



Master in Management
Ranking 2014



IÉSEG SCHOOL OF MANAGEMENT



Contents

Where Life and Learning Begin	3
Key Facts	4
A Focus on Excellence and International Recognition	5
A truly International Experience	6
Our Global Network	7
Grande École: a Comprehensive 5-Year Program	08/09
International Portfolio of Programs	10
Bachelor in International Business	10
MSc in International Business	11
MSc in Fashion Management	11
MSc in Business Analysis & Consulting	12
MSc in Accounting, Audit & Control	12
MSc in Finance	13
MSc in Banking & Capital Markets	13
MSc in Digital Marketing & CRM	14
MSc in Big Data Analytics for Business	14
MSc in Negotiation for Organizations	15
International MBA	16
Executive MBA	17
Executive Education	17
Boost Your Career	18/19
Give an International Twist to your Academic Life	20
Coming to IÉSEG as an International Student	21
Life at IÉSEG	22
One School, Two Campuses	23



Where Life and Learning Begin

Dean's Message

“ Here at IÉSEG our objective is simple. We are here to ensure our students become talented, dynamic and above all, successful individuals – people who will continue to make a difference across a diverse range of global business markets.

Our origins date back to 1964, and since then IÉSEG has received the prestigious accolade of becoming a *Grande École*, one of the most respected and academically rigorous types of higher education institutions in the world. We have also achieved the ranking of a top 10 French Business School. By obtaining EQUIS accreditation in 2012, and AACSB accreditation in 2013, our School is now part of a select group of institutions who have been recognized for having the highest standards of international management education. Only 1% of Business Schools worldwide have obtained this honor.

The IÉSEG culture was born out of a passion for progress and ability. We focus on identifying each student's true potential. We are proud of our approach to business education and its ability to instill the key values of respect, tolerance and responsibility. These abilities have been at the heart of our school since the very beginning.

With the high quality of our faculty, the academic excellence of our programs, and the many possibilities for exchanges and internships, studying at IÉSEG provides the tools necessary for a successful career.

Make the change and challenge yourself. Get ready to live and learn at IÉSEG!

”

IÉSEG is a member of:



Dr Jean-Philippe AMMEUX
Dean, IÉSEG School of Management

Key Facts

2 International Accreditations

After receiving **EQUIS** accreditation in early 2012, IÉSEG was also awarded the prestigious **AACSB** accreditation in 2013.

3800 STUDENTS, Including 1300 International Ones on the Lille and Paris Campuses

IÉSEG has welcomed international students for many years and those figures are constantly growing thanks to our strong commitment to the internationalization of the School.

Corporate Connections with 2500 Companies

IÉSEG closely cooperates with a broad array of companies worldwide. Students benefit from the interaction of both highly knowledgeable faculty and respected representatives from the business world.

223 partner universities in 58 countries

IÉSEG benefits from an extensive international network of highly ranked institutions allowing for many exchanged opportunities and a wide variety of Double-Degree programs.

83% International Faculty

IÉSEG's diverse academic staff reflects the high standards and international focus of the School.

96% of the permanent academic staff holds a PhD

Our professors conduct award-winning research and publish in many high-yield international scientific journals.

They constantly develop innovative teaching methods ensuring that the courses adapt to the needs of the constantly changing business world.



A Focus on **Excellence** and **International Recognition**

The entire Institution is committed to academic quality and providing students with the support they need to succeed.

Grande École: a Tradition of Excellence

As a French *Grande École* and member of the *Conférence des Grandes Écoles*, IÉSEG is part of the most prestigious higher education institutions in the country.

Recognized as being highly selective in their admission process, providing high quality education and maintaining close ties with the corporate world, *Grandes Écoles* are ranked as top Management Schools and their alumni are highly valued by companies. More than 60% of the managing directors and chief executives of France's top 100 largest firms graduated from a *Grande École*.

Among this network of elite institutions, IÉSEG is one of the few Business Schools to have received the highest level of recognition by the French Ministry of Higher Education.

International Accreditations & Rankings

IÉSEG is part of the 1% of elite Business Schools worldwide that have achieved double accreditation: EQUIS and AACSB.

The School is ranked for a second time in the 2014 Financial Times' Master in Management category at 21st overall and 7th among French business schools (2013 ranking: 24th).



Master in Management
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Top-Level Research

IÉSEG Research Center enjoys a unique association with CNRS, Europe's largest scientific research organization, and the rankings repeatedly confirm that IÉSEG is among the best institutions. The School is ranked 2nd for Research and 6th for Academic Excellence among the *Grandes Écoles* (EducPro / L'Étudiant, 2013).

Our professors conduct award-winning research and are published in the leading scientific journals. Their collaborative research is concentrated in the following key programs: Economics, Corporate Finance, Market Finance, Marketing, Information Systems Management, Negotiations, Operations Management, Quantitative Methods and Strategy.

IÉSEG also has two research clusters in Organizational Responsibility (ICOR) and Negotiation (ICON).



International Faculty



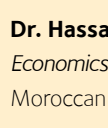
Dr. Antonio GIANGRECO
Human Resources Management
Italian



Dr. Yulia TITOVA
Finance
Russian



Dr. Loïc PLÉ,
Strategy & Organization
French



Dr. Hassan EL ASRAOUI
Economics
Moroccan



Dr. Chavi CHEN
Management
Taiwanese



Dr. Mikayel VARDANYAN
Economics
Armenian



Dr. Anna CANATO
Management
Italian

A Truly **International Experience**

IESEG is a truly multicultural School with nearly 30% of our students coming from outside of France. IESEG has faculty from 32 different countries; a network of 223 partner universities in 58 countries; and programs entirely taught in English. We are proud to have created a multicultural setting which contributes to the quality of our education and our research. We are dedicated to strengthening this focus in the years to come.

Live in France, Study in English!

As an IESEG student, you will become part of an international community of future business leaders.

Each year we welcome approximately 1300 international students, representing more than 70 nationalities, and more than 80% of IESEG students spend at least one semester exchange abroad, adding an international dimension to their studies.

All of our programs are taught in English. French language lessons are offered from beginner to advanced levels.

An International Faculty

IESEG has developed its international dimension not only through its international student body, but also through its international teaching faculty: 83% of the School's permanent academic staff comes from a non-French background and 96% of them hold of PhD from prestigious universities.

Each year we welcome more than 80 visiting professors from partner and non-partner universities worldwide, who share their expertise, perspectives, and insights on current trends in their fields.

Contact
Pascal AMEYE
Partnerships Development
international-partners@ieseg.fr



Our Global Network

IESEG's international network reflects our commitment to internationalization. We have developed strong relationships with an ever-growing network of top partner Business Schools and Universities over the years. The School offers a wide variety of possibilities for combining studies on campus with an academic experience at one of our partner universities abroad through exchange programs and Double-Degree opportunities at Bachelor and Master levels.

223 Partner Universities in 58 Countries

Argentina

Pontificia Universidad Católica Argentina Buenos Aires ●
Universidad Argentina de la Empresa - Buenos Aires
Universidad Católica de Córdoba
Universidad Nacional del Sur - Bahía Blanca

Australia

Australian Catholic University - Brisbane
La Trobe University - Melbourne ●
Queensland University of Technology - Brisbane ● ● ●
RMIT University - Melbourne
University of Newcastle
University of Queensland - Brisbane ● ● ●
University of Wollongong
Victoria University - Melbourne ●

Austria

Innsbruck University School of Management
Management Center Innsbruck

Azerbaijan

ADA University - Baku ●

Belgium

ICHEC Brussels Management School ●
KULeuven Campus Kortrijk (KULAK)
UA Universiteit Antwerpen ● ● ●

Brazil

ESPM - Porto Alegre - Rio de Janeiro - Sao Paulo
INSPER - Sao Paulo ● ●
Pontificia Universidade Católica de Minas Gerais - Belo Horizonte
Pontificia Universidade Católica do Paraná - Curitiba
The Coppead Graduate School of Business - Rio de Janeiro ●
Universidade de Sao Paulo - Campus Ribeirão Preto
Universidade de Sao Paulo - Campus Sao Paulo ●

Cameroon

Université Catholique d'Afrique Centrale Yaoundé

Canada

Brock University - St. Catharines ●
Concordia University - Montreal ●
Dalhousie University - Halifax ●
McGill University - Montreal ●
McMaster University - Hamilton ●
Ryerson University - Toronto ●
Saint Francis Xavier University - Antigonish
Université de Sherbrooke
Université du Québec à Montréal (UQAM)
Université du Québec à Rimouski (UQAR)
Université Laval - Québec ● ● ●
University of Alberta - Edmonton ●
York University - Toronto ● ● ●

Chile

Pontificia Universidad Católica de Chile - Santiago ● ● ●
Universidad Andres Bello - Santiago
Universidad del Desarrollo - Santiago ●
Universidad Mayor - Santiago
Universidad Técnica Federico Santa María Valparaíso ●

China

Central University of Finance and Economics (CAFE) - Beijing ●
Chinese University of Hong Kong ●
Hong Kong Baptist University ● ● ●

Hong Kong Polytechnic University ● ● ●
Hong Kong University of Science and Technology ●
Nanjing University
Nanjing University of Aeronautics and Astronautics
Nankai University - Tianjin
Renmin University of China - Beijing ● ●
Shanghai Advanced Institute of Finance - Shanghai ● ● ●
Shanghai Jiao Tong University
Shanghai International Studies University
Tianjin University
Tongji University School of Economics and Management - Shanghai ● ● ●
United International College - Zhuhai
University of Hong Kong ● ● ●
University of Macau
University of Science and Technology of China - Hefei
Wuhan University ●

Colombia

Colegio de Estudios Superiores de Administración (CESA) - Bogotá
Universidad del Rosario - Bogotá
Universidad Externado de Colombia - Bogotá

Croatia

University of Zagreb ●

Cyprus

University of Cyprus - Nicosia
Cyprus International Institute of Management - Nicosia ●

Czech Republic

Charles University - Prague
Masaryk University - Brno

Denmark

Copenhagen Business School ● ● ●

Estonia

Estonian Business School - Tallinn

Finland

HAAGA-HELIA University of Applied Sciences - Helsinki
JAMK University of Applied Sciences - Jyväskylä ●
University of Oulu ●
University of Vaasa ●

Germany

EBS Universität für Wirtschaft und Recht Oestrich-Winkel ●
Georg August Universität Göttingen
HHL - Leipzig Graduate School of Management ●
Ludwig-Maximilians-Universität - München
Pforzheim University ●
RWTH - Aachen ●

Ghana

Ghana Institute of Management And Public Administration - Accra ●

Greece

Athens University of Economics and Business ●

Hungary

Corvinus University - Budapest ●

Iceland

Reykjavik University ● ●

India

Birla Institute of Management Technology - Greater Noida
Bishop Heber College - Tiruchirappalli
Christ University - Bangalore
HR College of Commerce & Economics - Mumbai
Indian Institute of Foreign Trade - New Delhi
Indian Institute of Management - Ahmedabad ●

Indian Institute of Management - Bangalore ●
Indian Institute of Management - Calcutta ●
Indian Institute of Management - Indore
Indian Institute of Management Kozhikode ●
Indian Institute of Management - Raipur
Institute of Management Technology - Ghaziabad
Loyola College - Chennai
Loyola Institute of Business Administration - Chennai
Narsee Monjee Institute of Management Studies - Mumbai
S.P. Jain Institute of Management and Research - Mumbai ●
Saint Joseph's College of Commerce - Bangalore
St Xavier's College - Mumbai
Stella Maris College - Chennai
Symbiosis Center of Management Studies - Pune
Welingkar Institute of Management - Mumbai
Xavier Labour Relations Institute - Jamshedpur

Indonesia

BINUS University
Universitas Siswa Bangsa Internasional - Jakarta

Italy

LUIS Guido Carli University - Roma
Università Bocconi - Milano ● ● ● ● ●
Università Carlo Cattaneo LIUC - Castellanza
Università Cattolica del Sacro Cuore Milano
Università degli Studi di Bergamo
Università degli Studi di Padova

Ivory Coast

Institut Universitaire d'Abidjan ●

Japan

Nagoya University of Commerce and Business ● ● ●
Rikkyo University - Tokyo
Sophia University - Tokyo

Kazakhstan

Almaty Management University - Almaty ●
KIMEP Kazakhstan Institute of Management, Economics and Strategic Research - Almaty

Lithuania

ISM University of Management and Economics - Vilnius/Kaunas
Vilniaus Gedimino Technikos Universitetas Vilnius

Madagascar

Université ACEEM Manakambahiny - Antananarivo

Malaysia

University Teknologi Mara - Shah Alam

Mexico

ITESM
ITESO - Guadalajara
UDEM - Monterrey
Universidad de La Salle Bajío - Leon
Universidad Iberoamericana - Mexico City
Universidad La Salle - Mexico City

Morocco

Ecole Nationale de Commerce et Gestion Casablanca
HEM - Casablanca
Institut Supérieur de Commerce et d'Administration des Entreprises - Casablanca

Netherlands

University of Groningen ●
VU University Amsterdam

Nigeria

Lagos Business School ●

Norway

BI Norwegian Business School - Oslo ● ● ●

Pakistan

Indus University - Karachi
Lahore University of Management Sciences
Superior University - Lahore

Peru

CENTRUM Católica Graduate Business School - Lima ● ● ● ● ●
ESAN - Lima ● ● ●
Universidad del Pacífico - Lima ● ● ●
Universidad San Ignacio de Loyola - Lima

Philippines

Ateneo de Manila University
De La Salle University - Manila

Poland

Kozminski University - Warsaw ● ● ● ● ●
Poznan University of Economics ● ● ●
Warsaw University Faculty of Management ●

Portugal

Universidade Católica Lisboa ● ● ● ● ●
Universidade do Porto

Russia

IBS - Plekhanov - Moscow
Lomonosov Moscow State University
Business School ●

Senegal

Groupe IAM - Dakar
Groupe ISM - Dakar

Singapore

S.P. Jain Center of Management - Dubai
Singapore - Sydney ●

Slovakia

University of Economics in Bratislava

Slovenia

University of Ljubljana ● ●

South Africa

University of Stellenbosch Business School - Bellville ● ● ● ● ●
University of the Witwatersrand - Johannesburg ●

South Korea

Ajou University - Suwon
Ewha Womans University - Seoul ●
Hanyang University - Seoul ●
Konkuk University - Seoul ●
Korea University - Seoul ● ● ● ● ●
Kyung Hee University - Seoul ●
Sogang University - Seoul ●
Sungkyunkwan University - Seoul ●
Yonsei University - Seoul ● ● ● ● ●

Spain

IQS School of Management - Barcelona ●
La Salle Universidad Ramon Llull - Barcelona
Universidad CEU San Pablo - Madrid
Universidad Complutense Madrid
Universidad de Oviedo
Universidad Loyola Andalucía - Cordoba
Universidad Politécnica de Valencia

Sweden

Lund University School of Economics and Management ●
Stockholm Business School

Switzerland

ZHAW - School of Management and Law - Zurich

Taiwan

Fu Jen Catholic University - Taipei ●
National Chengchi University - Taipei ● ● ●
National Taiwan University - Taipei ●
Soochow University - Taipei
Yuan Ze University - Taoyuan ●

Thailand

Assumption University - Bangkok
Chulalongkorn Business School - Bangkok
Chulalongkorn University EBA - Bangkok
College of Management Mahidol University - Bangkok ●

Turkey

Bilkent University - Ankara ●
Hacettepe University - Ankara
Koç University - Istanbul ● ● ●
Ozyegin University - Istanbul

United Arab Emirates

Institute of Management Technology - Dubai

United Kingdom

Lancaster University Management School ● ● ● ● ●
London Metropolitan University
Manchester Business School ● ● ● ● ●
Nottingham Trent University ●
University of Glasgow ● ● ● ● ●
University of Nottingham ● ● ● ● ●

United States of America

Arizona State University - Tempe AZ ●
Canisius College - Buffalo NY ●
Chaminade University - Honolulu HI
Clarion University of Pennsylvania - Clarion PA ●
Clemson University - SC Double Degree MIB ●
Cornell University - Ithaca NY ●
Fairleigh Dickinson University - Teaneck NJ ●
Juniata College - Huntingdon PA
North Carolina State University - Raleigh NC ●
Rowan University - Glassboro NJ ●
Santa Clara University - CA ●
Syracuse University - NY ●
Union College - Schenectady NY
Union Graduate College - Schenectady NY ●
University of California Berkeley - CA ●
Summer Sessions
University of Hawaii at Manoa - Honolulu HI ● ● ●
University of Memphis - TE ●
University of Richmond - VA ●
University of San Francisco - CA ●
University of South Carolina Aiken - Aiken SC ●
Western New England University - Springfield MA ●

Vietnam

Centre Franco - Vietnamien de formation à la Gestion - Hanoi ●
Ho Chi Minh Ville ●

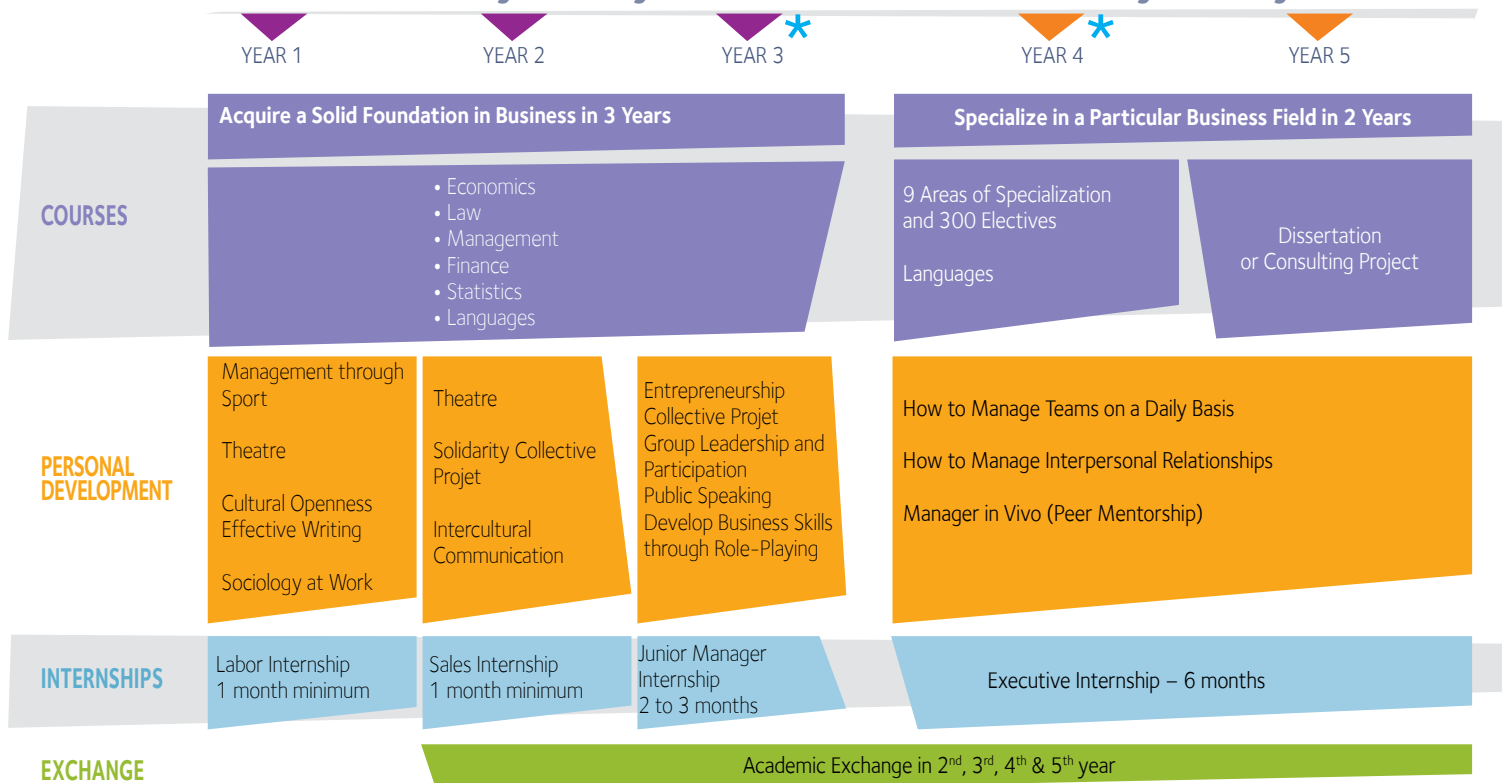
Grande École: a Comprehensive 5-year Program

The School is historically renowned for its traditional Grande École program. This prestigious five-year program takes the students from the beginning of their higher education studies through a Master's of Science degree in Management - ranked 21st by the *Financial Times* in 2014.

Through a well-rounded curriculum, students acquire an extensive knowledge base that is continually updated over the five years of study. They also develop practical skills via internships and cultural skills through participation in international exchange programs.

Bachelor Cycle - 3 years

Master Cycle - 2 years



*POSSIBLE INTAKES

- + Option to study the first two years in either French or English
- + International exchange and internship opportunities
- + Master level "à la carte" curriculum and a customized course plan
- + Compatibility with international standards recognized by the French Ministry of Education as Grade de Master





Bachelor: a Solid Foundation in Business and Management

The first three years of the program provide students with a strong foundation in general management. Students gain substantial knowledge in the following areas: accounting, finance, human resources management, international business, marketing and operations management.

Tutors dedicate significant attention to each student's personal growth, helping them develop sound decision-making skills, an analytical mind-set and cultural sophistication.

Master: the Perfect Springboard to Specialize in a Particular Business Field

In the last two years the students develop into strategic operational managers who can adapt to international and multicultural environments and contribute to strengthening or changing management processes. It offers an excellent launching pad for anyone who would like to specialize in one of the following 9 options:

- > Audit & Control
- > Entrepreneurship & Innovation
- > Finance
- > Human Resources Management
- > International Business Economics & Strategy
- > International Negotiation & Sales Management
- > Management of Information Systems
- > Marketing
- > Operations Management

Students can also enter directly the Master portion of the program if they have already completed an undergraduate business degree.



Contact
1st Year Admission Process
 Céline VERDRIERE - concours@ieseg.fr
3rd and 4th Year Admission Process
 Matthieu BRECILLE - m.brecville@ieseg.fr

www.ieseg.fr/en/programs/grande-ecole-programme-5-years

International Portfolio of Programs



Enter the Workforce with a Running Start!

Our **Bachelor in International Business program** provides students with a top-quality specialized education in some of the job market's most valued fields, preparing them to enter the workforce with a running start.

The program is designed for students interested in Management and International Business. The objective is to train future managers who will have the tools to succeed in helping businesses grow, and to manage projects, for international companies; professionals who will contribute effectively to the performance of multicultural teams.

Through a mix of theoretical and applied knowledge, the Bachelor in International Business aims at providing students with a good understanding of the international economic environment; an initial exposure to the business world and its different elements; and a good command of the disciplines of management.

A significant part of the program is dedicated to personal development where students build managerial skills and key competencies to become effective and professional team members and managers.

During their third year students will have the opportunity to choose specialized courses in different areas such as international marketing, financial reporting and analysis, international negotiation, capital markets, and international project management.

- + A global and practical approach to international business and related topics
- + Courses taught by both international professors and experienced professionals
- + Seven months of internships allowing students to put their coursework in to practice, acquire real-world experience, and meet new contacts to expand their professional network

Duration: 3 years
Language: English
Campus: Lille
Intake: September
Credits: 180 ECTS

IESEG's post-graduate programs portfolio is designed for students who want to live a fully cross-cultural and international experience while specializing in their chosen field.

MIB – Manage Organizations in a Global Environment

Our **MSc in International Business (MIB)** program provides the skills and mind-set required for success in international business in a short amount of time. We draw on our sound understanding of business practices and cultures from around the world to give students the fundamental skills necessary to manage corporations in any international context.

For those with an academic background in business, the MIB will take their knowledge to a higher level, with a new perspective. For those without a background in Business, the MIB will provide theoretical fundamentals in Management, as well as providing hands-on applications

Duration: 1 year / 3 terms

Language: English

Campuses: Lille & Paris - La Défense

Intakes: Sept & Jan (Lille only)

Credits: 90 ECTS

- + Condensed program in an international context
- + Customized curriculum
- + Interactive educational approach



Where Fashion Meets Management



The objective of the **MSc in Fashion Management** is to prepare future managers of fashion companies, who will be able to deal with competitive global environments, and to promote the exchange of experiences and best practices in the international fashion arena.

Career opportunities for graduates may be found in positions in all fields associated with managerial roles in fashion industry including buyer; product manager; sales & account manager; marketing manager; business developer; project and event designer; store manager; supply chain manager; brand manager; merchandiser; retail manager; public relations and advertising manager.

Duration: 1 year / 3 terms

Language: English

Campus: Paris - La Défense

Intake: September

Credits: 90 ECTS

- + Campus in one of the top fashion cities: Paris
- + Relevant international partnerships and network in the fashion industry
- + Mix of case studies, company visits and guest speakers

Contact
Noémie GONZALEZ
mib@ieseg.fr / mfm@ieseg.fr
www.ieseg.fr/en/programs

Translate Strategic Plans into Tangible Performance

The aim of the **MSc in Business Analysis & Consulting** program is to provide future managers and consultants with the managerial and communication skills required to act as change agents and to create sustainable performance for companies operating in a global environment.

Future managers and consultants are trained to acquire the necessary knowledge and competencies to translate strategic plans into tangible outcomes.

The MSc in Business Analysis and Consulting not only focuses on a financial perspective, but allows you to study performance from many angles, such as human resources management, IT, operations management, risks etc..

Duration: 1 year / 3 terms

Language: English

Campus: Paris - La Défense

Intake: September

Credits: 90 ECTS



- + Exposure to the business world through seminars and conferences led by professional consultants
- + Study key performance indicators from different, yet complementary perspectives
- + International learning environment

Explore the Importance of Financial Reporting in the Modern Business Environment



- + Comprehensive accounting foundation combined with tailor-made elective course options
- + Professional accountancy body preparations and exam exemptions
- + A blend of theory and practice delivered by experts in the field

The **MSc in Accounting, Audit & Control** is designed for students wishing to achieve long-term career success. It is based on a solid foundation in financial reporting and analysis; in management accounting and decision-making; and financial advisory services.

The program provides students with an understanding of modern financial reporting functions from a technical and institutional point of view enabling graduates to work in a wide variety of industries.

Graduates benefit from the built-in fast-track preparation for admission to global professional accountancy bodies (e.g. exemptions towards the ACCA Professional Examinations, alignment with the CIMA's Masters Gateway and coverage of a significant part of the IMA's Body of Knowledge).

Duration: 1 year / 3 terms

Language: English

Campus: Paris - La Défense

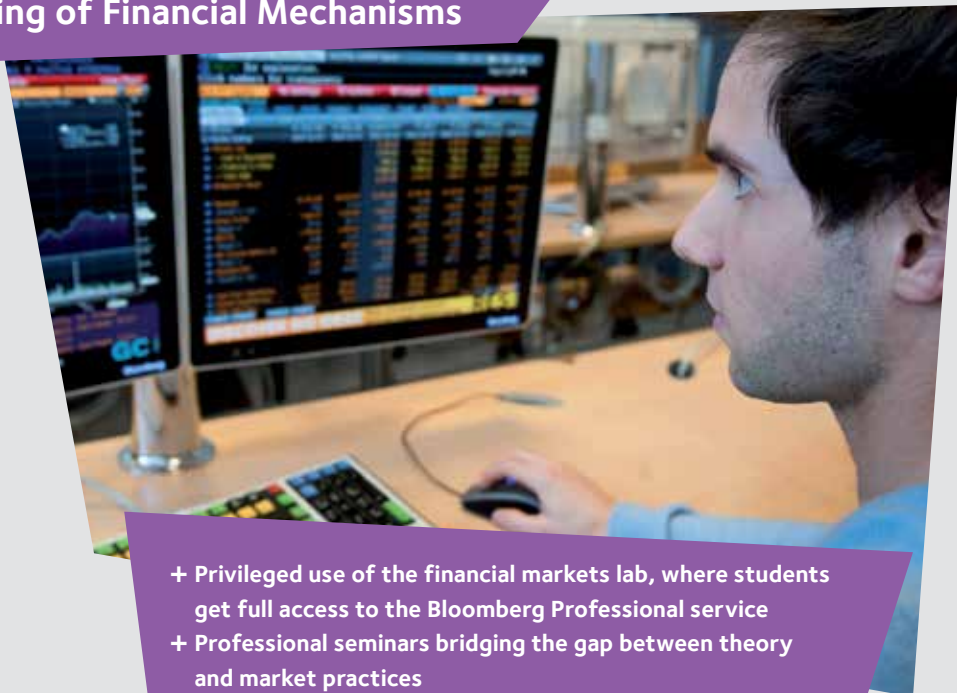
Intake: September

Credits: 90 ECTS

Enhance your Understanding of Financial Mechanisms

The **MSc in Finance** is designed for students who wish to enhance their understanding of financial analysis in a very practical environment. The program is fully taught in English, making its international application one of its major strengths. Through the observation of professional practices, students are given a unique opportunity to learn the ethics of the profession. Theory is put into practice in the financial markets lab, where students may also earn professional certifications.

Duration: 1 year / 3 terms
Language: English
Campus: Paris - La Défense
Intake: September
Credits: 90 ECTS



- + Privileged use of the financial markets lab, where students get full access to the Bloomberg Professional service
- + Professional seminars bridging the gap between theory and market practices
- + Extensive integration of real-life examples in a blended-learning approach

Deepen your Expertise in Capital Markets

Through its unique design, the **MSc in Banking and Capital Markets** takes participant's knowledge of capital markets to a higher level. Interactive lessons by academic and industry experts provide strong technical skills in capital markets instruments, financial data services, and computer programming. In a fast-moving global financial environment, this program further explores the most recent developments in capital markets regulations and compliance. Our students graduate with a set of quantitative tools and with a solid knowledge of the regulations and ethics in banking and capital markets. This program is specifically targeted towards recent graduates in finance or business administration willing to further develop their technical skills and knowledge in finance.

- + Development of key technical skills in quantitative methods and computer programming
- + Understanding of how banking and capital markets regulations affect financial practices while developing professional ethics
- + Knowledge of how to find data, navigate across financial products and experience market practices in the Bloomberg Financial Markets Lab

Duration: 1 year / 3 terms
Language: English
Campus: Lille
Intake: September
Credits: 90 ECTS

Contact
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www.ieseg.fr/en/programs

Strengthen your Knowledge of Digital Marketing & CRM

The main objective of the **MSc in Digital Marketing & CRM** is to prepare future managers to work in these two rapidly emerging & complementary marketing fields that represent new ways of conducting marketing and improving relationships with clients.

The MSc in Digital Marketing & CRM's focus is on theory and practical knowledge. This is the foundation for the development of professionals who can analyze, and capitalize on, customer databases, which can then be turned into strategic and effective digital marketing. Students will also gain an understanding of the importance of managing customer relationships in a day-to-day business environment.

Duration: 1 year / 3 terms

Language: English

Campus: Lille

Intake: September

Credits: 90 ECTS



- + Combination of Digital Marketing and CRM
- + Specialized and innovative program designed by our experts
- + Interactive approach with academics and professionals

Optimize Managerial Decision Making through Big Data Analytics



The **MSc in Big Data Analytics for Business**

is a unique program that trains business professionals in the field of (online) marketing, finance, and operations. Students are exposed to the leading-edge fundamentals in decisionmaking by extracting knowledge from Big Data, including social media data, customer web traffic data, *Bloomberg's financial* data, and inventory process logs. Students will learn to solve managerial problems by critically asking questions in the spirit of 'What do we know?' (data driven) rather than 'What do we think?' (gut feeling).

- + Students exposure to fact-based management through the introduction of leading tools and methodologies that convert data to knowledge
- + Possibility to obtain business-relevant certificates and exposure to business analytics and decision-making tools
- + Quality of IÉSEG's research team. Participants are exposed to the impact of both academic and applied research on the industry

Duration: 1 year / 3 terms

Language: English

Campus: Lille

Intake: September

Credits: 90 ECTS

Effectively Negotiate in Multiple Contexts

The **MSc in Negotiation for Organizations** aims to educate effective, versatile and ethical managers, with strong negotiation skills and experience with multilayered diversity.

The program provides knowledge to students and professionals on how to sustain relationships when negotiating, with both internal and external stakeholders. It will develop managers and professionals capable, alone or in teams, to build effective negotiation strategies, drive negotiations processes, and reach agreements in global times. Students will understand how to create valuable and positive relationships in negotiations.



- + An entire year of experience in negotiation and related fields: communication, conflict management, leadership, employment relations etc.
- + Three specializations to choose from: business, employment relations, and conflict resolution
- + Access to an important network of contacts through the IÉSEG Center on Negotiation (ICoN), a center of research, training and knowledge transfer

Duration: 1 year / 3 terms
Language: English
Campus: Paris - La Défense
Intake: September
Credits: 90 ECTS

What is ICoN ?



ICoN is IÉSEG's center of excellence on Negotiation research, teaching and knowledge transfer. ICoN facilitates networking and exchange between academics and business professionals to help **build connections between research and practice.**

ICoN adopts a transversal approach to negotiation, spanning over management, employment relations, marketing (sales and procurement), international relations and law.

Our goal is **to create relevant, practice-oriented knowledge by means of precise, systematic and clear research methods and provide applications for students, professionals and organizations.** We aim to contribute to the global and local economy by training negotiation at all levels of the organization: managers, public servants, employee representatives and leaders, to understand each other's interests and create value in Negotiation.

<http://icon.ieseg.fr>

Contact
Noémie GONZALEZ - msc@ieseg.fr
www.ieseg.fr/en/programs



Shape your Skills for the Global Market

The **International MBA** is aimed at young managers with the potential of being global business leaders. The program would equip them with an in-depth understanding of the European business context and build the skills necessary to excel in complex international settings in top management positions.

The IMBA program is the perfect launch pad for a successful career in International Business and for obtaining top management positions (finance, marketing, operations...). It also prepares graduates to start their own entrepreneurship ventures.

+ Extensive use of cases to reflect real-world challenges allowing participants to develop innovative solutions when problem solving

+ Flexibility when choosing electives to tailor the program to your interests

+ Program combines theoretical understanding with practical experience and skill development

Duration: 1 year / 3 terms

Language: English

Campus: Paris - La Défense

Intake: September

Credits: 90 ECTS

Executive Education



+ Study trip: discover France in a professionally enriching and memorable way with a triple experience: corporate, academic and cultural!

IÉSEG Executive Education works with organizations to develop C-level managerial skills proposing tailor-made programs in the following areas:

- Strategy and Innovation
- Management
- Human Resources and Personal Development
- Marketing and Negotiation
- Finance and Business Management

IÉSEG Executive Education also offers graduate-level professional programs: an Executive MBA (see below) and an 'MS Finance' diploma.

Contact
executive@ieseg.fr

Executive MBA: Let Your Leadership Run Free

In today's world, leaders are faced with economic uncertainty and constant social and technological (r)evolutions. To successfully navigate and transform this environment, leaders need to fully master the new fundamentals of leadership and management in order to create innovative solutions in partnership with internal and external stakeholders.

Our **part-time Executive MBA** trains participants to fulfill their potential to master necessary skills, from managerial psychology to business tools.

They will become leaders who not only change themselves, but help others to change. They will learn to effectively manage complex situations, implicate stakeholders, and build sustainable performance.

Duration: 18 months / Part-time

Language: English

Campus: Paris - La Défense

Intake: September 2015



- + The powerful partnership of IÉSEG and CEGOS brings the best of their expertise in executive education and research in management and leadership
- + An innovative and interactive education based on "learning by doing"
- + Conferences and workshops to complete the program
- + Team coaching during the entire program

En partenariat avec CEGOS



ACCÉLÉRATEUR DE RÉUSSITE

Contact
Emmanuelle DENIS
e.denis@ieseg.fr

Boost Your Career



As an IÉSEG student...

Education Linked with Companies

At IÉSEG, we firmly believe that companies should be an integral part of the education and training of our students. In order to achieve this, we have developed strong and long lasting partnerships with local and international companies. Executives participate in the *Professional Advisory Board* and actively contribute to the design of the programs. Students are the direct beneficiaries of our collaboration with business leaders.

Throughout the year IÉSEG's Corporate Relations Department organizes a wide range of events attended by company representatives from various business sectors. Corporate talks, on-campus recruitment sessions, project consultancies and Career Fairs are examples of the types of activities offered to IÉSEG students.

Networking with well-connected and knowledgeable faculty and leading representatives from the business world is a valuable opportunity for students. Over 150 professionals who hold senior positions teach and lecture at IÉSEG sharing their real world experiences, insights and projects alongside case studies.

Career Development & Career Center

IÉSEG has a dedicated team to advise students throughout their studies and to help them with their international job search. Our approach is personalized according to every student's needs to ensure they succeed in starting their professional career. Through the use of the Career Center they can tap into IÉSEG's network of executives, managers and alumni who are working in top companies.

Hands-On Experience

Every student at IÉSEG must complete an internship as part of their program. On average Grande Ecole students accumulate 12 months of work experience, including a 4-month mandatory internship abroad. Our MSc and IMBA programs include the opportunity for students to do a 4 to 6 month internship anywhere in the world.

Contact
Mrs Sophie GUERIN Corporate Relations Associate Director
entreprises@ieseg.fr



An Expanding Alumni Network

IESEG Network is IESEG's official Alumni Association. It provides our graduates with continual support for professional advancement and networking. Members also connect with current students to organize events and provide valuable mentorship through career advice and facilitating connections with well-positioned professionals.

IESEG's Alumni Association has a strong international network of nearly 5,000 graduates in 78 countries that benefit our students and Alumni daily with local branches all over the world: Paris, Lyon, Lille, London, New York, Hong Kong, Shanghai, Luxembourg, Brussels, Singapore, Barcelona, Dubai, Mumbai, Bangalore, Montréal and Mexico City.



For more information: ieseg-network@ieseg.fr

As an IESEG graduate...

Career Opportunities

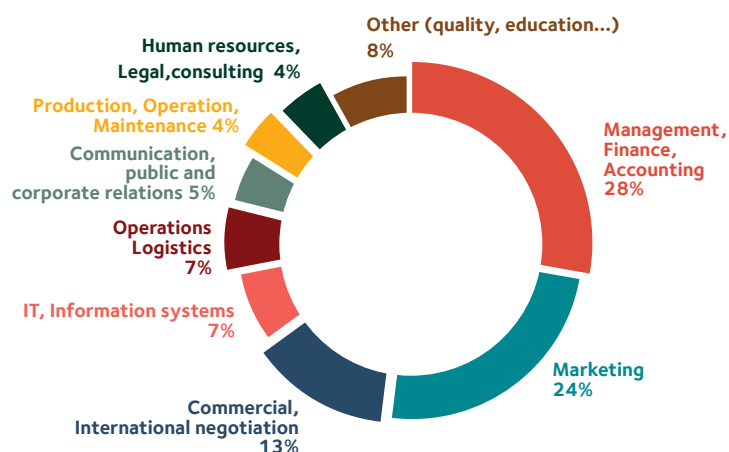
Our graduates are highly sought-after by major international companies and corporations.

About two thirds of our Grande École students already have a job lined up by the time they finish their studies, and nearly all are employed within six months of graduation, with a third of them working abroad.

Many Opportunities in France and Abroad



MIB Alumni Functions



Multinational Companies Hiring IESEG Graduates

Amazon, Apple, Carrefour, Coca Cola, Deloitte, Decathlon, Disney, EY, Google, KPMG, LVMH, Microsoft, PwC, Société Générale, Unilever, etc.

Give an International Twist to your Academic Life

Our student exchange program

is open to students who are enrolled at an IÉSEG exchange partner university.

As an increasing number of students worldwide are looking at getting more from their degree, and experience a truly global education, more students are taking advantage of our exchange program for one or two semesters. Once at IÉSEG, students are exposed to new types of courses and different teaching methods in a multi-cultural environment, greatly enhancing their academic and personal experience.

Incoming exchange students can choose English-taught courses at an undergraduate or graduate level within the 5-year Grande École Program.

We use the ECTS system (European Credit Transfer System) making it easy for exchange students to transfer credits back to their home institutions. We also operate on an academic calendar that aligns with most universities around the world (Sept-Dec & Jan-May).

Contact
exchange@ieseg.fr
www.ieseg.fr/en/international/study-at-ieseg-in-exchange/

Our International Summer Academies

offer students and recent graduates a unique opportunity to build critical business skills and acquire first-hand education in global business and management, while earning ECTS credits.

During an intensive two or four weeks on our Paris campus, participants gain knowledge and interpersonal skills needed for a successful career in international business. They experience the 'French way of life' and benefit from extracurricular activities.

Contact
summer@ieseg.fr
www.ieseg.fr/en/summer-academy

TESTIMONIAL

Jade Stella

Ateneo de Manila University
 Philippines, 2014



"IÉSEG gave me a diverse, yet memorable experience. I was able to encounter professors from all over the world, and they brought with them a lot of inspiring insights and unique teaching styles. I got to immerse myself into cultural diversity while interacting with other exchange and local students for group projects. The International Club of IÉSEG was also very welcoming and provided us with local buddies to introduce us to French culture and practices."



TESTIMONIAL

James

Queensland University of Technology,
 Australia, 2013



"I gained knowledge from both courses, and the quality of teaching left me to re-evaluate my short/long term goals. The campus was incredible, great location and amazing staff running the show. The planning and operation of the course was perfectly planned and implemented. Do not think twice and participate in the course!"

Tailor-Made Short-Term Programs

IÉSEG has run tailor-made short-term programs in collaboration with its worldwide institutional partners since 2008. These programs provide students extra study-abroad opportunities and are usually designed to include academic, entrepreneurial and cultural components.



Coming to IÉSEG as an International Student

IÉSEG hosts an ever-growing number of international students who enrich the experience for all members of our community. We strive for excellence in education and when welcoming our international students.

Our administrative staff and International Relations office provide IÉSEG students with support in every aspect of their academic and personal lives. Services include French language lessons, a 'Buddy System' that pairs up new international students with current students, and advice on study and career planning.

Student Services

A dedicated International Services team, both in the Lille and Paris campuses, offers a wide range of resources to guide and support international students before, and after their arrival. An immersive orientation program and comprehensive support services help them settle in, navigate essential administrative tasks and meet with other students.

The team is the main service point for international students for obtaining their residence permit, visa, accommodation, health insurance and opening a bank account.

Housing Guaranteed

While IÉSEG does offer a limited amount of student housing, many students live in private residence halls or choose to find an apartment on their own. The international services team provides full support to every student in finding comfortable accommodation on, or close to, the campus.

Contact
housinglille@ieseg.fr
housingparis@ieseg.fr



Life at IÉSEG



Students at IÉSEG appreciate the balance between rigorous academic studies and the famous French way of life. Relaxing at an outdoor café, wandering through bookstores, shopping in local outdoor markets and more are all part of the benefits of living in France.

Campus Life

Associations are an essential part of School life. By joining an association, students can participate in team projects and sporting activities with other students. By participating in associations students take on greater responsibilities and learn to approach them in a professional way.

Their experiences are training for their transition to the professional world and constitute an essential component to the School life. IÉSEG is committed to ensuring that students enjoy a wide range of extracurricular opportunities on campus, including a variety of student clubs, sports groups, cultural activities, guest lecturers and more.

Examples of Clubs and Societies

The International Club is run by IÉSEG students on both campuses and hosts the international students. It eases their integration by providing assistance with administration, organizes events, etc.



IÉSEG Conseil is a "junior company" which is a professional link between students and companies. Students can gain valuable experience in paid work projects (market studies, management consultancy etc.) and benefit from the practical application of their IÉSEG coursework studies.



ENACTUS IÉSEG is part of an international organization based on a worldwide community of Universities. This society is involved in various projects based on three pillars : entrepreneurship, action and community.



The Sports Bureau organizes sporting events such as regular training and/or tournaments. It arranges the practices of various activities, for example, rugby, football, basketball, handball, dance, tennis and badminton.



The Art Society seeks to promote and develop artistic and cultural activities at the School: music, theater, fashion, fine arts, cinema and comics.



ONE School, TWO Campuses

Students have the choice to study at our original campus in the picturesque city of Lille or at our Paris campus in the vibrant and bustling business hub of La Défense.



IÉSEG is also a member of the Université Catholique de Lille consortium, considered the best private university in France with 25,000 students.

This partnership allows IÉSEG students, faculty and staff to take advantage of the university's extensive facilities and services: libraries, a large sports center (17.3 acres), restaurants, residence halls, academic partnerships, a medical center, etc.

LILLE CAMPUS

IÉSEG's historical campus is located in Lille, in the Nord-Pas de-Calais region, well known for its welcoming atmosphere and dynamic young population. The city has a longstanding tradition in business and trade and is conveniently located. Five European capitals are within a 300 km radius: Lille puts Europe in the palm of your hand!

The third largest student city in France, Lille has a vibrant cultural scene and outstanding quality of life. Our downtown location offers numerous possibilities for students wishing to enjoy cultural or leisure activities.

Workrooms, computer rooms, wireless internet, trading room are all open 24 hours a day, seven days a week at its 18,000 m² campus (194,000 sq ft).

Lille: a lively student city at the heart of Europe

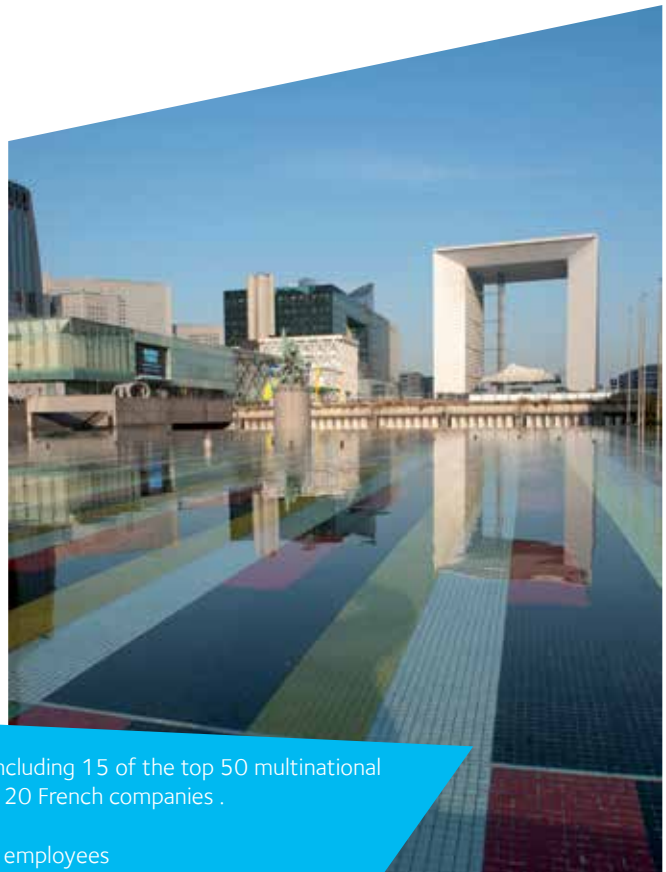
- Just 1 hour by train to Paris, 30 minutes to Brussels and 90 minutes to London.
- A campus in the city center

PARIS CAMPUS

Our modern campus in Paris is located in the iconic Grande Arche building at the heart of Europe's largest business district: la Défense. This location allows IÉSEG to strengthen its relations with French and international companies and enhance the Institution's global reputation and visibility.

Paris is not only the French economic and business capital, but also the symbol of French culture. World-famous for its monuments as well as its artistic and cultural life, Paris welcomes over 30 million visitors each year and the city has been ranked 1st on the QS list "Top student cities in the world 2014".

The campus consists of 9,600 m² (103,300 sq ft) and provides students with 20 lecture halls, 20 classrooms, 3 multimedia rooms, a trading room, a library, a cafeteria and meeting rooms for clubs and societies.



La Défense: the leading European business hub

- Home to 1,500 companies, including 15 of the top 50 multinational companies and 14 of the top 20 French companies.
- 3 400 000 m² office space with approximately 160 000 employees



MSc in International Business



Grande Ecole Program



Bachelor in International Business



MSc in Fashion Management



MSc in Business Analysis and Consulting



MSc in Finance



MSc in Big Data Analytics for Business



MSc in Accounting, Audit & Control



MSc in Banking and Capital Markets



IMBA

MSc in Digital Marketing & CRM



EMBA




MSc in Negotiation for Organizations



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