

ICN CREACTIVE BUSINESS SCHOOL MSc IN INTERNATIONAL MANAGEMENT MEX



MESSAGE FROM The **director**



Dr. Kamel MNISRI

The MIEX programme is a unique opportunity for anyone who is looking for an international and multicultural learning experience. It is a 4 semester high level classes, consulting and research activities where you will meet lecturers who are passionate about the topics they teach and research. The whole programme is designed to support personal and professional development. It encourages critical and analytical thinking. You will be asked to think creatively, reflect on your abilities and potential and find new ideas and solutions. We have the right courses for you to transform your career. By enrolling in the Miex programme we equip you with the right skills and knowledge. Come to benefit from our expertise and learn with us. I am looking forward to meeting and working with You!



The mission of the Miex programme is to educate students to work in companies which operate internationally or intend internationalisation process. The programme journey is an international and multicultural learning experience designed to help students to acquire a global vision of doing business and familiarise themselves with methods and tools in the field of international management.

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↑ MIEX 2019 - 2021 Cohort

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PRESENTATION of the PROGRAMME

5 KEY STRENGTHS OF THE PROGRAMME

- 1 A transnational network of partners providing experiences in Europe, Asia and Latin America reflected in a diverse cohort with multinational students from diverse academic backgrounds "on the road".
- 2 The quality and diversity of the professors who teach in the programme. Our lecturers and practitioners come from different horizons and are passionate about the topic they teach and they research. This diversity provides students with interdisciplinary approaches to learning, which is at the core of Art Technology Management philosophy.
- 3 The programme content which is a great opportunity for anyone looking for an international career path. It is designed to support personal and professional development and provides students with the right skills and knowledge to take their professional projects forward (consolidation and transformation).
- 4 An established and close relationships with international corporations and industry practitioners in the development and delivery of the programme.
- 5 Career-readiness through real-life learning and internships.

MAIN INFORMATION

- **Length of study:** 2 years.
- **Teaching places:** Nancy in Year 1; Bologna in Year 2
- **Degree:** triple degree: MSc in International Management + Master Universitario di I livello delivered by UNIBO + a certificate or a Master degree delivered by the 2nd year university
- **Tuition fees:** Fees in 23-24 : 9000€ for the 1st year. In 2022-2023 : 9000€ for the 1st year.
- **Partner universities fees:** For the 2nd year, you can choose between the following options :
 - Certificate of Studies at ICN Berlin, La Salle University, ECUST or UFRGS: one semester of studies + project work 4,000 €
 - UFRGS Mestrado em Administração 4000 €
 - ECUST Master of Science in Business Administration 4,000 € + 20,000 CNY
 - La Salle University: Maestria en Administracion de Negocios Internacionales 4,000 € + 27,000 MXN
 - ICN Berlin MSc in Brand and Marketing Management OR MSc in Finance and Risk Management 10,000€

► Fees are subject to change



OBJECTIVES OF THE PROGRAMME

The MSc in International Management is designed for graduates who wish to develop key knowledge and competencies to pursue international business careers, across numerous sectors and industries, within multinational organisations or in a global environment at home or abroad. It provides an in-depth understanding of the successful management of the global enterprise and develops an international, cross-cultural and global mindset among international managers of the future.



PROGRAMME CONTENT

The philosophy of the programme derives from the principles of reflective practice and experiential learning. Students will engage with principles and theories of business, management and organisation which will provide them with frameworks for reviewing, reflecting, analysing and criticising existing individual and organisational practices as well as providing new knowledge and skills which will enable enhanced and more appropriate practices to be developed.

First year courses are directed at mastering the key fundamentals of international management practices so as to create a sound knowledge base from which to work.

Courses are divided into two academic semesters. The first semester is held in France at the ICN Business School in Nancy and the second in Italy at the UNIBO School of Economics, Management and Statistics in Forlì and Bologna. Each School integrates company visits to coursework, introducing the local economy and business environment to the students. Industry leaders and managers are also invited to hold workshops and seminars throughout the year, providing practical application to accompany the theoretical framework of the programme.

During Year 2, the student will attend one semester of courses in one of the partner universities of the Master MIEX network (semester 1) and therefore focus on a specific market area.

During the second semester and depending on the 2nd Year location, the student prepares a double degree including a Master Thesis and an in-company internship.

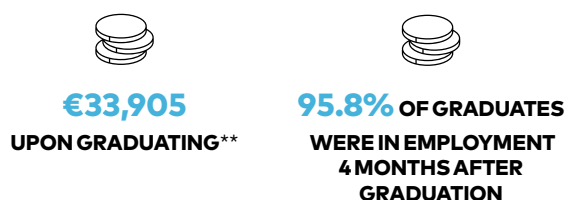
PROFESSIONAL OUTCOMES

Wide range of career opportunities internationally covering industries such as retail, trade, service and administration, transport and logistics, e-commerce, oil and gaz, manufacturing...

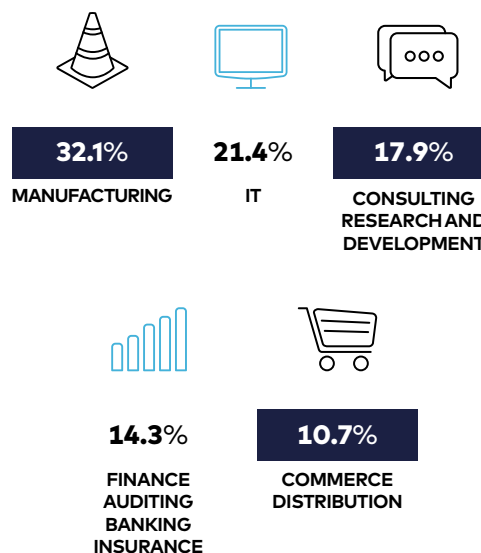
WHERE DO OUR GRADUATES WORK?



GROSS SALARY



IN WHAT FIELDS?



IN WHAT SECTORS?



*Job survey 2020

**Overall average for France and Abroad including bonuses and perks, gross salary.

PARTNER COMPANIES

Banque Internationale à Luxembourg, Les Conseillers du Commerce Extérieur de la France, Deutsche Bahn, Thyssenkrupp, Calzedonia, Ferrero, Accenture, MaxMara, Pirelli, P&G, Gazprom, Barilla, Ducati, Fraunhofer-Institut für Arbeitswirtschaft und Organisation IAO - Stuttgart, Turlane, HEMA (China) Co., Ltd, Yanfeng Global Automotive Interiors, Boero Group, Contino & Partner, Deloitte, ALSEA, Savencia Fromage & Dairy Lingua Custodia, Le Crédit Mutuel Alliance Fédérale.

ADMISSION

Bachelor degree or an equivalent higher education qualification and experience (180 ECTS minimum)

Or

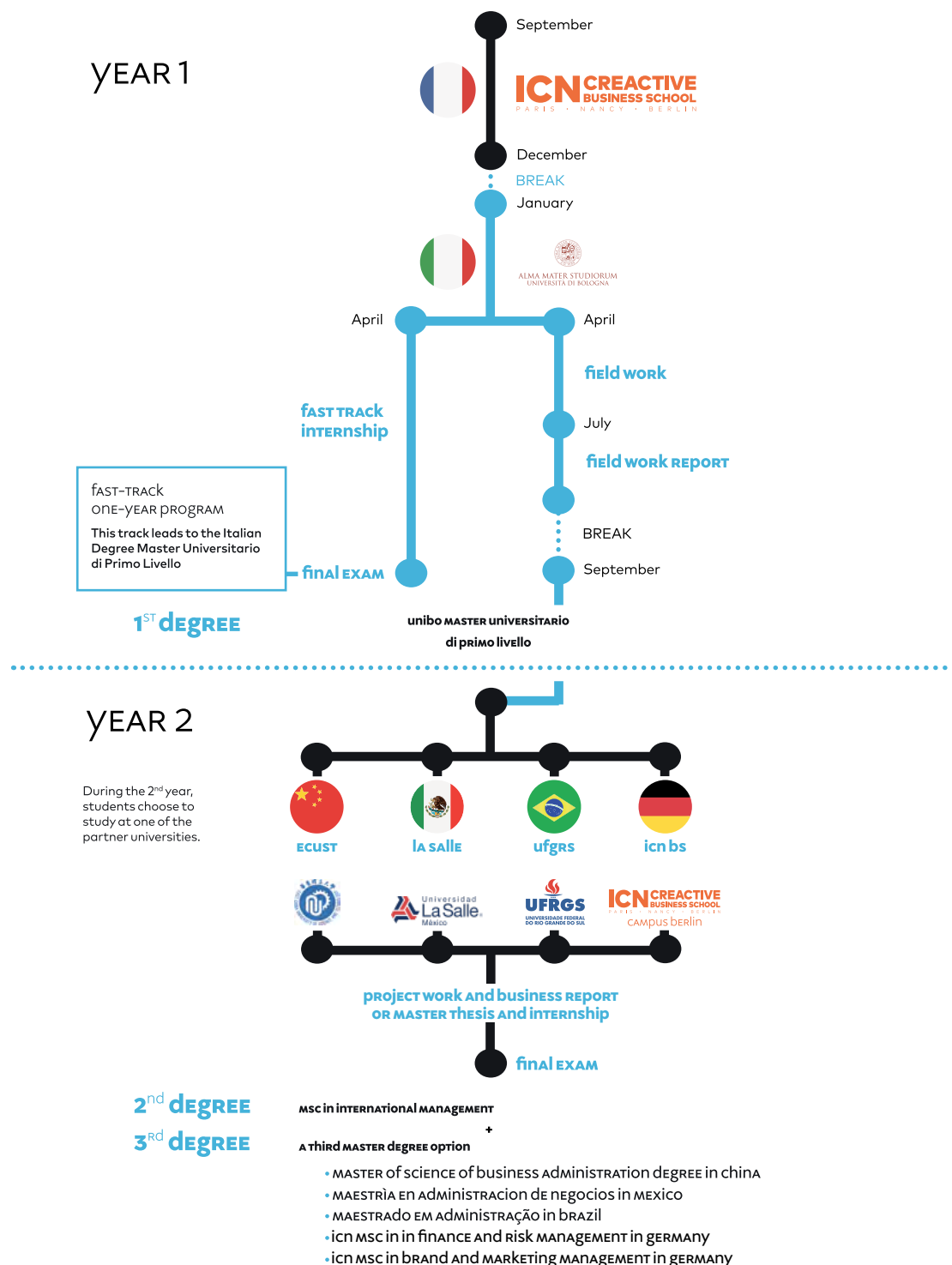
4-year Bachelor degree or an equivalent higher education qualification and experience (240 ECTS minimum)

Or

Master's degree

English level certification is required for non-native English speakers: (TOEIC 750 ou TOFEL 80 ou ILTES 6.5).

Selection is based on the application documents and interview if requested by the programme director



PARTNER universities



ALMA MATER STUDIORUM UNIVERSITÀ DI BOLOGNA

The University of Bologna, founded in 1088, is considered the oldest university in the western world. The University, for its rich history and consistency in creating academic benchmarks, is one of the best universities in Italy. It offers a wide and thorough range of academic departments as well as specialized centres of excellence found on its multi-campus facilities; such campuses are found in: Forlì, Cesena, Ravenna, Rimini, and Buenos Aires. Stemming from its long academic history, the University of Bologna is dedicated to learning, teaching, and serving society through its focus on high-quality research and education. It values innovation, collaboration, fairness, and entrepreneurialism and fosters an academic environment that favors an interdisciplinary community of learning. The School of Economics, Management and Statistics, created in 1929 and now represented on three different campuses in: Bologna, Forlì, and Rimini, is one of Italy's most prominent and important Schools of Economics and Business. It hosts a rich student body of 14,000 students and is made up of 90 professors and 35 researchers and lecturers.

UNIVERSIDADE FEDERAL DO RIO GRANDE DO SUL

The Universidade Federal do Rio Grande do Sul, UFRGS is a century-old educational institution, nationally and internationally recognized and is one of the best universities in Brazil with more than 30,000 students and staff. It is centered in Porto Alegre and it offers academic programs from all different fields of knowledge, for all stages of higher education. The School of Management focuses on teaching business and administration through a constructivism approach, giving students the opportunity to build on concepts through class interaction and participation in various hands-on activities offered by the School.

As a public institution dedicated to serving the community and building its future with a critical conscious, UFRGS respects diversity, prioritizes innovation and, above all, reaffirms its commitment to education and the spreading of knowledge, inspired by the ideals of freedom and solidarity.



ECUST SHANGHAI

East China University of Science and Technology (ECUST) was founded in 1952 and is now ranked 34th out of 2,000 universities in China. Its reputation was built on its School of Engineering, especially on its Chemical Engineering Department. The University today also has Schools of Biotechnology, Material Sciences, Computer Science, Mechanics, Environmental Studies, Pharmacy, Fine Art, and Business. The AMBA accredited, Business School is one of the largest universities in China and hosts a student body of 3,200 students.



UNIVERSIDAD LA SALLE MEXICO CITY

The University of La Salle was created in 1962. Today it has 13 campuses in all of the larger cities in Mexico and is one of the leading universities in Mexico. MIEX courses take place in the centre of Mexico City on the postgraduate campus. This campus confers 15 MAESTRIA degrees (2 years part-time study). The campus hosts a large student body of 10,000 students.





↑ MIEX 2021-2023 Cohort



OUR STUDENTS



Following my Bachelor graduation in International Business (specialisation in emerging markets) in 2018, I joined the PGE 2 in International Business Development at ICN Business School in 2020, before entering the MIEX programme in 2021.

I joined MIEX because it was the perfect opportunity for me to study at an international level. I wanted to be surrounded by people from all over the world and be exposed to their culture and lifestyle. This programme is a way to challenge yourself on a daily basis. It allows you to work on your open-mindedness, tolerance and adaptability. It is also a way to expand your professional and personal network.

So far, the best memory I have of MIEX is the day I met all the students in the class. It is the moment you realise how diverse the class is and that being surrounded by these people everyday will make you grow in every way.

To those who wish to join the programme: in addition to the qualities required to join the MIEX programme, such as open-mindedness, tolerance and patience, you must have the desire to learn: learn from the modules that the programme offers, but also from the other students in the class. The environment that the MIEX programme offers is indeed unique!

Derya (2021-2023 Cohort)



I joined the MIEX programme because it is a great opportunity to learn about the culture of other countries, to be able to travel, to have a better work experience and above all to be able to grow as a professional and as a human being!

Joining the MIEX programme is like joining a big family. One of my best memories was my 28th birthday: I had the opportunity to celebrate it with all my MIEX classmates, we had a mexican dinner, it was great!

If you are joining the programme, I would advise you to enjoy every minute of your stay: find a balance between your school activities and your free time to go out with your classmates to explore the city, and travel to another city or country for a week-end!

Raúl (2021-2023 Cohort)



OUR ALUMNIS



For me, the MIEX programme was (and still is) the programme that is both sufficiently broad and cross-disciplinary in terms of topics, but still deals with each topic in depth. Today, most companies are looking for "soft skills" above all. Thanks to the components of the MIEX programme (many different nationalities to work with, travel to 3 different countries, mastery of English necessary to be able to communicate, etc.), I have now acquired the necessary skills-set (management skills for instance) for recruiters. This is indeed a differentiating factor for recruiters, as soft-skills are essential in a world that is becoming increasingly interconnected. Completing the MIEX programme also helped me to know myself better, as it was an incredible human experience.

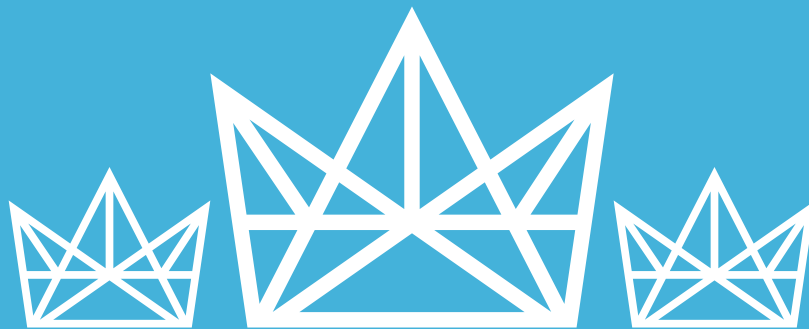
My last semester in Shanghai remains, without any doubt, my best memory. Although MIEX was full of other fantastic memories, being immersed in a totally different culture was a real eye-opener for me to continue working internationally. What you should keep in mind is that MIEX is not just a "memory": it is the only programme that never really ends. For instance, I have a Mexican friend (Alejandro Cuevas, same class, Mexico) coming to visit me in Barcelona during his holidays, but I also have friends from other classes that I am planning on visiting in Italy, France, Russia, Germany, China, India etc. As you can see, MIEX is much more than a two-year training course.

Today I am working as an Inside Sales and also work on the Enablement part of the new employees within VMware. And believe it or not, it is indeed thanks to MIEX that I was able to discover the company in which I am sincerely happy and fulfilled today. So, thank you Simone Davi (same class, Italy) for this discovery during our Field Work!

A piece of advice for future MIEX students: don't try to specialise in a field that you "think is right" but take the time to expose yourself to as many experiences as possible, the aim being to get to know yourself better. So, if you are interested in MIEX, GO FOR IT! It is a professional and human adventure that will unlock attractive professional opportunities and enable you to discover yourself in another way.

Maxime (Graduate 2019)





ICN BUSINESS SCHOOL

TRIPLE ACCREDITED



CONTACT

French students admission

admissions@icn-artem.com
+33 (0)3.54.50.25.38

International students admission

studyabroad@icn-artem.com
+33 (0)3.54.50.25.25



**IF THE WORLD HAS ABSOLUTELY NO SENSE,
WHO'S STOPPING US FROM INVENTING ONE?**

~
LEWIS CARROLL



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