



THE MAG

PARIS • NANCY • BERLIN

YOU ARE UN¹QUE

MSc - Master of Science in Management by Innovation

INTERNATIONAL BUSINESS DEVELOPMENT



AACSB



AMBA



EQUIS

OUR CREATIVE MAGAZINE

2024 - www.icn-artem.com

5 REASONS

to join the programme

1 JOIN A RENOWNED TRIPLE ACCREDITED (AACSB, AMBA, EQUIS) FRENCH BUSINESS SCHOOL

2 A UNIQUE #ATM APPROACH TO TEACHING
based on transdisciplinarity, personalised support and guidance

3 CAREER ORIENTED LEARNING
60% of specialised and practice oriented activities, and a work-study rhythm to gain significant professional experience

4 3 MODERN CAMPUSES IN STUDENT CITIES
That is sure to make for an unforgettable student experience!

5 DOUBLE DEGREE COURSE
» ICN MSc or MSc-Master of Science recognized by CGE ("parcours d'excellence")
» DESSMI, State Degree (Bac+5, RNCP 7)

In the top of world's rankings

Eduniversal - 2023
4th MSc in Global Business Management

Financial Times - 2023
10th business school in France (post-prepa)

Financial Times - 2023
36th best master in management worldwide

Le Parisien - 2024
13th post-preparatory management school in France

Challenges - 2023
4th for environmental sustainability and social responsibility

Challenges - 2023
7th for international dimension

Key information

TEACHING LANGUAGE	English
CAMPUS	Nancy / Paris
DURATION OF STUDY	Regular Track, 2 years → MSc 1 + MSc 2 Short track, 1 year → direct entry MSc 2
STUDY RHYTHM	Work-study format or classic rhythm in Paris
DEGREES AWARDED	<ul style="list-style-type: none">» ICN MSc or MSc-Master of Science recognized by CGE (“parcours d’excellence”) in Management by Innovation specialized in International business development» DESSMI, State Degree (Bac+5, RNCP 7) <div></div>
INTAKE	Beginning of September
CONTACT	<ul style="list-style-type: none">» French candidates: + 33 (3) 54 50 25 72 / 06 13 91 55 43 admissions@icn-artem.com» International candidates: + 33 (3) 54 50 26 33 studyabroad@icn-artem.com



Programme overview

The programme in International business development aims at developing the knowledge and expertise necessary to understand international business issues. It offers a wide range of skills and techniques specific to the field of international management and business practices, so that our students learn to analyze the situations and challenges that companies may face in an international context. They will be able to work in multicultural contexts and make strategic decisions in all areas of a business.

You can join the regular track or the short track of the programme:

Regular Track

The regular track allows you to enter the first year (MSc 1) and to follow the 4 semesters of the programme (MSc 1 and MSc 2)

MSc 1

SEMESTER 1

- » Strategy and innovation
- » Project management : toolbox and techniques
- » Business functions (simulation)
- » #ATM1 Challenge
- » English for Business Functions
- » French as a foreign language (optional)

SEMESTER 2

- » Sustainable development and CSR at the Digital Age
- » Digital transformation & Data security
- » Big Data and Business Analytics
- » Innovation, Agility & Design Thinking
- » #ATM 2 CHallenge
- » English for Specific Purposes
- » French as a foreign language (optional)

SPECIALISED AND PRACTICE-ORIENTED ACTIVITIES

- » Global Business Environment
- » International Corporate Strategy
- » Explore your career options
- » Specialised guest lectures
- » Sectorial company visits

- » International Geopolitics
- » More than 30 micro-certificates, such as New Patterns of Organisation and Consumption, French Foreign Trade Certificate, SAP
- » Specialised guest lectures
- » Professional experience (3 months)

MSc 2

SEMESTER 3

- » Management 4.0 & Leadership
- » CreaCtive Learning Expedition
- » Research methods & Data Analytics
- » French as a foreign language (optional)

SPECIALISED AND PRACTICE-ORIENTED ACTIVITIES

- » Advanced Negotiation
- » International Sourcing & Logistics
- » Developing Business
- » Export Project and Strategy
- » More than 30 micro-certificates, such as New Patterns of Organisation and Consumption, French Foreign Trade Certificate, SAP
- » Specialised guest lectures
- » Sectorial company visits

SEMESTER 4

SPECIALISED AND PRACTICE-ORIENTED ACTIVITIES

Semester 4 is entirely dedicated to your specialisation and prepares you for your professional career.

- » Professional experience M2 (5 months minimum) : apprenticeship, internship, fixed-term or permanent contract, entrepreneurial project.
- » Company-based research project

Short Track

The short track allows direct entry into the 2nd year of the programme (MSc 2).

MSc 2

SEMESTER 3

- » CreaCtive Learning Expedition
- » Management 4.0 & Leadership
- » Research methods & Data Analytics
- » French as a foreign language (optional)

SEMESTER 4

- » Sustainable development and CSR at the Digital Age
- » Digital transformation & Data security
- » Big Data and Business Analytics
- » Innovation, Agility & Design Thinking
- » #ATM 2 Challenge
- » English for Specific Purposes
- » French as a foreign language (optional)

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WORK-STUDY FORMAT

Students on the programme can gain industry experience by combining their studies with a work placement as part of an apprenticeship. Doing an apprenticeship can boost your employability and is an excellent way to develop hard and soft skills that are highly valued by employers. Apprenticeships will also allow you to be entirely waived of your tuition fees. The host company also pays you a monthly salary for the duration of the contract according to a scale based on the gross monthly minimum wage. The work-study rhythm will enable you to work part-time in a student-job for 8 to 20 hours per week. This is a great opportunity to expand your skill set. If you have an entrepreneurial mindset, you can also use your free time to build your own project!

MASTER OF SCIENCE IN MANAGEMENT BY INNOVATION

The Master of Science in Management by Innovation is a 5-year degree recognised by the Conférence des Grandes Ecoles and taught on our 3 campuses: Paris, Nancy and Berlin. Available in all 12 of our options. Do you want to work in digital marketing, finance or luxury? The diploma has the same value no matter which option you choose!

Delivered 50% in a foreign language, this programme provides students with a high-level professional education. It is designed to train key business functions in international markets.

Our training aims to produce responsible and creative managers. The #ATM teaching method, a symbol of our intellectual openness, will enable you to build your career in a globalised world!



Why join the Master of Science?

» EMPLOYABILITY

A strong professional dimension is guaranteed, thanks to a wide choice of options and a pace that encourages employability.

» THE CGE LABEL

CGE recognition is a guarantee of quality for your future employer.

» ENGLISH AS A PASSPORT

On the bilingual or English Track, develop the language skills that are essential in today's globalised business world.

» THE #ATM TEACHING METHOD

This unique and innovative teaching method teaches you to work with profiles that are different from your own. In this way, you develop your adaptability and open-mindedness.

» RECOGNITION

Based on the criteria required by the CGE, this degree is internationally recognised.

» AN OPPORTUNITY

For international students wishing to study in France, this certified course provides professional experience (through work placements or apprenticeships).

Work-linked training & Internships

» This course allows you to start your professional life alongside your studies. You can choose to take the Master of Science in the traditional way, with a work placement at the end of each year, or in the alternating way. In this way, you can develop your professional skills and acquire management expertise throughout your studies. It's also an excellent way of developing the hard and soft skills that employers are looking for, so it's a real asset to your employability!

» Apprenticeships are an excellent way for our students to get a contract with a company. Apprenticeships provide a monthly income for the duration of the contract, based on the gross monthly minimum wage (SMIC) or the industry minimum wage (if it exists and is more favourable).

» Finally, at ICN, nearly 150 partner companies are ready to meet you during our career forums, which will open the doors to internships and work-study contracts with major companies.

Specialisations

AUDIT &
COMPLIANCE

BANQUE ET GESTION
DE PATRIMOINE

FINANCE
D'ENTREPRISE

FINANCE AND
RISK MANAGEMENT

LUXE ET DESIGN
MANAGEMENT

MARKETING
DIGITAL

STRATÉGIE MARKETING
ET DÉVELOPPEMENT
COMMERCIAL

MARKETING ET
INNOVATION PRODUIT

BRAND AND
MARKETING
MANAGEMENT

INTERNATIONAL
BUSINESS
DEVELOPMENT

MANAGEMENT DE LA
SUPPLY CHAIN ET
DES ACHATS

MANAGEMENT DES
RESSOURCES HUMAINES
ET INNOVATIONS SOCIALES

CAREER

opportunities

SPECIFIC ROLES

- » Innovative Business Manager
- » International Leader
- » Manager in Global Employment Relations
- » Manager in Change and Complexity
- » Manager in Global Diversity and Equality
- » Manager in Decision Tools
- » Export Department Manager
- » Export Zone Manager
- » Export Development Manager
- » International Negotiator, Import and Export Operations Specialist
- » Entrepreneur

100%
of graduates are in
employment within 6 months
of finishing their degree!

44 188 €
average annual salary
(gross + bonuses)
over the last 2 years



"I am currently working for the consulting firm HeadMind Partners in Paris. Since January 2023, I am working on a project at Club Med, as a digital transformation project manager. My job is to support Club Med sales representatives (in agencies) in the implementation of digital tools in order to optimise and generate sales. During my studies at ICN Business School, I have developed managerial skills that allow me to lead a team, and I have acquired rigor and organisational skills that enable me to prioritise my tasks today. The seminars in Italy and Switzerland allowed me to gain professional experience and discover several trades and craft workshops. Finally, ICN enabled me to find interesting internships during my gap year and an apprenticeship in this sector for my last year of the Master's programme. These professional experiences enabled me to enter the professional world with a solid background!"

Umar Beg

Digital transformation project manager at Club Med - Consulting firm



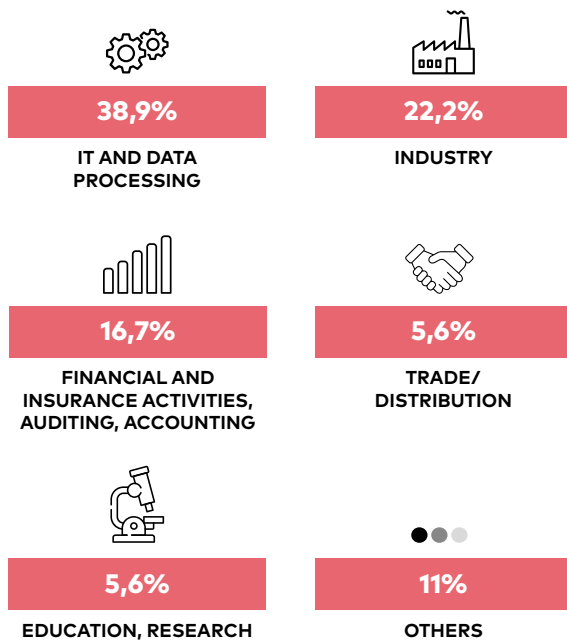
PARTNER COMPANIES



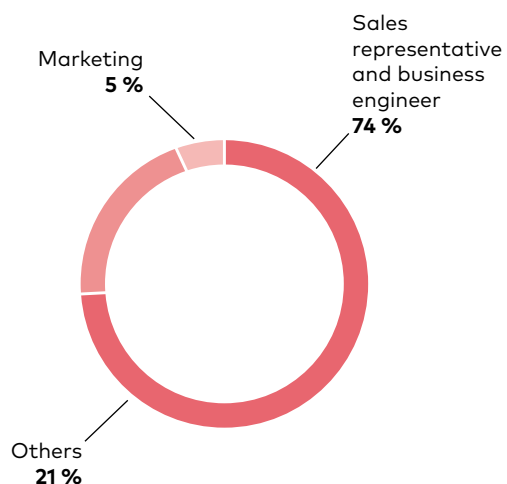
Financial aids and scholarships

We strongly believe that your financial circumstances should not be a brake on you going to your chosen school, and there are various ways in which ICN can help you to fund your studies. By means of scholarships, partial fee waivers, the option of paying in installments, bank loans, and so on. A range of support is available!

MAIN BUSINESS SECTORS



SPECIFIC ROLES



JOIN ICN BUSINESS SCHOOL!

The MSc (DESSMI) entrance exams are open to students with a higher education diploma validating at least 180 ECTS credits (Bachelor 3 level or higher) to enter the first year of the programme or 240 ECTS credits (Master 1 level or higher) to enter directly the 2nd year.

FRENCH CANDIDATES ADMISSIONS

→ Register for our entrance exams:
concours.icn-artem.com

→ Contact:
+ 33 (0)3 54 50 25 72
+ 33 (0)6 13 91 55 43
admissions@icn-artem.com

→ Required documents:
» Academic file
» Last 3 grade reports
» Degrees and diplomas obtained since the baccalauréat
» A complete resume in French
» A cover letter in French
» A photocopy of your passport or identity card
» Any other useful document (letters of recommendation, etc.)

→ Entrance exams
Interview (coefficient 25):
duration: 30 minutes

→ English oral (coefficient 15):
duration: 20 minutes of preparation
+ 20 minutes of oral

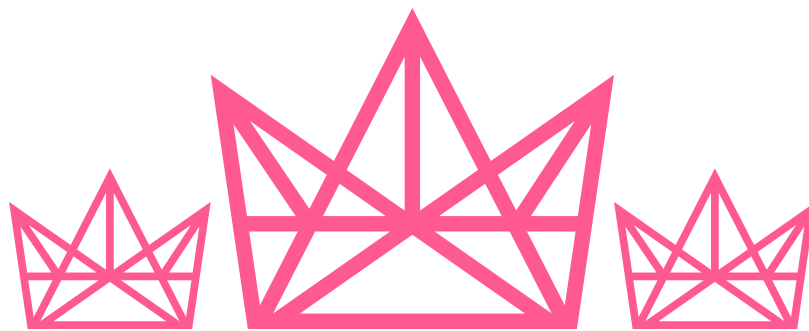
INTERNATIONAL CANDIDATES ADMISSIONS

→ International candidates are selected via an online application form and a video interview.

→ Contact:
+ 33 (3) 54 50 26 33
studyabroad@icn-artem.com

→ Required documents:
» Last 3 grade reports
» Copies of the degrees obtained confirming your level of study, converted into ECTS
» A complete resume in English
» A cover letter in English
» English score (TOEIC 750, TOEFL 78-80 or equivalent - except for native English speakers-
» A photocopy of passport or identity card (for EU citizens)
» Any other useful document (letters of recommendation, etc.)

Join
Our
Family



ICN BUSINESS SCHOOL

TRIPLE ACCREDITED



*If the world has absolutely no sense,
who's stopping us from inventing one?*

~
Lewis Carroll

