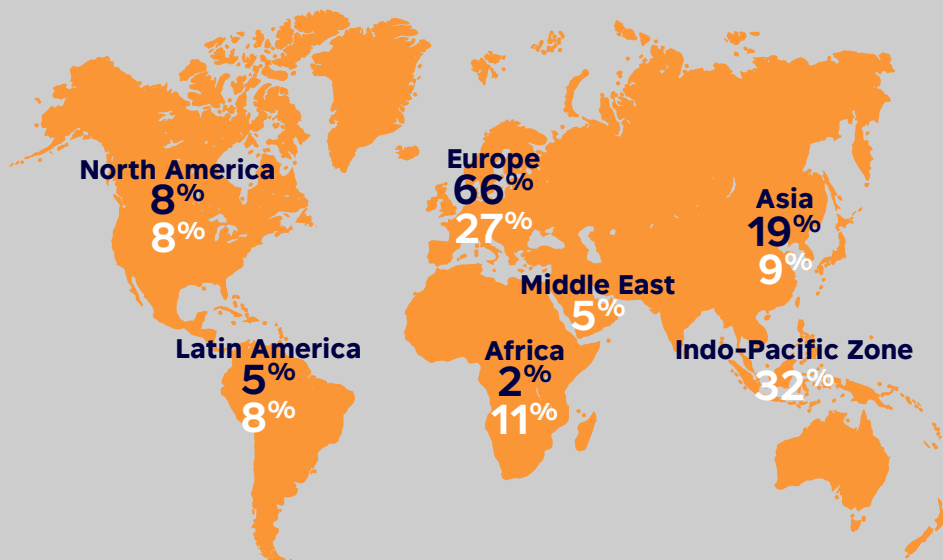
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### ORIGIN OF OUR CURRENT STUDENTS



### LOCATION OF OUR ALUMNI



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# MASTER IN INTERNATIONAL BUSINESS

## PREPARING LEADERS WITH A GLOBAL MINDSET FOR INTERNATIONAL BUSINESS



### OBJECTIVES

**The Master in International Business provides students with the skills and mindset required to succeed in international business.**

We draw on our sound understanding of business practices and cultures to give students the fundamental skills necessary to manage responsible corporations in different international contexts.

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



### ADVANTAGES

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



### IÉSEG CAMPUS

- > PARIS-LA DÉFENSE and LILLE



### ADMISSION REQUIREMENTS

- > Minimum: Bachelor's degree in any academic field from a recognized university with strong academic performance.



### EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

DECATHLON | CLUSE | ALPHASIGHTS | PARIS 2024 OLYMPIC AND PARALYMPIC GAMES ORGANISING COMMITTEE

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

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

Dr. Paulami MITRA,  
Prof. Dr. Johan MAES,  
& Dr. Martin STORME,  
Academic Directors,  
One per intake/campus



#### ■ ZOOM ON... CORPORATE INVOLVEMENT IN THIS PROGRAM

Companies are an integral part of the academic life of students specialized master. Throughout the program, you'll have the opportunity to meet and network with companies of all sizes on topics related to your master, during conferences, in-class interventions, challenges or tailor-made recruitment. Partnerships may vary from one to another and new opportunities may be proposed based on needs and availability.

Examples of previous events organized for this program\*:

- > Company presentation, job opportunities and talent game - DECATHLON
- > In-class intervention: international marketing business case: new product placement in a specific market - CLUSE
- > Company presentation and job opportunities: international opportunities with their 2-year associate program - ALPHASIGHTS

*\*Non-exhaustive list*

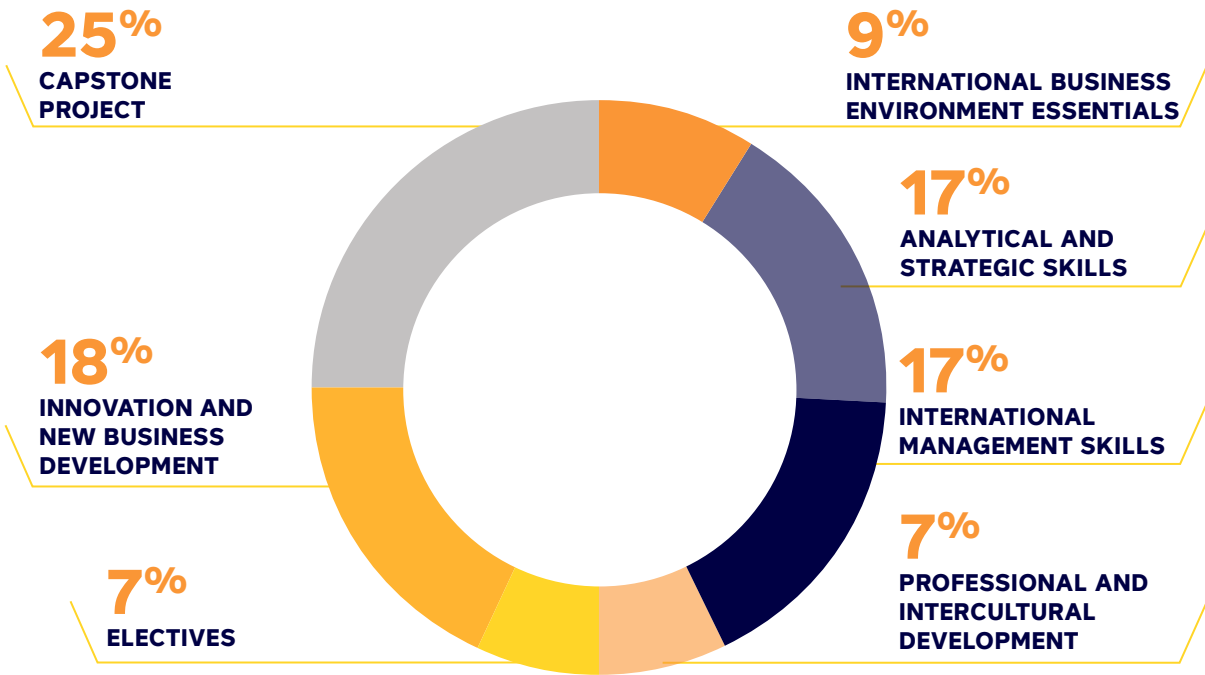


Sakshi,  
Graduate - India

*“* What I enjoyed the most at IÉSEG was the multicultural aspect. I could meet so many people from different countries and understand the mindsets and diversity in general. The courses of the MIB offer a real opportunity for development by including components like presentations, objective/subjective examinations, research papers etc.

*The course that I preferred was International Human Resources Management. I liked that course because I always envisioned myself working in the Human Resources sector but it was really important for me to understand the international aspect of HR. This course is now helping me concretely in my current role at Boston Consulting Group since we are very international in terms of Human Resources here.* ”

# PROGRAM STRUCTURE



## INTERNATIONAL BUSINESS ENVIRONMENT ESSENTIALS

- 9%**
- > Cybersecurity and International Business
  - > European Union Relations Management
  - > International Economics
  - > Global Finance

## ANALYTICAL AND STRATEGIC SKILLS

- 17%**
- > Business Game
  - > Financial Analysis
  - > International Business Strategy and CSR
  - > Managing Consultancy and Change
  - > SAP for International Business
  - > Social Media Analytics
  - > Statistics for Business
  - > Trends in Digital Innovations

## INTERNATIONAL MANAGEMENT SKILLS

- 17%**
- > International Human Resources Management
  - > International Marketing
  - > International Supply Chain Management
  - > Negotiation for International Managers
  - > Principles of Accounting and Management Control
  - > Professional Selling Skills and Personal Sales Performance
  - > Project Management

## PROFESSIONAL AND INTERCULTURAL DEVELOPMENT

- 7%**
- > Authentic Leadership
  - > Business Ethics and Managerial Behavior
  - > Intercultural Management

## ELECTIVES

- 7%**
- > Several electives from our course catalogue
  - > Electives cover a broad range of topics that include legal aspects of business, multi-channel marketing, customer experience management, blockchain for business, data visualization, etc.

## 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 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

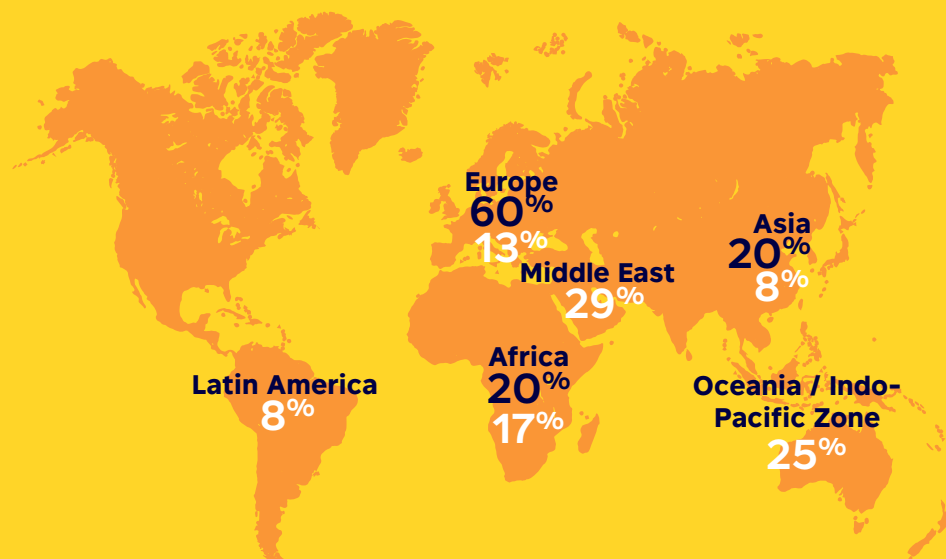
## THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



### ORIGIN OF OUR CURRENT STUDENTS



### LOCATION OF OUR ALUMNI



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# 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/](http://www.ieseg.fr/en/master-strategy-digital-transformation/)

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

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



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

**Every module delivered 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



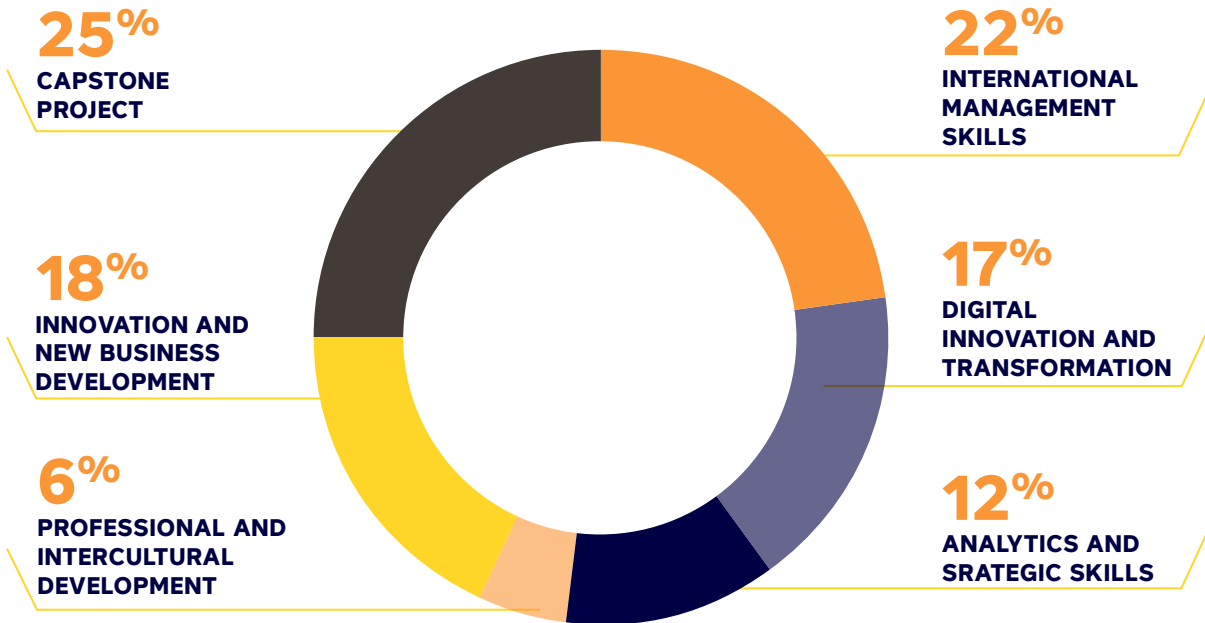
*The Master in Strategy and Digital Transformation allowed me to acquire a deep understanding of the industry, in order to complete my scientific profile and to develop a more strategic and operational view as well as a top experience in an international environment.*

*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 INTERNATIONAL BUSINESS NEGOTIATION



## CLASS PROFILE

### ACADEMIC BACKGROUND

39%	Business Administration	9%	Languages & Arts
21%	Management	9%	Marketing & Communication
9%	Finance & Economics	4%	Law
9%	Humanities		

### AGE RANGE

56%	< 23
35%	23-27
9%	27+



## CAREER OPPORTUNITIES\*

### ROLES

- > Sales and Partnership Manager
- > Solution Sales Manager
- > Consultant
- > Project Manager
- > Regional Account Manager
- > AML/KYC Officer
- > Marketing Officer

### POST-MASTER SALARY

> **€74,374** Average Annual Salary (bonus included)

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > AGICAP
- > BNP
- > JLL
- > LITUM
- > LIVESTORM
- > METTLER TOLEDO
- > SHAREGROOP
- > TOP EMPLOYERS INSTITUTE

## THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



ORIGIN OF OUR CURRENT STUDENTS



LOCATION OF OUR ALUMNI



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# MASTER IN INTERNATIONAL BUSINESS NEGOTIATION

## NEGOTIATING SOLUTIONS TO FACILITATE BUSINESS WORLDWIDE



### OBJECTIVES

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

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



### ADVANTAGES

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



### IÉSEG CAMPUS

- > PARIS-LA DÉFENSE



### ADMISSION REQUIREMENTS


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



### EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

MOODY'S | PROCTER & GAMBLE FRANCE | AB INBEV | L'ORÉAL | GOOGLE FRANKFURT

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



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

**Dr. Deva RANGARAJAN**  
Academic Director,  
Professor of Marketing and  
Sales

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

**The program emphasizes a hands-on learning style. Courses are taught by skilled instructors with a wealth of experience in industry and academia who aim to make students world-class negotiators.**

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

We help our students to reach their full potential, encourage them to build their confidence, and apply the knowledge and skills that they have gained in their daily activities. This has included activities such as participating in local and international negotiation competitions.

#### ■ PARTNERSHIP

##### **Key Account Management Professional Diploma**

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



**Ramiro,**  
Graduate - Argentina

*I knew IÉSEG as it was a partner with my alma mater in Argentina. I chose the Master in International Business Negotiation as it was the only program focused on business negotiation in Europe. Most part of the program is related purely to negotiation. All the courses were taught in English, the School had a very interesting international approach and Paris is one of the most important business hubs in the world.*

*I would recommend any potential candidate to this program to see it as a career boost. This program teaches you skills you need to succeed. When I look back, I realize that the year I spent in Paris was the best year of my life. I made long lasting friends all around the world and learned a lot.*

*Today, I am a Regional Account Manager for Top Employers Institute in Brazil. I work closely with top accounts like Huawei, Google, Bytedance, Paypal...*

# PROGRAM STRUCTURE



## NEGOTIATION ESSENTIALS

15%

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

## THE NEGOTIATOR AS A MANAGER

12%

- > Accounting for Decision Makers
- > Change Management
- > Negotiating Contracts and Law
- > Effective Leadership
- > Negotiating Employment Relations
- > Project Management

## BUSINESS NEGOTIATION

16%

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

## INTERNATIONAL NEGOTIATION

7%

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

## NEGOTIATION IN PRACTICE

7%

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

## 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.



## CLASS PROFILE

### ACADEMIC BACKGROUND

<b>38%</b>	Business Administration	<b>5%</b>	Mathematics
<b>28%</b>	Finance and Economics	<b>5%</b>	Engineering
<b>24%</b>	Commerce		

### AGE RANGE

<b>38%</b>	<b>&lt; 23</b>
<b>50%</b>	<b>23-27</b>
<b>12%</b>	<b>27+</b>



## CAREER OPPORTUNITIES\*

### ROLES

- > Analyst / Financial Analyst
- > Consultant
- > Finance Manager
- > Financial Controller
- > Financial Coordinator
- > Research Associate Manager
- > Product Owner

### POST-MASTER SALARY

> **€61,417** Average Annual Salary (bonus included)

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > ACCENTURE
- > AMAZON
- > CREDIT AGRICOLE
- > DEUTSCHE BANK
- > L'OREAL
- > AIYO
- > AB INBEV
- > METAYB

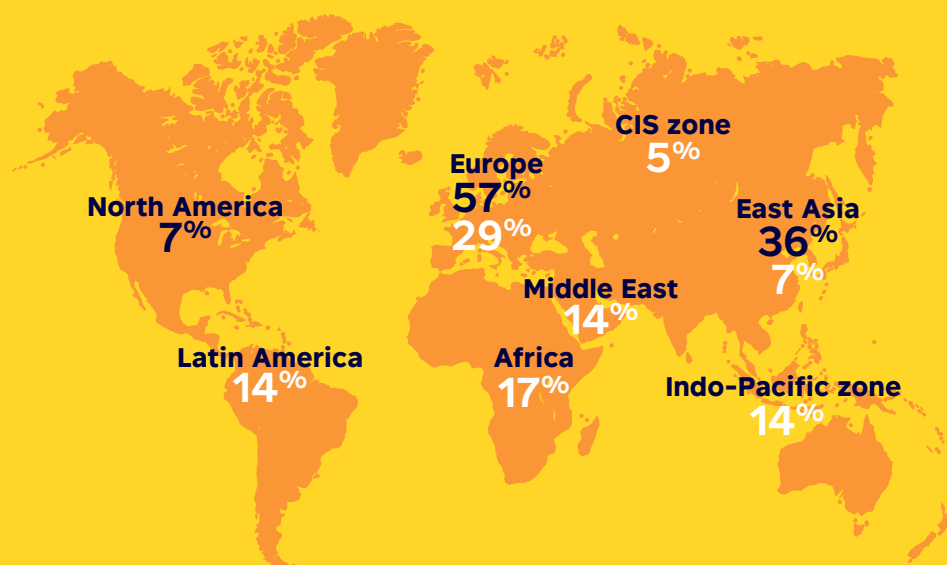
## THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



### 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 FINANCE

## GAIN A COMPETITIVE EDGE FOR YOUR FINANCIAL CAREER



### OBJECTIVES

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

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

**QS Business Masters Rankings 2023:** IÉSEG is ranked 7<sup>th</sup> worldwide in Class & Faculty diversity for its Master in Finance



### ADVANTAGES

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



### IÉSEG CAMPUS

- > PARIS-LA DÉFENSE



### ADMISSION REQUIREMENTS

- > Minimum: Bachelor's degree in Business Administration, Finance, Accounting, Economics, Engineering, Mathematics or similar from a recognized university with strong academic performance.



### EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

EUROPEAN CENTRAL BANK | SOCIÉTÉ GÉNÉRALE | BANQUE DU LUXEMBOURG | FINANCE IN MOTION | NAXICAP

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



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

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

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

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

■ **PARTNERSHIP**

The Master in Finance curriculum covers at least 70% of the CFA® Program “Candidate Body of Knowledge” (CBOK) and places particular emphasis on the CFA Institute Code of Ethics and Standards of Practice. Consequently, it helps students to obtain the Chartered Financial Analyst® (CFA®) designation, which has become the most respected and recognized investment credential in the world. Through participation in the CFA Institute University Affiliation Program, IÉSEG grants up to 19 student scholarships per year. Students who choose to participate in the CFA® level 1 exam are offered 16 hours of coaching sessions. They are also provided with a unique opportunity to represent IÉSEG in the CFA® Institute Research Challenge, an international student contest aimed at promoting best practices in equity research.



Monica,  
Graduate - USA

“

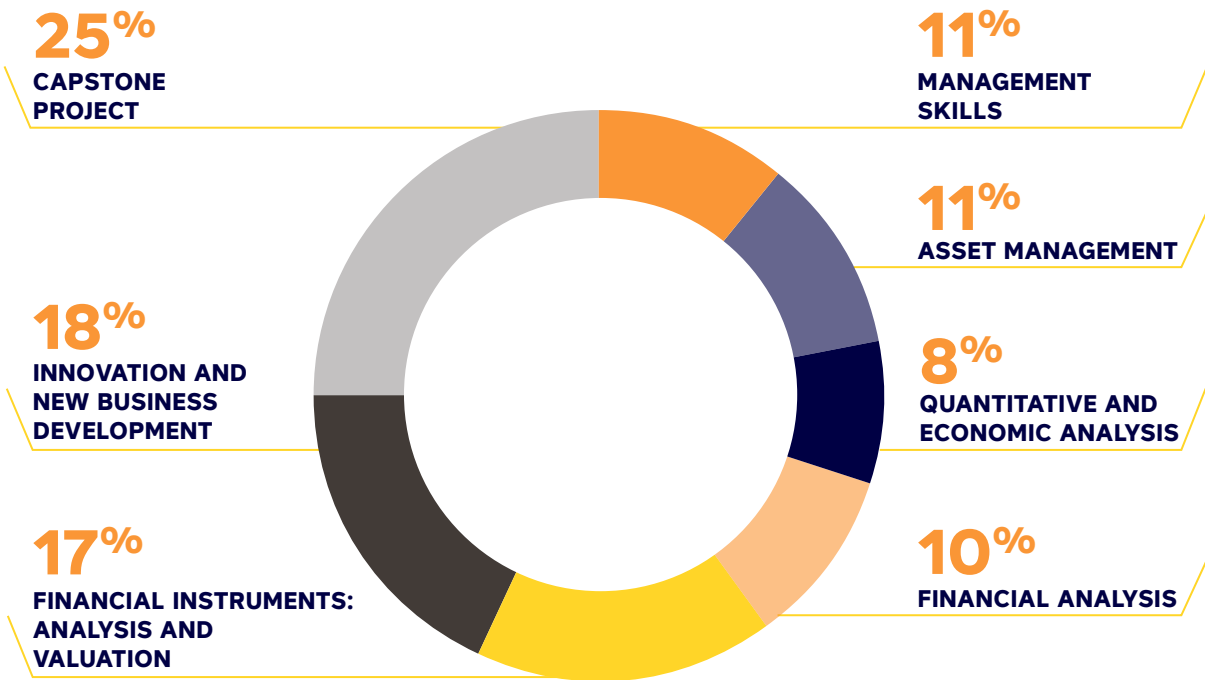
*I chose IÉSEG mostly because of its international accreditations if I were to work in the US or anywhere in the world and I wanted my Master Degree to be fully recognized. In addition, the School is located in the largest business district of Europe, has great rankings and positive feedbacks from former students. I chose the Master in Finance program because I wanted to get back into the domain of Finance and this program has a large variety of courses to help me get there.*

*What I loved most about my studies at IÉSEG was the diversity of students and professors from many different nationalities. I also enjoyed the challenging environment, as professors and courses are intensive, which is great because there is always tons to learn.*

*Upon graduation, I took a role as a Financial Controller for the Luxury Division of L'Oréal, here in Paris. It is an intense, but very fulfilling role, that challenges me in many ways every day.*

”

# PROGRAM STRUCTURE



## MANAGEMENT SKILLS

11%

- > Business Game
- > 3 Electives
- > Ethics and CSR in Finance
- > Project Management

## ASSET MANAGEMENT

11%

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

## QUANTITATIVE AND ECONOMIC ANALYSIS

8%

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

## FINANCIAL ANALYSIS

10%

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

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

## FINANCIAL INSTRUMENTS: ANALYSIS AND VALUATION

17%

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

## INNOVATION AND NEW BUSINESS DEVELOPMENT

18%

- > 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 BANKING, CAPITAL MARKETS AND FINANCIAL TECHNOLOGY



## CLASS PROFILE

### ACADEMIC BACKGROUND

47%	Management
20%	Engineering
20%	Finance & Economics
13%	Business Administration

### AGE RANGE

46%	< 23
27%	23-27
27%	27+



## CAREER OPPORTUNITIES\*

### ROLES

- > Investment Analyst
- > Portfolio Manager
- > Valuation Analyst
- > Treasury Manager
- > Equity Research Analyst
- > FP&A Manager
- > Product Structuring Analyst
- > Ratings Analyst
- > Investment Banking Analyst
- > Venture Capital Analyst
- > Relationship Manager
- > Risk Management Specialist

### POST-MASTER SALARY

> **€57,852** Average Annual Salary (bonus included)

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > BARCLAYS
- > MORGAN STANLEY
- > BANQUE INTERNATIONALE DU LUXEMBOURG
- > GREENOMY
- > AMUNDI ASSET MANAGEMENT
- > UNICREDIT
- > CREDIT SUISSE
- > NN GROUP
- > ROTHSCHILD & CO.
- > BRYAN, GARNIER & CO
- > CAP DIGITAL
- > ROYAL BANK OF CANADA
- > CLEARSTREAM

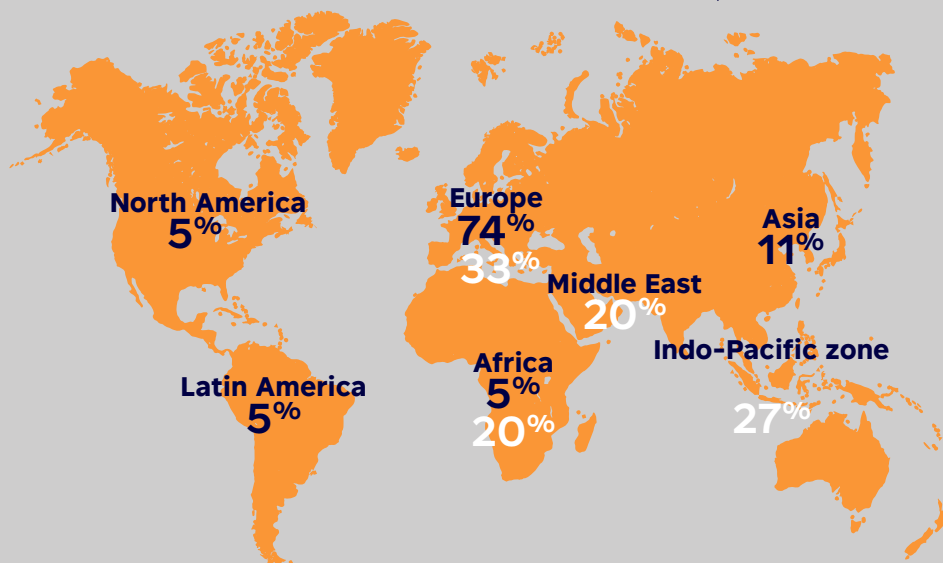
## THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



### ORIGIN OF OUR CURRENT STUDENTS



### LOCATION OF OUR ALUMNI



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# MASTER IN BANKING, CAPITAL MARKETS AND FINANCIAL TECHNOLOGY

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



### OBJECTIVES

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

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



### ADVANTAGES

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



### IÉSEG CAMPUS

- > LILLE



### ADMISSION REQUIREMENTS

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



### EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

EUROPEAN CENTRAL BANK | SOCIÉTÉ GÉNÉRALE | BANQUE DU LUXEMBOURG | FINANCE IN MOTION | NAXICAP

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



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

Dr. Alexandre ALLES  
Academic Director,  
Professor of Finance

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

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

■ **PARTNERSHIP**

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

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

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

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



Arun, Graduate  
India

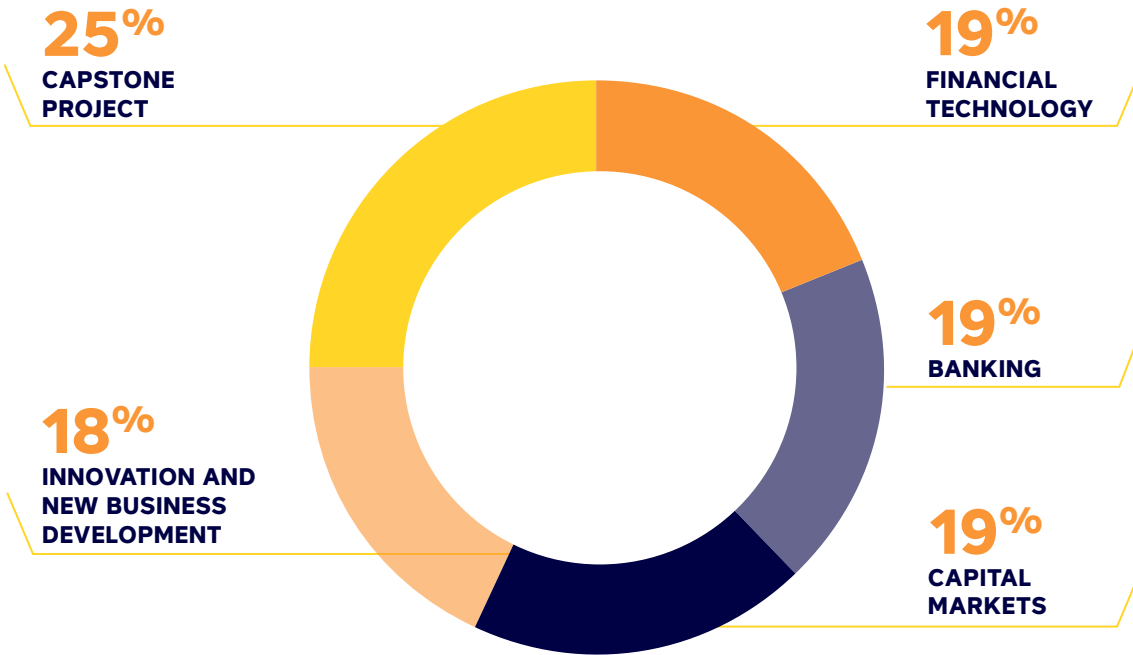


*As part of the Master in Investment Banking, Capital Markets and Financial, we were introduced to multiple programming applications such as VBA, R and Python. I believe that these skills will give an impetus to my career, as the boundaries between finance and computer skills are becoming increasingly blurred as employers seek to leverage the benefits of automation and machine learning.*

*The banking stimulation game put us in the shoes of a key decision maker at a major international bank, and tested our decision-making skills as we competed with our colleagues to navigate the changing economic outlook. Coming from a traditional finance background, I believe that the course on fintech opened the way to this sector which is currently on an exponential growth trajectory.*



# PROGRAM STRUCTURE



## FINANCIAL TECHNOLOGY

19%

- > Methods and Data
  - Data Analytics
  - Essentials of Financial Mathematics
  - Machine Learning
  - Quantitative Financial Analysis with R
- > Coding
  - Computational Thinking 1
  - Computational Thinking 2
- > Applications
  - Blockchain for Business
  - Connected Vision Tour – Hackathon

## BANKING

19%

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

## CAPITAL MARKETS

19%

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

## 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 INTERNATIONAL ACCOUNTING, AUDIT AND CONTROL



## CLASS PROFILE

### ACADEMIC BACKGROUND

<b>25%</b>	Business Administration	<b>21%</b>	Commerce & Management
<b>25%</b>	Finance & Economics	<b>8%</b>	Engineering
<b>21%</b>	Accounting		

### AGE RANGE

<b>29%</b>	<b>&lt; 23</b>
<b>46%</b>	<b>23-27</b>
<b>25%</b>	<b>27+</b>



## CAREER OPPORTUNITIES\*

### ROLES

- > Audit Manager
- > Consolidation Analyst
- > Consultant Accounting & Reporting
- > Controller
- > Financial Auditor
- > Financial Reporting and Consolidation
- > FP&A Analyst (Financial Planning & Analysis)
- > Fund Reporting Supervisor
- > Project Administration Manager
- > Senior Fund Accountant

### POST-MASTER SALARY

> **€55,258** Average Annual Salary (bonus included)

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > ALTER DOMUS
- > BDO
- > CAMPUS CYBER
- > CISCO
- > CORUSCANT (WELCOME TO THEJUNGLE)
- > DELOITTE
- > KPMG
- > LANGHAM HALL
- > MANTRA INVESTMENT PARTNERS
- > MEDECINS SANS FRONTIERES

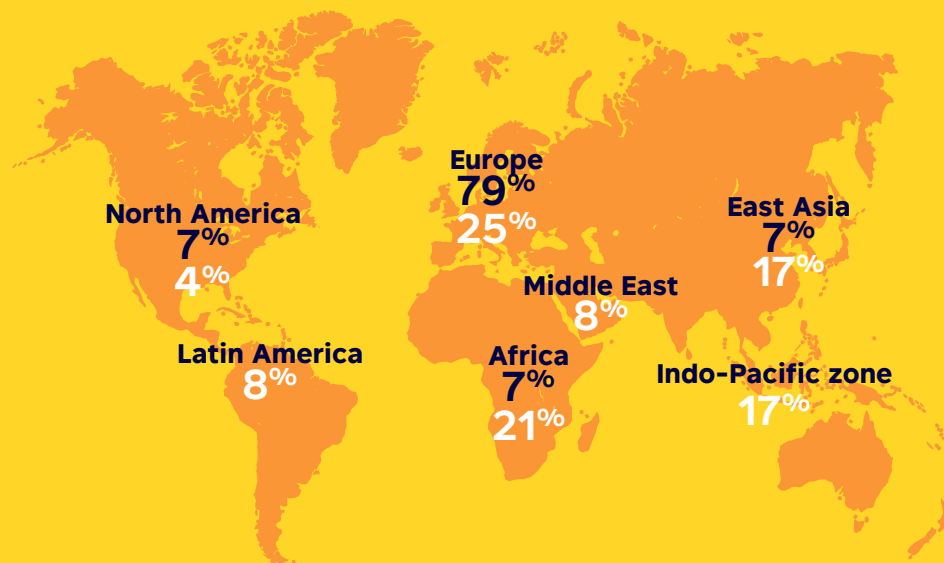
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### ORIGIN OF OUR CURRENT STUDENTS



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# MASTER IN INTERNATIONAL ACCOUNTING, AUDIT AND CONTROL

## DESIGN YOUR CAREER. GET THE TOOLSET YOU NEED TO MASTER FINANCIAL DECISION-MAKING



### OBJECTIVES

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

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



### ADVANTAGES

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



### IÉSEG CAMPUS

- > PARIS-LA DÉFENSE



### ADMISSION REQUIREMENTS


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



### EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

SAIPEM | LANGHAM HALL | EY | KPMG | PWC | DELOITTE

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



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

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

#### ■ ZOOM ON... DATA ANALYTICS

The evolution of the accounting profession is fundamental to the program. The Data Analytics course allows participants to get involved with advanced data analytics techniques through real-life examples.

Participants get acquainted with the main steps of a forensics data analytics approach and gain knowledge of specialized data analytics software.

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

##### **The Higher Education Endorsement Program**

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

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

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

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



**Andrés,**  
Graduate - Colombia

“

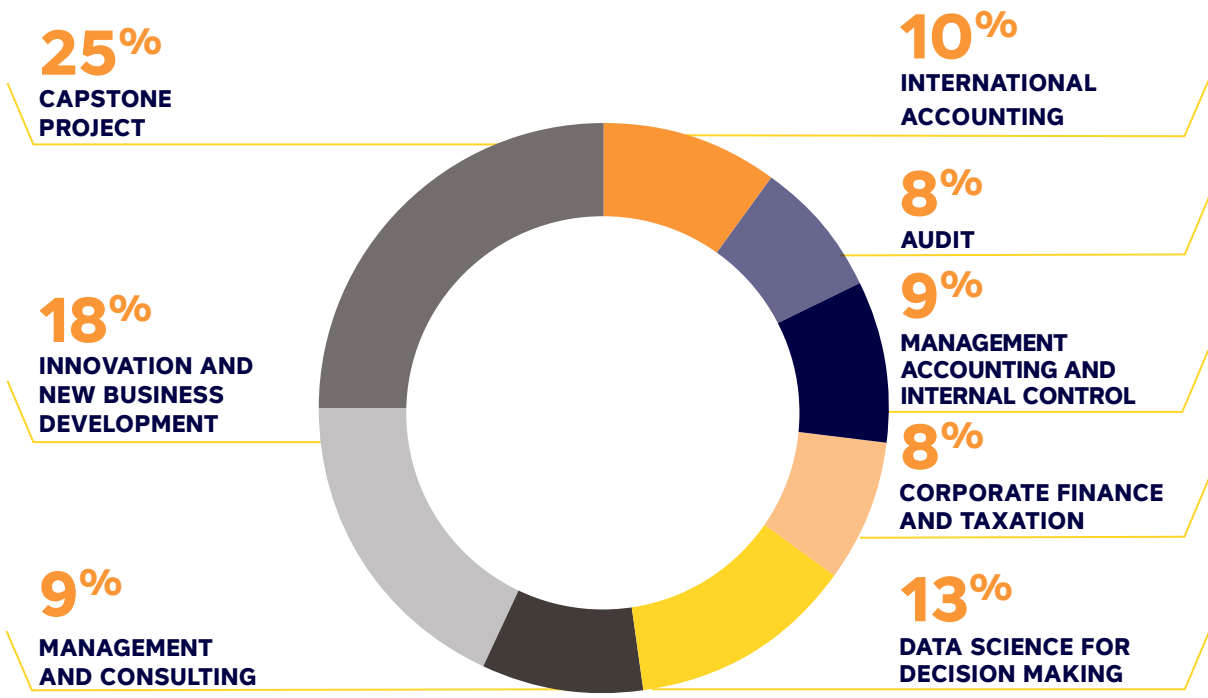
*Firstly, I chose IESEG because it was the best option for me in terms of time, the courses provided, the amazing international environment and my personal budget. I chose the Master in International Accounting, Audit and Control because I was looking for more knowledge regarding my professional background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

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

”

# PROGRAM STRUCTURE

# MASTER IN INTERNATIONAL ACCOUNTING, AUDIT AND CONTROL



## INTERNATIONAL ACCOUNTING -

**10%**

- > Due Diligence
- > International Corporate Financial Reporting and Consolidation
- > International Financial Accounting
- > International Financial Reporting and Analysis

## AUDIT - 8%

- > Accounting Information Systems
- > Audit Techniques
- > Forensic Accounting and Fraud Risk Management
- > Operational Audit Techniques
- > Risk Based Internal Audit

## MANAGEMENT ACCOUNTING AND INTERNAL CONTROL - 9%

- > CMA 1
- > CMA 2
- > Controlling and Auditing Corporate Social Responsibility
- > Management Accounting
- > Management Control and Decision Making

## CORPORATE FINANCE AND TAXATION - 8%

- > Corporate Finance
- > Corporate Governance
- > Financial Econometrics
- > International Taxation

## DATA SCIENCE FOR DECISION

**MAKING - 13%**

- > Data Analytics
- > Data Visualization
- > Dataviz Challenge
- > ERP
- > Quantitative Methods
- > Simulations for decision making
- > Visual Basic for Applications (VBA)

## MANAGEMENT AND CONSULTING -

**9%**

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



## CLASS PROFILE

### ACADEMIC BACKGROUND

<b>43%</b>	Business Administration and Management	<b>11%</b>	Information Technology
<b>32%</b>	Communication and Marketing		
<b>14%</b>	Social Sciences		

### AGE RANGE

<b>25%</b>	<b>&lt; 23</b>
<b>54%</b>	<b>23-27</b>
<b>21%</b>	<b>27+</b>



## CAREER OPPORTUNITIES\*

### ROLES

- > Digital Marketing Lead
- > Digital Analytics Consultant
- > Digital Advertising Specialist
- > Client Success Manager
- > E-commerce Manager
- > Marketing Activation Specialist
- > Growth Marketing Manager
- > Traffic Coordinator
- > Digital Content Officer
- > Service Sales Specialist

### POST-MASTER SALARY

> **€53,479** Average Annual Salary (bonus included)

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > AMAZON
- > L'ORÉAL
- > SAINT LAURENT
- > NISSAN
- > PERNOD RICARD
- > SALESFORCE
- > HEWLETT PACKARD
- > GINI
- > PUBLICIS GROUPE
- > SCRAPEHERO

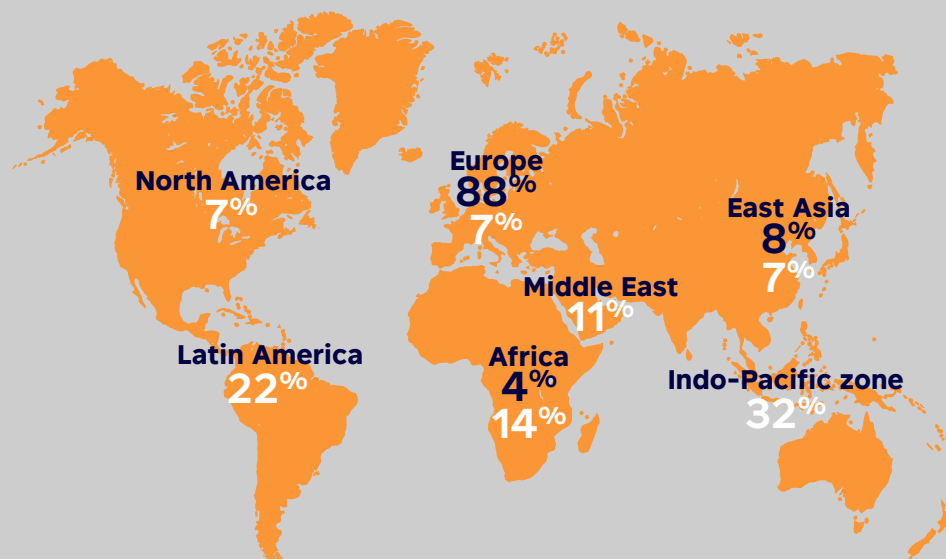
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ORIGIN OF OUR CURRENT STUDENTS



LOCATION OF OUR ALUMNI



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# MASTER IN DIGITAL MARKETING AND CRM

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



## OBJECTIVES

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

**QS Business Masters Rankings 2023:** IÉSEG is ranked 30<sup>th</sup> worldwide out of 122 programs for its Master in Digital Marketing & CRM.



## ADVANTAGES

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



## IÉSEG CAMPUS

- > LILLE



## ADMISSION REQUIREMENTS

- > Minimum: Bachelor's degree in Business, Marketing, Communications, Engineering, Computer Science, IT or similar from a recognized university with strong academic performance. Basic marketing knowledge is required (either from an academic and/or professional path).



## EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

L'ORÉAL | ORANGE | AB INBEV FRANCE | LVMH FRAGRANCE BRANDS

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



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

Dr. Nico HEUVINCK  
Academic Director,  
Professor of  
Marketing

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

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

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

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

■ **CORPORATE INVOLVEMENT IN THIS PROGRAM**

Companies are an integral part of the academic life of this specialized master. Throughout the program, students have the opportunity to meet and network with companies of all sizes on topics related to the master, such as conferences, in-class interventions, challenges or tailor-made recruitment. Partnerships may vary and new opportunities may be proposed.

Examples of previous events organized:

- Company presentation: brandstorm project presentation 2023 - L'OREAL
- Conference “Brand responsibility: what impact for the marketing team?” - ORANGE - AB INBEV FRANCE
- Company presentation and Internship opportunities: “Meet an IÉSEG alumna, discover her career path and internship opportunities for next semester” - LVMH FRAGRANCE BRANDS



André,  
Graduate - Lebanon



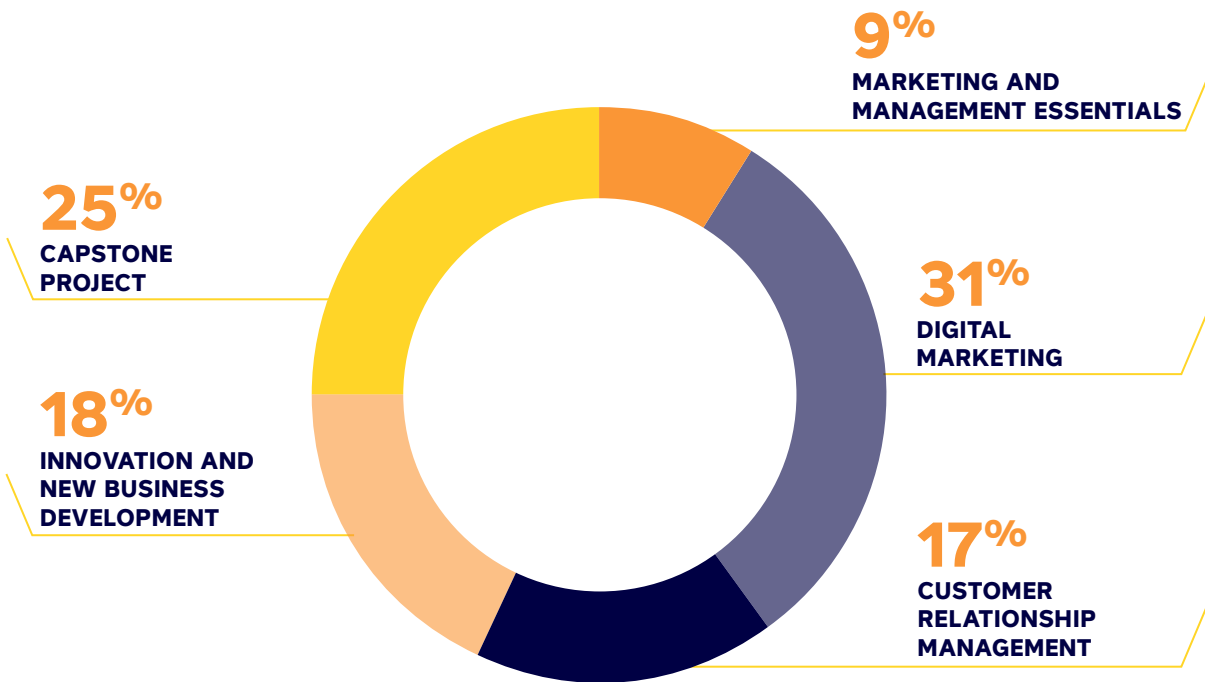
*Choosing the Master in Digital Marketing & CRM was a strategic move to differentiate myself from other profiles with similar career paths.*

*This Master helped me develop solid digital knowledge, shaped my problem-solving skills, and allowed me to grow my network with international connections thanks to the diverse pool of students.*

*During the last term, thanks to the events organized by IÉSEG's career center, I was able to land an internship at L'Oréal Group in Paris that was later transformed into a full-time opportunity as a Global Product Manager for luxury fragrance brands.*



# PROGRAM STRUCTURE



## MARKETING AND MANAGEMENT ESSENTIALS

- 9%**
- > Brand Communications
  - > Business Ethics and Sustainability
  - > Innovative Project Management
  - > Marketing Research Methods with SPSS
  - > New Trends and New Information Technologies

## DIGITAL MARKETING

- 31%**
- > Clickstream and Web Analytics
  - > Consumer Behavior in a Digital World
  - > Data Marketing – Programmatic Advertising
  - > Data Protection for (Digital) Marketers
  - > Digital Marketing Strategy
  - > Direct and Email Marketing
  - > Innovation with Consumers
  - > Marketing Performance and ROI Optimisation
  - > Mobile Marketing
  - > Omni-Channel Strategy
  - > Online Reputation Management
  - > Search Engine Marketing
  - > Social Media Marketing
  - > Website Design and Development (UX, Coding)
  - > Web Store Development and Mobile Apps

## CUSTOMER RELATIONSHIP MANAGEMENT

- 17%**
- > CRM, Loyalty and Customer Success
  - > CRM and Sales
  - > Customer Service and Complaint Management
  - > Customer Intelligence 1: Descriptive Analytics
  - > Customer Intelligence 2: Predictive Analytics
  - > CXM
  - > Data Analysis with Python
  - > E-CRM
  - > Introduction to Analytical CRM

## INNOVATION AND NEW BUSINESS DEVELOPMENT

- 18%**
- > 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 BIG DATA ANALYTICS FOR BUSINESS



## CLASS PROFILE

### ACADEMIC BACKGROUND

<b>28%</b>	Engineering	<b>14%</b>	Computer Science
<b>20%</b>	Business Administration	<b>9%</b>	Finance & Economics
<b>20%</b>	Management	<b>9%</b>	Physics & Chemistry

### AGE RANGE

<b>31%</b>	<b>&lt; 23</b>
<b>40%</b>	<b>23-27</b>
<b>29%</b>	<b>27+</b>



## CAREER OPPORTUNITIES\*

### ROLES

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

### POST-MASTER SALARY

> **€87,273** Average Annual Salary (bonus included)

## EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > AMAZON
- > DELOITTE
- > AUCHAN
- > ORANGE
- > BANCO POPULAR

## 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 BIG DATA ANALYTICS FOR BUSINESS

## DATA SCIENCE - A DRIVING FORCE FOR BUSINESS



### OBJECTIVES

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

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

**QS Business Masters Rankings 2023:** IÉSEG is ranked 1<sup>st</sup> worldwide in Class & Faculty diversity for its Master in Big Data Analytics for Business



### ADVANTAGES

- > Exposure to **leading data science methodologies** (descriptive and predictive modelling, statistical and machine learning algorithms, deep learning, text analytics, forecasting, social network analysis, optimization tools, etc.)
- > Exposure to **leading data science technologies** (Python, R, SAS, GIT, GitHub, Google Colab, Databricks, JupyterLab, Jupyter Notebooks, Hadoop, Hive, Spark, Kaggle, IBM SPSS Statistics, Tableau, Excel, etc.)
- > Exposure to **industry-based learning** through a real-life 4-month hackathon, workshops, and recruitment meetings with industry experts
- > Exposure to **cutting-edge innovations** in the field of data science, thanks to the quality of the IÉSEG research team and its marketing analysis center (ICMA)
- > Participants in this program **will receive a personal laptop** included in their tuition fees. They will receive it at the beginning of the academic year with a full software roll-out, and keep it after the end of the program to facilitate the start of their professional career
- > Participants in this program **will be introduced to the Master in Big Data Analytics for Business alumni network** through dedicated inspiration meetings with alumni and a large alumni-driven data science conference



### IÉSEG CAMPUS

- > LILLE



### ADMISSION REQUIREMENTS


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



### EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

AIR FRANCE KLM | CAPGEMINI | PALANTIR TECHNOLOGIES | SAS

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



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

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

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

The Master in Big Data Analytics for Business offers its participants a real-life consulting challenge at the beginning of the second semester. This project aims to put the competences and skills absorbed over the academic year into practice. In collaboration with a company, participants have the opportunity to solve real business problems using the various techniques and methods that they have acquired. Last academic year, the project was organized in the form of a four-month data science hackathon. Previous supporting companies are Microsoft, Graydon, Mealhero, Delaware Consulting, Oney, Cofidis, Crédit Agricole, Port of Antwerp-Bruges, The Royal Belgian Soccer Association, Enfocus, Mobly, Monabanq, Cinionic, and many others.

#### ■ CORPORATE INVOLVEMENT IN THIS PROGRAM

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

Examples of previously organized events:

- ▶ Company presentation: “Presentation of the Data Analytics activity of the Group and job opportunities” – AIR FRANCE KLM
- ▶ Company visit: “Design Thinking workshop and visit of the innovation lab” – CAPGEMINI
- ▶ In-class intervention – PALANTIR TECHNOLOGIES



Remo,  
Graduate - Switzerland

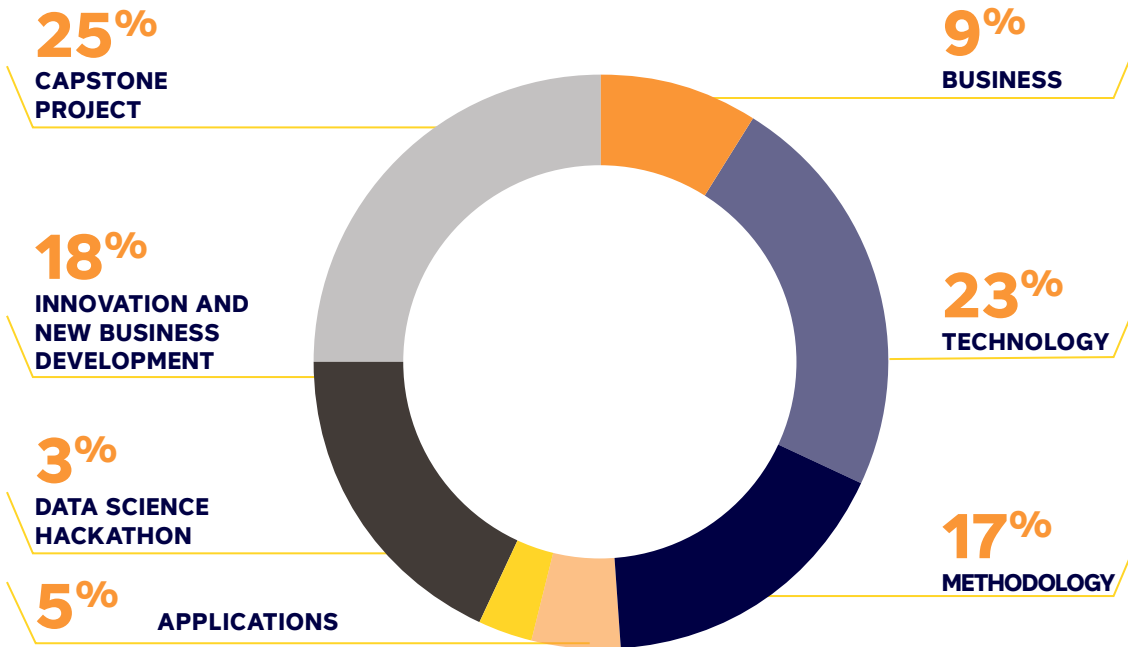
*“ Before joining IÉSEG I was working as a Quality and Environmental Manager while studying part-time to obtain my Bachelor in Business Engineering. I decided to pursue my studies at IÉSEG because I wanted to do a program related to Data Science. The skills taught in this field seemed valuable to me whatever career path I would choose. I also wanted to study in an international environment, and finally, I wanted to live in France to improve my French.*

*The fact that we had a small and international class was very valuable. This was not only the basis for interesting discussions but it also allowed everyone to get the most out of the courses.*

*I currently work as Head of Operations and I am very happy with this choice. I will probably spend the next few years in this position, helping the company reach its goals.*

*In the end, the most important to me are the connections I made with different people during my time in Lille that will hopefully last for the rest of my life.*”

# PROGRAM STRUCTURE



## BUSINESS

9%

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

## TECHNOLOGY

23%

- > Advanced Spreadsheet Analysis (MS Excel)
- > Big Data Tools
- > Business Reporting Tools (SQL & Tableau)
- > Business Analytics Tools - Commercial (SAS)
- > Business Analytics Tools - Open Source (Python)
- > Business Analytics Tools - Open Source (R)

## METHODOLOGY

17%

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

## APPLICATIONS

5%

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

## DATA SCIENCE HACKATHON

3%

- > Connected Vision Tour

## INNOVATION AND NEW BUSINESS DEVELOPMENT

18%

- > 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 and to meet professionals of the Big Data industry.

# MASTER IN BUSINESS ANALYSIS AND CONSULTING

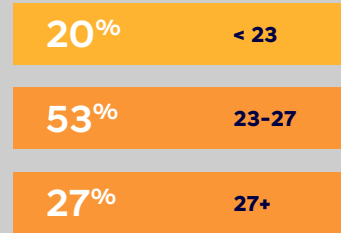


## CLASS PROFILE

### ACADEMIC BACKGROUND

- 27% Business Administration
- 27% Finance and Economics
- 27% Management
- 19% Engineering

### AGE RANGE



## CAREER OPPORTUNITIES\*

### ROLES

- > Business Analyst
- > Analyst
- > Audit Business Analyst
- > Business Consultant
- > Consultant
- > Data Analyst
- > Pricing Data Analyst
- > Process Improvement Analyst
- > Revenue Operations Analyst
- > Salesforce Consultant & Project Manager

### POST-MASTER SALARY

> **€77,687** Average Annual Salary (bonus included)

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > AMAZON
- > KPMG
- > ABBOTT LABORATORIES GMBH
- > ALLIANZ
- > BOLLORE
- > IPSOS
- > ORANGE
- > RIMOWA LVMH
- > UBER

## 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 BUSINESS ANALYSIS AND CONSULTING

## BUILD AND DEVELOP YOUR ANALYTIC SKILLS FOR CONSULTING



### OBJECTIVES

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



### ADVANTAGES

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



### IÉSEG CAMPUS

- > PARIS-LA DÉFENSE



### ADMISSION REQUIREMENTS

- > Minimum: Bachelor's degree in a Business-related field or Engineering (2 years of relevant professional experience are an asset) or Master's degree in a Business-related field or Engineering, with strong academic performance.



### EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

SOPRA STERIA | DXC TECHNOLOGY | VIATYS / GROUPE SQUARE | SAEGUS

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



*“A challenging program to prepare you for a future of challenging career opportunities.”*

**Dr. Antonio Paco GIULIANI**  
Academic Director,  
Professor of Entrepreneurship

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

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

**■ PARTNERSHIP**

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

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



**Laurène,  
Graduate - France**

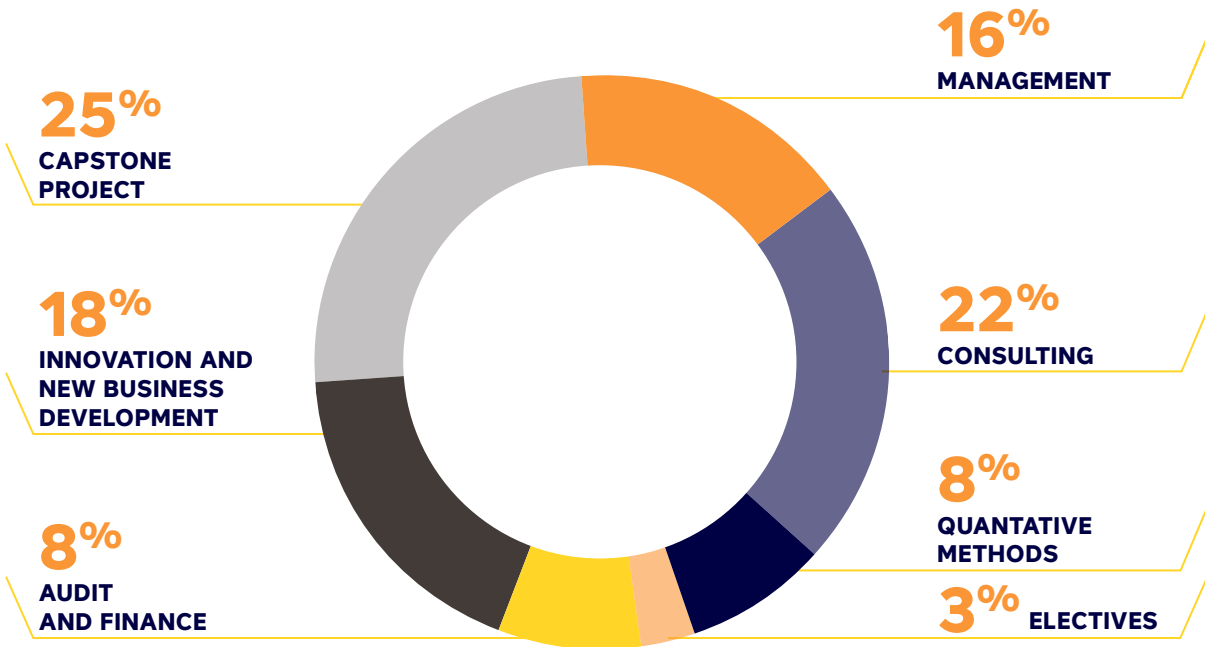


*Before joining the Master in Business Analysis and Consulting at IÉSEG, I worked for 4 years in the luxury hotel industry in Brussels. Then I decided to change career paths. I chose IÉSEG in particular for the content of its Master in Business Analysis and Consulting, which I felt was highly relevant, and for its reputation in France and internationally. I particularly appreciated the supervision we received during the course and the excellent quality of the course content taught by renowned professors. The mutual support between students was a great help to me.*

*Today, I’m a cybersecurity consultant at Wavestone Belgium, where I’m thriving and looking forward to progressing to a senior role. The Master in Business Analysis and Consulting provides essential knowledge for the current context and for the future, requiring a lot of hard work, but it’s well worth it. It’s been an unforgettable year for me!*



# PROGRAM STRUCTURE



## MANAGEMENT

16%

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

## CONSULTING

22%

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

## QUANTITATIVE METHODS

8%

- > Benchmarking and Performance Analysis
- > Statistics for Consulting

## ELECTIVES

3%

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

## AUDIT AND FINANCE

8%

- > Financial Reporting and Analysis
- > Management Accounting
- > Management Control and Decision Making

## INNOVATION AND NEW BUSINESS DEVELOPMENT

18%

- > 2 courses to be chosen among : 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.



## CONTEXT AND MARKET

<b>\$4.34 million</b>	<b>\$2.1 trillion</b>	<b>10.5 trillion</b>	<b>3,432,476</b>
<b>AVERAGE COST OF A DATA BREACH FOR AN ORGANIZATION 2022</b>	<b>CYBERSECURITY GLOBAL COST TO THE ECONOMY IN 2019</b>	<b>EXPECTED GLOBAL COST BY 2025</b>	<b>2022 GLOBAL CYBERSECURITY WORKFORCE GAP</b>
<i>Source: IBM Security Cost of a Data Breach Report 2022</i>	<i>Source: Juniper Research</i>	<i>Source: Cybersecurity Ventures</i>	<i>Source: Source: (ISC)2 Cybersecurity Workforce Study 2021</i>

Since 2021, a ransomware attack has occurred every 11 seconds. Increased cloud adoption and the advent of 5G networks create significantly increased vulnerability. New technologies such as the Internet of Things (IOT) are creating new targets as more devices are connected. Additionally, work-from-home policies have resulted in greater exposure to risk as employees have shifted to working on personal devices on home networks that are often shared with family members. Meanwhile, hackers are using artificial intelligence and machine learning to trigger automated attacks.

As cyber threats increase, organizations need business-oriented specialists with cybersecurity knowledge. Cyber risk goes beyond IT to incorporate legal issues, financial risk modeling, organizational behavior, and executive leadership. Cyber risk management combines the technical aspects of identifying threats, vulnerabilities, and exploits with the business aspects of setting board-level objectives, implementing enterprise risk management strategies, and demonstrating strong organizational leadership.



## CLASS PROFILE

Technical skills are not the most important skills sought in today's market. In fact, employers indicate that skills such as problem solving (38%) and communication (32%) are as important as cybersecurity certifications (32%) and relevant cybersecurity experience (31%). This is because security roles are not solely technical today, but involve analysis, oversight, management, and governance – the types of skills that students develop in business schools. In fact, many cybersecurity roles don't require a strong technical background. Candidates do not need to have technical skills – as we will provide students with the foundational technology competences needed to build their knowledge of cybersecurity – and may just have an academic background in fields like:

- > General Business
- > Auditing
- > Risk Management
- > Regulatory Compliance
- > Human Resources/Human Capital Management
- > Law
- > Criminal Justice/Law Enforcement

In addition, Cybersecurity today is now a field with great diversity. Women represent 32% of cybersecurity specialists under the age of 30 and 49% are ethnic minorities. Half of all cybersecurity professionals under 30 come from non-IT backgrounds.



## CAREER OPPORTUNITIES\*

### ROLES

- > Cyber Incident Responder
- > Threat Analyst
- > Cyber Forensics Expert
- > Information Assurance Analyst
- > Cybercrime Investigator
- > Cyber Legal Advisor
- > IT Auditor
- > Cyber Ops Manager
- > Cybersecurity Specialist



**NEW!**

# MASTER IN CYBERSECURITY MANAGEMENT

**PROTECT YOUR ORGANIZATION BY BECOMING A LEADER IN  
THE EXCITING WORLD OF CYBERSECURITY**



## OBJECTIVES

**The Master in Cybersecurity Management is for participants who wish to master the technical and business knowledge, as well as the skills to manage organizational cyber risk. Interactive lessons by academic and industry experts provide fundamental technical knowledge in addition to managerial and leadership skills. Program participants will have the opportunity to earn two industry-recognized certifications to demonstrate their expertise.**

The Master in Cybersecurity Management offers both the non-technical business manager and the technical cybersecurity or IT manager the foundational knowledge to identify and manage organizational cybersecurity risk. This master delivers up-to-date knowledge for organizational leaders to excel in the governance and management of their IT risk, security, and compliance responsibilities.

The program views cybersecurity as a challenge that spans across an entire enterprise, affecting technical, organizational, and governance aspects. Our interdisciplinary program ensures that participants, even those without a technical background, gain the essential technical knowledge to be fully operational.



## ADVANTAGES

- > **No need to have a technology background to enroll.** You will learn the foundational technical skills to understand the nature of cyberthreats and how to defend against them.
- > **Develop the knowledge, skills and abilities (KSAs) to embark on a technical, analytics, or managerial focused career in cybersecurity.** Regardless of your background and interests, this program will prepare you to steer your career in the direction you want.
- > **Earn industry-recognized certifications to set you apart from the crowd.** Each participant will have the opportunity to earn two CompTIA certifications as part of the program.

## IÉSEG CAMPUS

- > LILLE



## ADMISSION REQUIREMENTS

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

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



*“Combining foundational technology skills with risk assessment, legal, and management knowledge, this program prepares participants to protect their organizations from the myriad of risks that exist today and to anticipate the risks of tomorrow.”*

Dr. Jennifer L. ZIEGELMAYER  
Academic Director,  
Associate Professor of  
Information Systems

■ **ZOOM ON...  
SECURITY PRACTITIONERS COLLOQUIUM**

Cybersecurity is a vast and fast-paced field. To ensure that participants are exposed to the bleeding-edge issues facing practitioners, the program incorporates a Security Practitioners Colloquium.

During each session, we invite a cybersecurity practitioner to address a specific topic, including industry-specific challenges, emerging risks, and technological innovations that are shaping the industry. These sessions allow participants to connect the knowledge learned in class with the reality of the cybersecurity landscape. It is also a great opportunity for them to interact with professionals in the field and get their invaluable insights. Additionally, students attend the FIC (International Cybersecurity Forum), where they can participate in workshops, meet vendors, and network with potential employers.

■ **PARTNERSHIP**

**Courses will include training material created by CISCO, a global leader in networking, through our partnership with the CISCO Networking Academy.**

**Additionally, the curriculum will prepare students to earn industry-recognized certifications through our partnership with CompTIA, the leading vendor-neutral IT certifying body.** All participants will take the CompTIA Security+ exam and may take a second exam based on their preferred area of focus.

Certifications have great value in the job market and are prerequisite for some positions. IÉSEG students will gain a competitive edge by earning these industry-recognized professional certifications.



Seif,  
Grande École Program  
Graduate - France

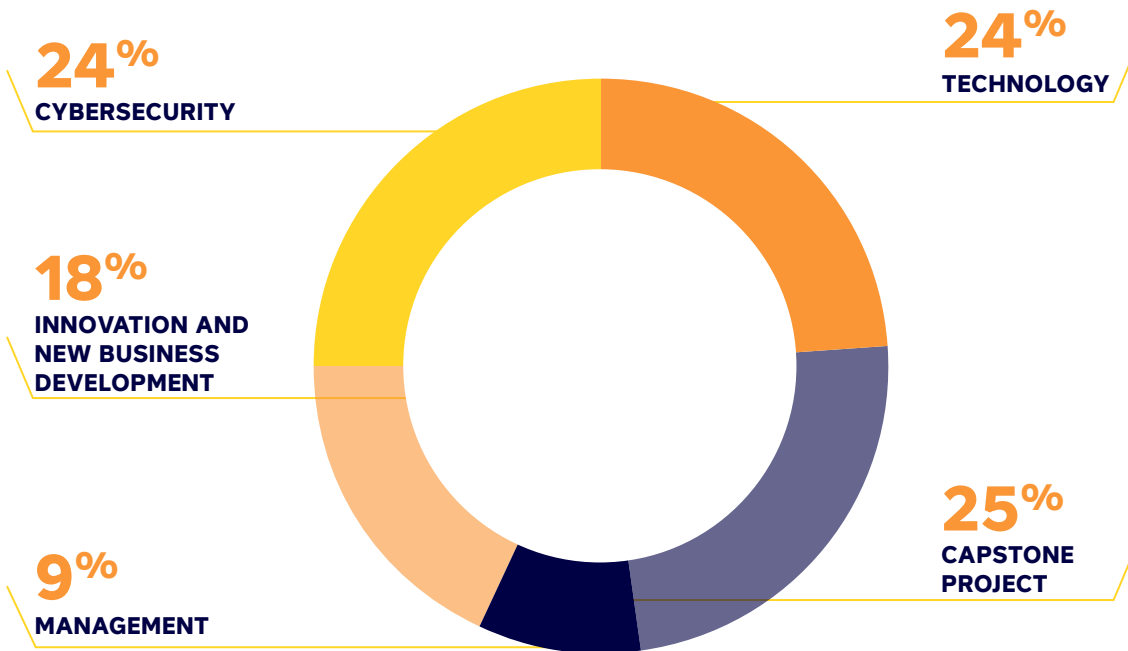
“

*I work in the cybersecurity field as an operational technology consultant in the industrial sector. Part of my job is accompanying said companies and providing them with the necessary and relevant security expertise. This includes technology integration, risk management, cybersecurity strategy, project governance, compliance with governmental regulations, etc. The list is non exhaustive because cybersecurity has become intertwined with our daily lives. Society is becoming increasingly digital by the minute and that has created a data and information driven world impacting almost all areas of it.*

*My job gives me the opportunity to be part of such change and has so far been filled with exciting challenges. I am learning every day and building on the wonderful experience I had at IÉSEG. The city is a mirror of the campus: vibrant, youthful, and friendly. It is a stunningly unique experience and one that I could not recommend enough.*

”

# PROGRAM STRUCTURE



## TECHNOLOGY

24%

- › Data Management Foundations
- › IT Infrastructure Foundations
- › Linux Foundations
- › Network Foundations
- › Programming Foundations

## CYBERSECURITY

24%

- › Current Issues in Cybersecurity
- › Cybersecurity Foundations
- › Governance & Compliance
- › Incident Response and Digital Forensics
- › Pen Testing
- › Risk Management
- › Security and Technical Controls
- › Security Practitioners Colloquium

## MANAGEMENT

9%

- › Cyber Law
- › Decision Analysis under Uncertainty
- › Positive Leadership

## 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 and to meet professionals of the Cybersecurity industry.

# MASTER IN MANAGEMENT FOR SUSTAINABILITY



## CLASS PROFILE

### ACADEMIC BACKGROUND

<b>31%</b>	Finance & Economics	<b>13%</b>	Management
<b>19%</b>	Law	<b>12%</b>	Engineering
<b>19%</b>	Business Administration	<b>6%</b>	Languages

### AGE RANGE

<b>19%</b>	<b>&lt; 23</b>
<b>56%</b>	<b>23-27</b>
<b>25%</b>	<b>27+</b>



## 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/](http://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.

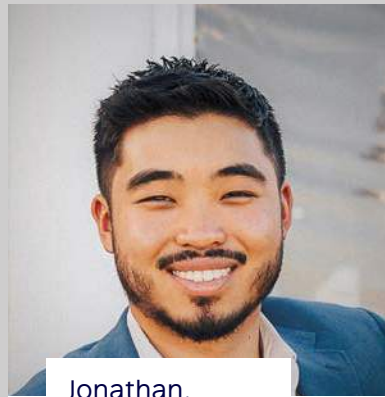
For more information: [icor.ieseg.fr](http://icor.ieseg.fr) / [irisk.ieseg.fr](http://irisk.ieseg.fr)

■ **ZOOM ON... SUSTAINABILITY AT IÉSEG**

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

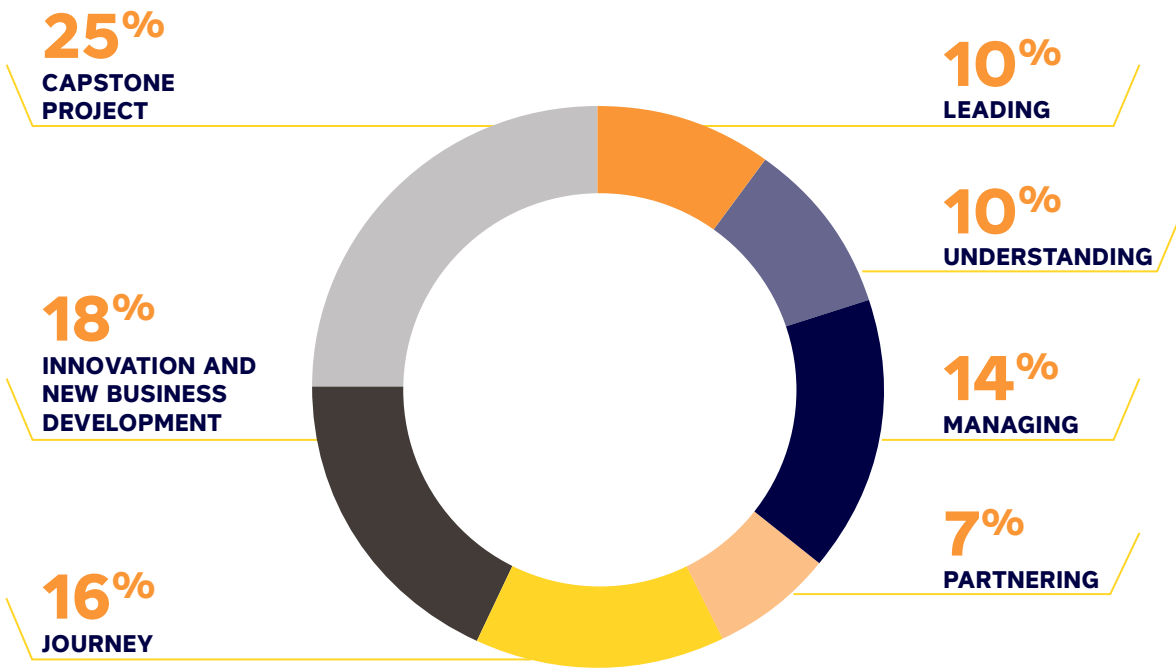
*It is delivered by excellent professors who are very engaged, engaging and really care about your learning experience.*

*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.

# MASTER IN ENTREPRENEURSHIP AND INNOVATION



## CLASS PROFILE

### ACADEMIC BACKGROUND

40%	Engineering
20%	Business Administration
20%	Fashion, Design & Arts
20%	Management

### AGE RANGE

80% 23-27

20% 27+



## CAREER OPPORTUNITIES

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

Options:

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



## A DOUBLE DEGREE WITH LOUGHBOROUGH UNIVERSITY LONDON

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

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



### WHY CHOOSE THIS DOUBLE DEGREE?

- Gain a comprehensive understanding of the entrepreneurial mindset and its practical application.
- Evaluate the key factors influencing the success of new ventures, providing a solid foundation for entrepreneurial endeavors.
- Delve into the drivers of the innovation process within organizations or entrepreneurial ventures.
- Engage in real-world problem solving to develop practical skills for dynamic business environments.
- Benefit from the combined expertise and resources of two prestigious management institutions.
- Access vibrant entrepreneurial ecosystems and diverse professional networks in Paris and London.
- Build valuable connections with peers, alumni, and professionals for future collaborations.
- Develop critical thinking, reflection, and problem-solving abilities that are crucial to entrepreneurship professionals.



# MASTER IN ENTREPRENEURSHIP AND INNOVATION

## DEVELOP YOUR ENTREPRENEURIAL SPIRIT!



### OBJECTIVES

**The Master in Entrepreneurship and Innovation cultivates a deep understanding and reflection on the significance of an entrepreneurial mindset for individuals and organizations.**

It fosters critical-thinking abilities to assess the factors influencing the success of new venture creation and the innovation journey. Moreover, the program equips students with the necessary tools to evaluate the viability of new and sustainable business ideas.

Through action-based learning, students gain insights into the intricate nature of entrepreneurship and innovation. They analyze challenges, seeking effective solutions. The program provides hands-on experience in the unique decision-making process of entrepreneurship, while also developing advanced networking and teamwork skills to thrive in a dynamic business landscape.



### ADVANTAGES

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



### CAMPUSES

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



### ADMISSION REQUIREMENTS\*

- > Minimum: Minimum: A 4-year Bachelor or Master's degree in any field from a recognized university with strong academic performance.




### EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

CAPGEMINI | CAPSA | BEBE FOODIE | KARAFUN GROUP | LINK MOBILITY

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

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



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

Dr. Tiago RATINHO - IÉSEG School of Management  
Prof. Gerhard Schnyder - Loughborough University London  
Academic Directors

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



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

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

Following the reciprocal recognition of the respective term of courses (1<sup>st</sup> and 2<sup>nd</sup>) and the approval of the joint supervision of the 3<sup>rd</sup> term project, students shall receive the appropriate Master in Entrepreneurship and Innovation degree from Loughborough University and the equivalent from IÉSEG.

## ■ INCUBATOR PROGRAMS

### Loughborough University London

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

- ▶ Hackathons and commercial challenge competitions to solve some of the grand challenges in our world
- ▶ Business Coaching from Loughborough University Enterprise Network staff
- ▶ A pre-accelerator program for early-stage start-ups (Startup London)
- ▶ The university incubator program ‘The Studio’

### IÉSEG

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

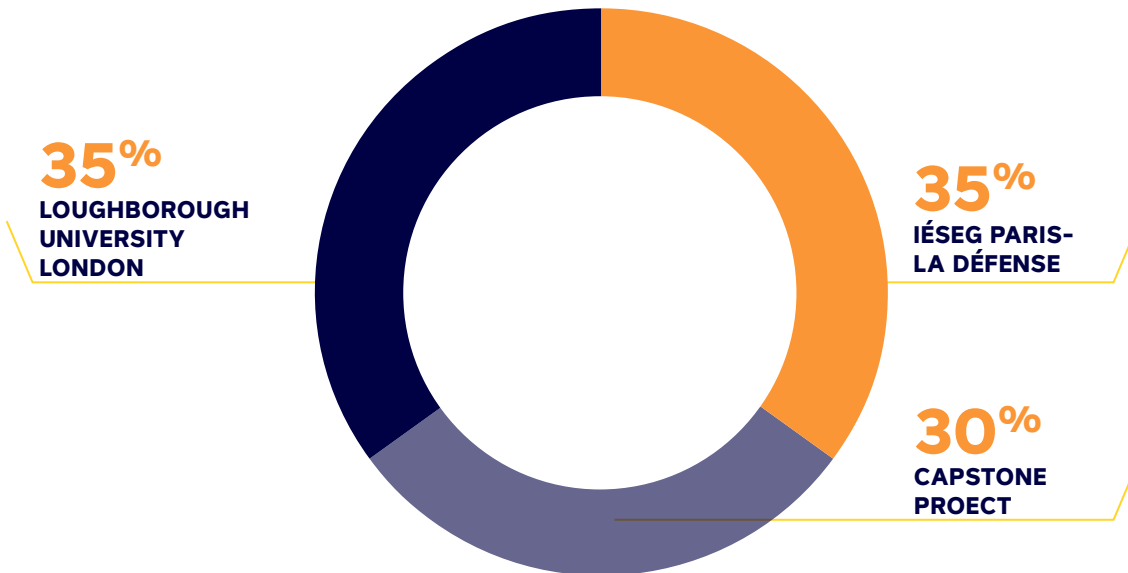
Additionally, there is a 12-month program for those who already have an operating company, as well as an option for those who wish to scale up their venture.

Since the beginning of its operation, IÉSEG’s incubator has supported 92 start-ups, which collectively raised over 3.5 M.EUR.

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

Jacques ANGOT,  
Director of the IÉSEG Incubator

# PROGRAM STRUCTURE\*



## IÉSEG PARIS-LA DÉFENSE

**35%**

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

## LOUGHBOROUGH UNIVERSITY LONDON

**35%**

- > Corporate Finance
- > Digital Technologies for Market Analysis
- > Family Businesses
- > Foundations in Digital Finance
- > Intellectual Property
- > Managing Sustainability
- > New Venture Creation

## CAPSTONE PROJECT

**30%**

- > 4-to 6-month internship or work experience anywhere in the world. Alternatively, students can opt for a consulting project or desk-based research.

\*Module titles are subject to change.

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



# ADMISSION PROCESS

Admission starts with a complete online application at [candidate.ieseg.fr](https://candidate.ieseg.fr), including all required supporting documents and a motivation video recording. A rolling admission is offered to qualified candidates starting in October 2023.

## ■ APPLICATION PROCESS

### Application checklist for all the Specialized Master programs

- Online application form
- Recent CV/Resume
- English proficiency test for non-native speakers: IELTS 6.5, TOEFL IBT 85, TOEIC 4 skills 850, Duolingo 115, Cambridge Exam B2  
*Native English speakers or candidates who have had two years of courses taught in English are exempt.*
- Transcripts and diploma in English (if applicable)
- GMAT/GRE is a plus (yet not mandatory)
- Copy of passport
- €100 application fee

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

### Application Deadlines

#### January 2024 intake (Master in International Business in Lille only):

- November 15<sup>th</sup>, 2023 for all candidates
- Early bird deadline: October 15<sup>th</sup>, 2023

#### September 2024 intake

- June 1<sup>st</sup>, 2024 for all candidates
- Early bird deadline: February 1<sup>st</sup>, 2024



## TUITION FEES AND SCHOLARSHIPS

IESEG offers a large number of scholarships in the form of tuition fee waivers that can be combined up to €7,000 for students who meet the various criteria.

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

### ■ TUITION FEES (2024-2025)

- > €17,900 for all Specialized Master programs except for the Master in Big Data Analytics for Business and the Master in Fashion Management for which the tuition fees are €19,400 (for the Master in Big Data Analytics for Business, the extra cost covers the provision of a personal laptop with a full software roll-out and the organization of a dedicated hackathon. For the Master in Fashion Management, it covers the company visits and the Marangoni partnership (learning trip not included).
- > €8,450 for IESEG; and £9,058\* for Loughborough University London for the Master in Entrepreneurship and Innovation (Double Degree)

\*Tuition fees are subject to change.

### ■ SCHOLARSHIPS

#### Partner Scholarship

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

#### GMAT/GRE Scholarship

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

#### Early Bird Scholarship

€1000 tuition fee reduction if you apply before February 1<sup>st</sup>, 2024 (or before October 15<sup>th</sup>, 2023 for the Master in International Business, January intake).

#### Merit-Based Scholarship

Between €500 and €4500 tuition fee reduction, based on the applicant's overall portfolio of academic performance, rigor, motivation, extra-curricular activities and/or professional expertise.

These scholarships can be combined up to €7,000 for students who meet the various criteria.

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

## ■ AMBASSADOR PLATFORM

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

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

## SOCIAL MEDIA



IÉSEG School of Management /  
Study at IÉSEG



ieseg\_school



IÉSEG School of Management



IÉSEG School of Management



@IESEG / @StudyatIESEG



@IESEG

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EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY