



Master in Management
Ranking 2015



IESEG
SCHOOL OF MANAGEMENT

IESEG SCHOOL OF MANAGEMENT



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Where Life and Learning Begin

Welcome from the Dean

“ 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.

4300 STUDENTS, 1900 International Students 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.

235 partner universities in 62 countries

IÉSEG benefits from an extensive international network of highly ranked institutions providing students with exchange opportunities and a wide variety of Double-Degree programs.

84% International Faculty

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

99% 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 in the 2015 Financial Times' Master in Management category at 21st overall and 6th among French business schools.



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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 equal 3rd for Academic Excellence among the *Grandes Écoles* (L'Étudiant, 2014).

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, Negotiation, Operations Management, Quantitative Methods and Strategy.

IÉSEG also has three centers of expertise in Organizational Responsibility (ICOR), Negotiation (ICON) and Marketing Analytics (ICMA).

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
International Negotiation
Taiwanese



Dr. Mikayel VARDANYAN
Economics
Armenian



Dr. Alejandra DUENAS
Management
Mexican



A Truly International Experience

IESEG is a truly multicultural School with 1900 international students on the Lille and Paris campuses. IESEG has faculty from 38 different countries; a network of 235 partner universities in 62 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.

This year we welcome approximately 1900 international students, representing more than 95 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: 84% of the School's permanent academic staff comes from a non-French background and 99% of them hold a PhD from prestigious universities.

This year we welcome more than 85 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

IÉSEG'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.

235 Partner Universities in 62 Countries

<p>Argentina Pontificia Universidad Católica Argentina Buenos Aires ● Universidad Argentina de la Empresa - Buenos Aires Universidad Católica de Córdoba Universidad Nacional del Sur - Bahía Blanca</p> <p>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 ●</p> <p>Austria Innsbruck University School of Management Management Center Innsbruck</p> <p>Azerbaijan ADA University - Baku ●</p> <p>Belgium ICHEC Brussels Management School ● KU Leuven ● UA Universiteit Antwerpen ●●</p> <p>Brazil ESPM - Porto Alegre - Rio de Janeiro - Sao Paulo INSAPER - 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 ●</p> <p>Cameroon Université Catholique d'Afrique Centrale Yaoundé</p> <p>Canada Brock University - St. Catharines ● Concordia University - Montreal ● Dalhousie University - Halifax ● McGill University - Montreal ● McMaster University - Hamilton ● Ryerson University - Toronto ● Saint François Xavier University - Antigonish University of Sherbrooke Université du Québec à Montréal (UQAM) Université du Québec à Rimouski (UQAR) Université Laval - Québec ●● University of Alberta - Edmonton ● York University - Toronto ●●</p> <p>Chile Pontificia Universidad Católica de Chile - Santiago ●● Universidad Andres Bello - Santiago Universidad del Desarrollo - Santiago ● Universidad Mayor - Santiago Universidad Tecnica Federico Santa Maria Valparaiso ●</p> <p>China Central University of Finance and Economics (CAFD) - Beijing ● Chinese University of Hong Kong ● Hong Kong Baptist University ●●● Hong Kong Polytechnic University ●●● Hong Kong University of Science and Technology ●</p>	<p>Nanjing University Nanjing University of Aeronautics and Astronautics Nankai University - Tianjin ● Renmin University of China - Beijing ●● Shanghai Advanced Institute of Finance - 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 ●</p> <p>Colombia Colegio de Estudios Superiores de Administración (CESA) - Bogota Universidad del Rosario - Bogota Universidad Externado de Colombia - Bogota</p> <p>Croatia University of Zagreb ●</p> <p>Cyprus University of Cyprus - Nicosia ● Cyprus International Institute of Management - Nicosia ●●</p> <p>Czech Republic Charles University - Prague Masaryk University - Brno</p> <p>Denmark Copenhagen Business School ●●●</p> <p>Egypt Nile University - Cairo ●</p> <p>Estonia Estonian Business School - Tallinn</p> <p>Ethiopia St. Mary's University - Addis Ababa ●</p> <p>Finland HAAGA-HELIA University of Applied Sciences - Helsinki ● JAMK University of Applied Sciences - Jyväskylä ● University of Oulu ● University of Vaasa ●</p> <p>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 ●</p> <p>Ghana Ghana Institute of Management And Public Administration - Accra ●</p> <p>Greece Athens University of Economics and Business ●</p> <p>Hungary Corvinus University - Budapest ●</p> <p>Iceland Reykjavik University ●●</p> <p>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 -</p>	<p>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</p> <p>Indonesia BINUS University ● Sampoerna University - Jakarta</p> <p>Italy LUISS 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</p> <p>Ivory Coast Institut Universitaire d'Abidjan Université Félix Houphouët - Boigny - Abidjan ●</p> <p>Japan Nagoya University of Commerce and Business ●● Rikkyo University - Tokyo Sophia University - Tokyo Yamanashi Gakuin University - Kofu ●</p> <p>Kazakhstan Almaty Management University - Almaty ● KIMEP Kazakhstan Institute of Management, Economics and Strategic Research - Almaty</p> <p>Kenya Catholic University of Eastern Africa - Nairobi ●</p> <p>Lithuania ISM University of Management and Economics - Vilnius/Kaunas Vilniaus Gedimino Technikos Universitetas Vilnius</p> <p>Madagascar Université ACEEM Manakambahiny - Antananarivo</p> <p>Mexico ITESM ITESO - Guadalajara UDEM - Monterrey Universidad de La Salle Bajío - Leon Universidad Iberoamericana - Mexico City Universidad La Salle - Mexico City</p> <p>Morocco Ecole Nationale de Commerce et Gestion Casablanca HEM - Casablanca Institut Supérieur de Commerce et d'Administration des Entreprises - Casablanca</p> <p>Netherlands University of Groningen ●● VU University Amsterdam</p>	<p>Nigeria Lagos Business School ●</p> <p>Norway BI Norwegian Business School - Oslo ●●●</p> <p>Pakistan Indus University - Karachi Lahore University of Management Sciences Superior University - Lahore University of Management and Technology - Lahore ●</p> <p>Peru CENTRUM Católica Graduate Business School - Lima ●●● ESAN - Lima ●● Universidad del Pacifico - Lima ●● Universidad San Ignacio de Loyola - Lima</p> <p>Philippines Ateneo de Manila University De La Salle University - Manila</p> <p>Poland Kozminski University - Warsaw ●●● Poznan University of Economics ●● Warsaw University Faculty of Management ●</p> <p>Portugal Universidade Católica Lisboa ●●● Universidade do Porto</p> <p>Russia IBS - Plekhanov - Moscow Lomonosov Moscow State University Business School ●</p> <p>Senegal Groupe IAM - Dakar Groupe ISM - Dakar</p> <p>Singapore S.P. Jain Center of Management - Dubai Singapore - Sydney ●</p> <p>Slovakia University of Economics in Bratislava</p> <p>Slovenia University of Ljubljana ●●</p> <p>South Africa University of Stellenbosch Business School - Bellville ●●● University of the Witwatersrand - Johannesburg ● Wits Business School - Johannesburg ●●●</p> <p>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 ●●</p> <p>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 - Córdoba Universidad Politécnica de Valencia</p> <p>Sweden Lund University School of Economics and Management ● Stockholm Business School</p> <p>Switzerland ZHAW - School of Management and Law - Zurich ● ZHAW - School of Management and Law - Winterthur ●</p>	<p>Taiwan Fu Jen Catholic University - Taipei ●● National Chengchi University - Taipei ●●● National Taiwan University - Taipei ●● Soochow University - Taipei Yuan Ze University - Taoyuan ●</p> <p>Tanzania Mediterranean School of Business - Tunis ● Institute of Finance Management - Dar es Salaam ●</p> <p>Thailand Assumption University - Bangkok Chulalongkorn Business School - Bangkok Chulalongkorn University EBA - Bangkok College of Management Mahidol University - Bangkok ●</p> <p>Tunisia Mediterranean School of Business - Tunis ●●</p> <p>Turkey Bilkent University - Ankara ● Hacettepe University - Ankara Koç University - Istanbul ● Ozyegin University - Istanbul</p> <p>United Arab Emirates Institute of Management Technology - Dubai</p> <p>United Kingdom Lancaster University Management School ●●● London Metropolitan University Manchester Business School ●●● Nottingham Trent University ● Regent's University - London ● University of Glasgow ●● University of Nottingham ●●</p> <p>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 ● Cornell University - Ithaca NY ● Fairleigh Dickinson University - Teaneck NJ ● Indiana University - Bloomington IN ●● Junia College - Huntingdon PA Michigan State University - East Lansing MI ● 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 ●</p> <p>Vietnam Centre Franco - Vietnamien de formation à la Gestion - Hanoi ● Ho Chi Minh Ville ●</p>
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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 to a Master of Science degree in Management – ranked 21st by the Financial Times in 2015. 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.

Duration : 5 years

Language : English

(French option for the first 2 years)

Campus : Lille & Paris

Intakes : September 2016



Program Objectives

- Being operational as a Junior Manager
- Understand business from a strategic perspective
- Contribute to change management
- Understand the ethical and intercultural dimension of business

Program Advantages

- + Option to study the first two years in either French or English
- + International exchange and internship opportunities
- + At 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

TALENT PROGRAM

Alongside the courses, the program includes additional workshops and corporate events to develop your personal and professional skills further. These cover a range of topics such as conflict management in cross-cultural environments and intercultural communication. Our Talent program helps you to establish your professional career plan by working on your skills, personal strengths, and using networking tools to be prepared to meet recruiters' expectations internationally.

The Bachelor Cycle in 3 years

YEAR 1

YEAR 2

YEAR 3 *

3 years to acquire the fundamentals of management subjects

FUNDAMENTALS

- Economics
- English for Business

- Quantitative Methods
- Law

DISCIPLINES OF MANAGEMENT

- Marketing
- Audit and Control
- Management

- Finance
- Human Resources
- Information Systems

- Operations Management
- Negotiation

CULTURAL OPENNESS AND PERSONAL DEVELOPMENT

With Workshops integrating: Sport, Theatre, Artistic Practices, Creativity...

With Classes: Methodology, Interpersonal Communication, Understanding Cultural Diversity...

With Projects: Collective solidarity-oriented, or entrepreneurial, projects

INTERNSHIPS

Labor Internship (1 month)

Sales Internship (1 month)

Junior Manager Internship (4-6 months)

EXCHANGES

University Exchanges



The Master Cycle in 2 years

YEAR 4 *

YEAR 5

2 years to specialize in one of nine disciplines

- Audit & Control
- Finance
- Human Resources Management
- Entrepreneurship & Innovation
- International Business Economics

- International Negotiation & Sales Management
- Marketing
- Management of Information Systems
- Operations Management

- Strategy
- Research & Consulting
- Responsibilities of Leaders
- The New Role of Managers
- 15 Elective Choices in 9 Areas of Specialization

Dissertation
Consulting Project or Entrepreneurship Project

1 Compulsory Elective (ex : Managing a team on a daily basis; Manager in Vivo)

Executive Internship (6 months)

in years 2, 3, 4 & 5

*POSSIBLE INTAKES

Contact
Yash RUIA – Bachelor
Noemie GONZALEZ – Master
pge@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** offers students a top-quality education, enabling them to develop the skills required to get a running start to their careers in the global economy.

The program is designed for students interested in management and international business. They will be taught to manage projects for international companies and to operate in complex business environments in an ethically responsible and sustainable way.

Through a mix of theoretical and applied knowledge, the Bachelor in International Business will provide students with a solid understanding of the international economic environment; an initial exposure to the business world, with its various elements; and a strong foundation in 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 professionals who will contribute effectively to the performance of multicultural teams.

- + A global and practical approach to international business and related topics
- + Courses taught by both international professors and experienced professionals
- + Seven months of internships allow students to put their coursework into 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 with a Global Perspective

Our **Master of Science in International Business (MIB)** provides the skills and mindset required for success in international business. We draw on our sound understanding of business practices and cultures to give students the fundamental skills necessary to manage corporations in different international contexts.

Whether or not you have an academic background in business, the MIB will strengthen your theoretical foundations in management. The program provides new and different perspectives that will enrich your knowledge, and hands-on applications that consolidate learning. All of this will happen in a challenging environment where the diverse backgrounds of participants will provide an opportunity to sharpen your intercultural skills.

Duration: 1 year-3 terms

Language: English

Campuses: Lille & Paris-La Défense

Intakes: Sept & Jan (Lille only)

Credits: 90 ECTS

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



Where Fashion Meets Management



The **Master of Science in Fashion Management** prepares future fashion managers who will work confidently in competitive global environments. They will share their acquired knowledge and experiences while promoting best practices in the international fashion arena.

The program offers students the opportunity to interact with a dedicated professional faculty, specialized in fashion management; to visit companies including factories, 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.

Duration: 1 year-3 terms

Language: English

Campus: Paris-La Défense

Intake: September

Credits: 90 ECTS

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

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

Translate Strategic Plans into Tangible Performances

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

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

The program not only focuses on a financial perspective, but 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

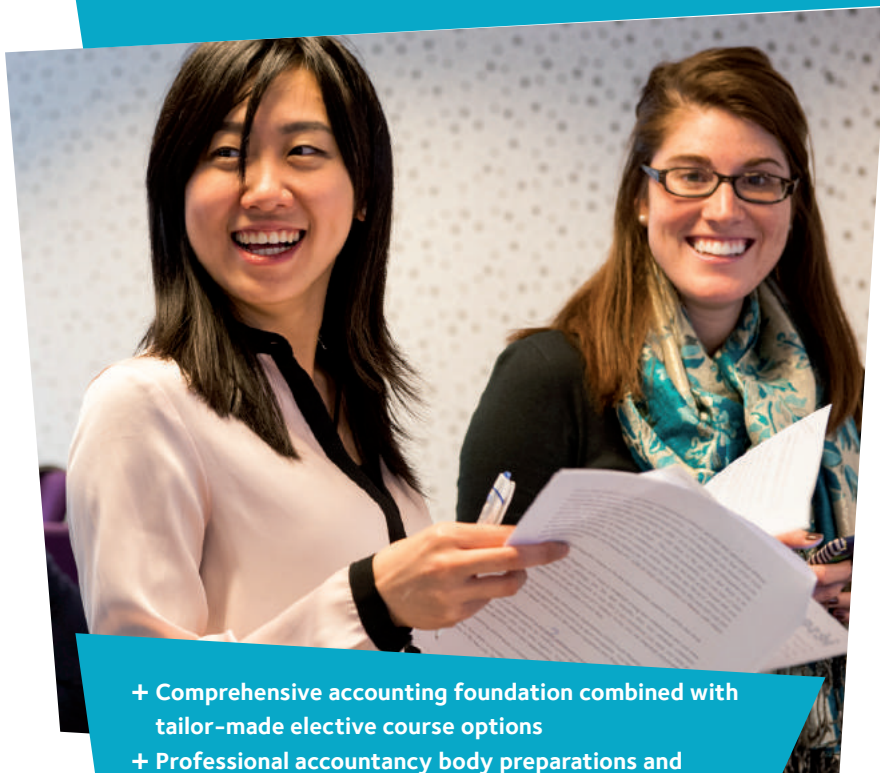
Intake: September

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

Master the ins and outs of Financial Reporting and Advisory Services



- + 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 **Master of Science 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

Sharpen your Financial Intelligence

The **Master of Science in Finance**

is designed for students who wish to enhance their understanding of financial analysis and asset management in a very practical environment. Apart from technical skills, students also acquire soft skills by enrolling in management disciplines aimed at preparing them for senior positions in their chosen career path.

The program is fully taught in English, making its international application one of its major strengths. The curriculum puts a particular emphasis on ethics, responsibility and sustainability issues, acknowledging that an ethical attitude is critical for successful investment managers and financial analysts. Through the observation of professional practices and case studies, 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.

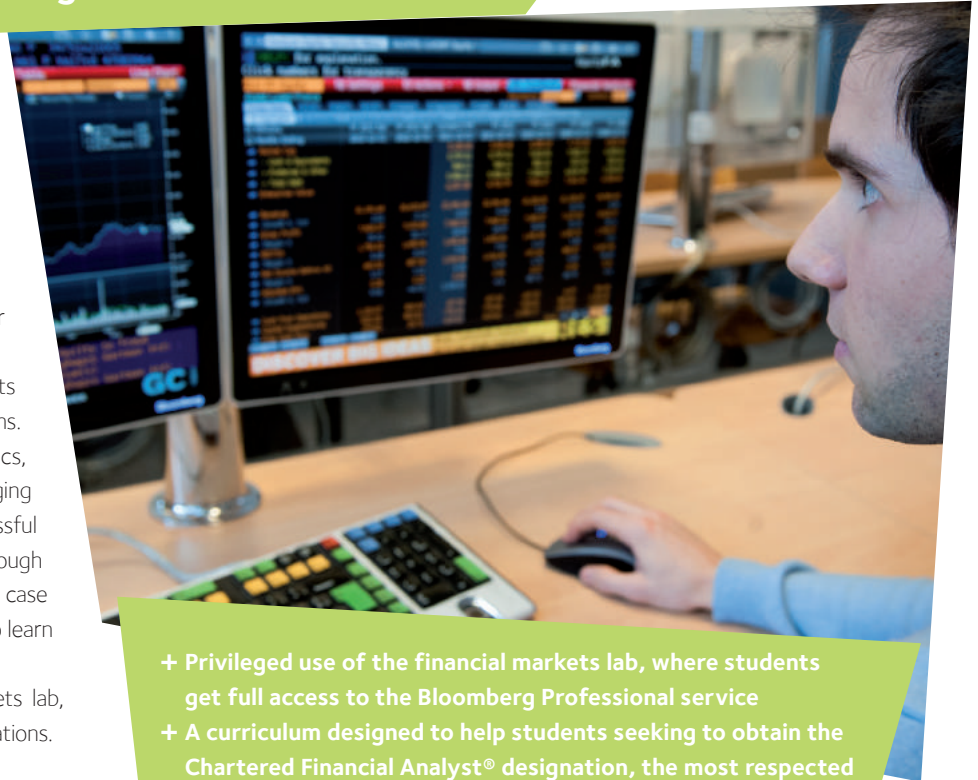
Duration: 1 year-3 terms

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
- + A curriculum designed to help students seeking to obtain the Chartered Financial Analyst® designation, the most respected and recognized investment credential in the world
- + Professional seminars bridging the gap between theory and market practices

Explore the Inner Workings of Capital Markets



Through its unique design, the **Master of Science in Investment Banking and Capital Markets** 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, financial data, and computer programming (VBA, SAS, SQL).

In a fast-moving global financial environment, this program further explores the most recent developments in capital markets regulation and compliance. Our students graduate with a set of quantitative tools and with a solid knowledge of the regulations and ethics in investment banking and capital markets.

The program is specifically targeted towards recent graduates in finance or business administration willing to develop their technical skills and knowledge in finance further.

- + Acquire key technical skills in quantitative methods, investment management, financial programming and advisory activities
- + Learn how, and from where, to source accurate, consistent data; navigate across financial products on the Bloomberg terminals; and build connected spreadsheet models in Excel
- + Understand how banking and capital markets regulations affect daily financial practices while developing strong professional ethics

Duration: 1 year-3 terms

Language: English

Campus: Lille

Intake: September

Credits: 90 ECTS

Contact
Noemie GONZALEZ
masc@ieseg.fr
www.ieseg.fr/en/programs

Optimize Online Business Strategies and Practices

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

The Master of Science in Digital Marketing & CRM's focus is on theory and practical knowledge. This is the foundation for the development of professionals who can improve their effective digital marketing strategy by capitalizing on customer's data. 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

Crunch Data, Take Control of your Future



The **Master of Science in Big Data Analytics for Business** is a unique program that trains data scientists in the field of (online) marketing, finance, and operations.

Participants are exposed to the leading-edge fundamentals in decision-making by extracting knowledge from Big Data, including social media data, customer web traffic data, Bloomberg's financial data, and inventory process logs. Participants will learn how to solve managerial problems by critically asking questions in the spirit of 'What do we know?' (data driven) rather than 'What do we think?' (gut feeling).

- + Exposure to fact-based management through the introduction of leading tools and methodologies that convert data to knowledge
- + The possibility to obtain business-relevant certificates and exposure to business analytics and decision-making tools
- + It builds on the quality of IÉSEG's research team, and 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

Negotiate Effectively in Multiple Contexts

The **Master of Science 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 analyses of negotiation in a global environment.

Participants learn about their own negotiation style and master the art of communication and relational skills, which are both of key importance for constructive negotiation processes. They also develop the ability to effectively drive change, generate creative solutions, and to engage with divergent perspectives. Furthermore, students will gain an understanding of how to apply these negotiation skills to specific international business contexts such as sales management, human resources and dispute resolution.



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

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

ICoN

ICoN is IÉSEG's center of excellence in negotiation research, teaching and knowledge transfer. It aims to create relevant, practice-oriented knowledge by means of precise, systematic and robust research methods and provide applications for students, professionals and organizations.



<http://icon.ieseg.fr>

ICOR

In 2014, IÉSEG established its Center of expertise for Organizational Responsibility, ICOR, a cross-departmental academic center that coordinates all of the School's different activities on corporate social responsibility, sustainability, ethics and social innovation.



<http://icor.ieseg.fr>

ICMA

ICMA is the Center for Marketing Analytics of IÉSEG School of Management. It is a knowledge hub formed by a team of academic experts with a proven track record in the fields of marketing analytics, customer relationship marketing (CRM) and database marketing that aims to support teaching, research and business projects.



<http://icma.ieseg.fr>

Contact
Noemie GONZALEZ
msc@ieseg.fr
www.ieseg.fr/en/programs



Sharpen your Skills for the Global Market

The **International MBA** is aimed at young managers with the potential of being global business leaders. The program equips participants with an in-depth understanding of the European business context and the skills necessary to excel in complex international settings in top management positions or to start their own companies.

The program opens up exciting and rewarding international career opportunities in companies across the globe and attracts a wide range of people with diverse perspectives, reflecting cultures, opinions and talents from different regions of the world. The typical participant in the program is a talented individual who shows a significant degree of potential for excellence in multiple settings and who foresees an international career.

- + The program combines theoretical understanding with practical experience and skill development
- + The program is flexible so that when choosing electives you can tailor the program to your interests
- + Participants receive personalized support through coaching and a customized career development program
- + The case method is used extensively to reflect real world challenges allowing participants to develop innovative solutions when problem-solving

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
- Change and Project Management
- Management & Leadership
- Human Resources and Personal Development
- Marketing & Big Data
- Sales & Negotiation
- Finance & 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: Grow, and help your teams and company to grow

In today's world, leaders are faced with economic uncertainty and constant social and technological (r)evolutions. To navigate and transform this environment successfully, leaders need to master the new fundamentals of leadership and management fully, 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 manage complex situations effectively, implicate stakeholders, and build sustainable performance.

Duration: 18 months-Part-time

Language: English

Campus: Paris-La Défense

Intake: September



- + A learning experience with a leadership development process that includes self-awareness, risk-taking and development of your talents
- + An innovative and interactive pedagogy, based on the latest technology and the most up-to-date research on leadership and management
- + Conferences and workshops every month to complete the program
- + Team coaching during the entire program
- + La Défense, a strategic and practical location for executive training courses, in the business hub of Paris

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, Consulting Projects and Career Fairs are examples of the types of activities offered to IÉSEG students.

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

Contact
Mrs Sophie GUERIN, Corporate Relations Director
s.guerin@ieseg.fr

Career Development & Career Center

IÉSEG has a dedicated team, including external expert and certified coaches, to advise students throughout their studies and to help them with their international job search. This Talent Program includes courses and on-demand individual coaching sessions, allowing the students to fully benefit from the coach's expertise in a specific sector. 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. They can also develop a strong network to maximize job opportunities.

Hands-On Experience

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



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 more than 5.000 graduates in 80 countries that benefit our students and Alumni daily with local branches all over the world: Paris, Lyon, Lille, Geneva, Amsterdam, London, New York, Hong Kong, Shanghai, Luxembourg, Brussels, Singapore, Barcelona, Dubai, Mumbai, Bangalore, Montreal and Mexico City.



For more information: ieseg-network@ieseg.fr

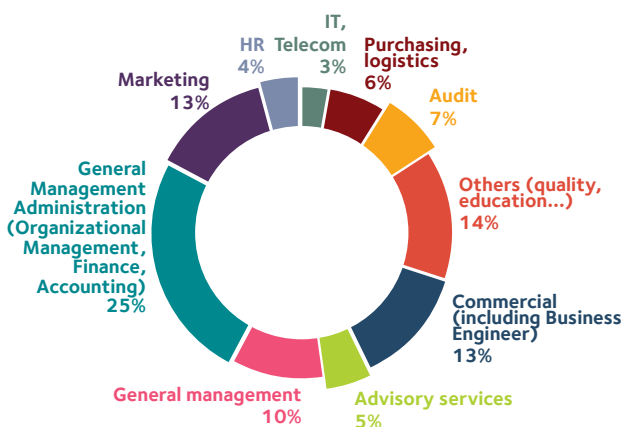
As an IESEG graduate...

Career Opportunities

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

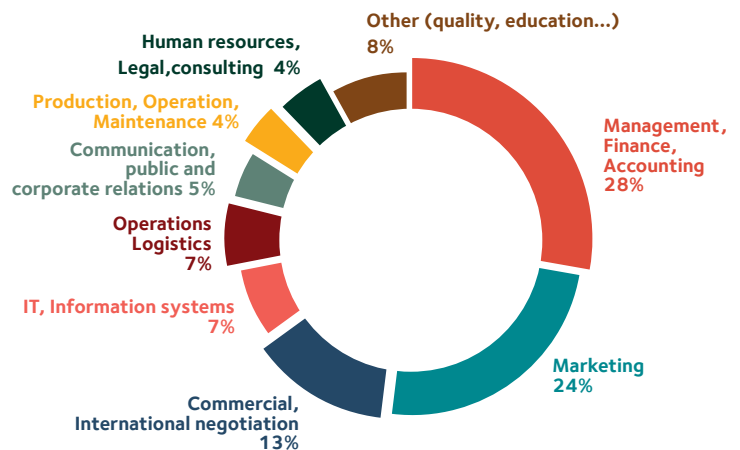
About two thirds of our Grande École students already have a job lined up by the time they finish their studies, and nearly all are employed within six months of graduation, with a third of them working abroad.

Many Opportunities in France and Abroad



83% of our MIB graduates work in an international company in the following fields :

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

"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!"

James,

Queensland University of Technology,
Australia, 2013

TESTIMONIAL



"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."

Jade,

Ateneo de Manila University
Philippines, 2014



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 on in the Lille and Paris campuses, offers a wide range of resources to guide and support international students before, and after their arrival. An 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 French 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 facilitates 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 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.



IESEG is also a member of the Université Catholique de Lille consortium, considered the best private university in France with 25,500 students.

This partnership allows IESEG 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

IESEG'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!

As 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 the 20,000 m² campus (215,278 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 IESEG 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 10 200 m² (109,791 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



Lille : 3 rue de la Digue – F-59000 Lille
Paris : Socle de la Grande Arche – 1 Parvis de La Défense
F-92044 Paris – La Défense cedex
Switchboard: +33 (0)3 20 54 58 92 / +33 (0)1 55 91 10 10

www.ieseg.fr

