



THE MAG

PARIS • NANCY • BERLIN

YOU ARE UN¹QUE

BACHELOR IN MANAGEMENT



OUR CREATIVE MAGAZINE

Special issue: Bachelor in Management - 2022 - 2023 - www.icn-artem.com

Le Moci - 2022 / L'Étudiant - 2021

Best

Bachelor
in France

Challenges - 2022

2ND

Bachelor in
France

Up 4 places!

Le Parisien - 2022

1ST

Bachelor
(Grand Est
region)

2ND
in Paris

Les Echos Start - 2022

8TH

For environmental sustainability
and social responsibility

Up 4 places!

Financial Times - 2022

12TH

Triple accredited
Business School AACSB AMBA EQUIS

Up 3 places !

Le Point - 2021

6TH

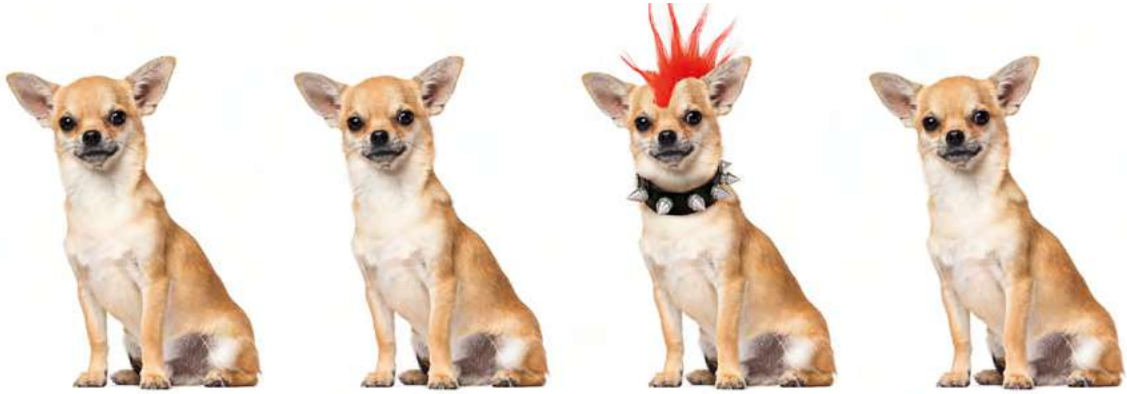
International outlook

Up 2 places !

L'Étudiant - 2022

14TH

Post-Preparatory
School



YOU ARE UN1QUE



FLORENCE LEGROS’ “INITIALS” INTERVIEW

We set a challenge for Florence Legros, head of ICN, the 14th French business school to achieve Triple Crown status: for each of its initials, come up with a word that sums up the school's ambitions and plans. She rose to that challenge in her "initials" interview.



Interview published in the Grandes Écoles et Universités Magazine issue 101 (September 2022) – available on www.mondedesgrandesecoles.fr

INDISCIPLINARITY

The idea of putting an end to intellectual silos has been in ICN's DNA since its establishment. When it comes to describing the school's approach to teaching, I prefer to use the term indiscipline. This approach is embodied by our #ATM philosophy (Arts, Technology and Management), which has been rolled out across all our campuses, by us and our local partners. As part of this philosophy, our students work alongside students from other schools, on projects which are mostly proposed by our corporate partners. Projects are on fairly conventional subjects (such as the city of tomorrow, for example) or on more unusual ones, like the one recently proposed by the company Givaudan, which involved designing a perfume bottle for the 2024 Olympic Games. ICN students carried out the project alongside students from the Polytechnic University of Milan. We are proud to have pioneered such a collaborative approach, which is now being adopted by many business schools, and we are continuing to develop our partnerships. A development embodied by Station A, an innovatively-designed space entirely dedicated to transdisciplinarity, creativity and teaching innovation, which features project rooms and innovation in all its forms.

COLLECTIVE

On a further note, supporting our students has always been in ICN's DNA. We want to further improve student support by setting up a dedicated department called Student Success. This will give students access to an ASQ platform, where they can ask any questions they might have, whether they relate to their studies, international experiences, their gap years, to taking double degrees, or to developing their career plans. Further support is also available to students who need help with more personal matters (with funding their studies, with mental health concerns, etc.).

NEWTON

The unit of force, symbolizing the force with which we propel our students towards success. Our students and graduates are known for their entrepreneurial spirit, their innovative minds and their ability to adapt to change, priceless qualities that employers love.

A BONUS LETTER SUSTAINABLE DEVELOPMENT AND CORPORATE SOCIAL RESPONSIBILITY

Studies have shown that students who are exposed to more than one discipline during their education have a greater sense of citizenship. ICN's indiscipline means that it is naturally committed to issues around sustainable development and CSR. Our impact in this area is also a key part of our next strategic plan. Our commitment to sustainable development and CSR is demonstrated by the fact that ICN is the only independent school in France to have a UNESCO Chair, a Chair on Arts and Science for Sustainable Development Goals. With regard to CSR, we are also very proud of the 96/100 score we achieved on the Gender Equality Index (the national average for French businesses in 2022 was 86/100). A fantastic rating that is not only due to the fact that the school is headed by a woman!

FOR ICN, INDISCIPLINARITY IS AN INTERNATIONAL DISCIPLINE!

Even before obtaining Triple Crown accreditation, ICN wanted to engage more with internationally-accredited academic partners which, like itself, have indiscipline as one of their key values. To achieve that goal, we are in the process of creating the Club #ATM, a network of exclusive partners. This will notably make it possible to organize international weeks involving students from institutions that are part of the consortium.



**1 CROWNED BEST
BACHELOR PROGRAM
IN FRANCE TWO YEARS
RUNNING**

**2 A STATE-RECOGNIZED
BACHELOR'S DEGREE**

**3 A GREAT INTERNATIONAL
OUTLOOK**
With 70 partner universities in 45
countries

**4 A UNIQUE #ATM
APPROACH TO TEACHING**
Based on transdisciplinarity and
personalised support and guidance
(see page 71)

**5 CAREER-ORIENTED
LEARNING**
In the third year, you can combine your
studies with up to 16 months of work
experience, and benefit from the input
of experts in their fields
(see page 28)

**6 3 MODERN CAMPUSES IN
STUDENT CITIES**
That is sure to make for an
unforgettable student experience!
(see page 44)



← To learn more
about why you
should choose
ICN

The
PROGRAM'S
6 KEY
strengths

I Learn

ON MY
OWN
TERMS

ICN CURRICULUM // PROFESSIONAL AIMS // SMART HACKATHON // FUNDING AND
ACCOMMODATION // CONTINUING YOUR STUDIES TO MASTERS LEVEL // TEACHING
MANAGEMENT THROUGH INNOVATION // STUDENT CLUBS & ASSOCIATIONS

BACHELOR'S DEGREE In Management

Three years of broadening your horizons and learning the fundamentals of management! With internships every year, numerous opportunities to put your knowledge into practice and professional training modules in third year, ICN's Bachelor's Degree in Management will prepare you for your chosen career. You will also benefit from a unique learning experience, thanks to our #ATM teaching approach.

1ST YEAR

In first year, you will learn the fundamentals of management and start to plan your career.

SEMESTER 1

- » Effective Tools for Managers 1
- » The Business Environment 1
- » Introduction to Business
- » The Commercial Environment
- » How to Sell Yourself 1
- » Foreign Languages and Humanities

SEMESTER 2

- » Effective Tools for Managers 2
- » The Business Environment 2
- » How to Sell Yourself 2
- » Open-Mindedness
- » Foreign Languages and Humanities

2-month internship

2ND YEAR

In second year you will consolidate what you have learned and broaden your horizons.

SEMESTER 1

- » The Business Environment
- » Tools and Methods for Managers
- » Marketing Techniques
- » Foreign Languages and Humanities
- » Broadening Professional Horizons

SEMESTER 2

- » Global Business
- » Marketing & Distribution
- » Personal Development and Managerial Open-Mindedness
- » Foreign Languages and Humanities
- » Broadening Professional Horizons

Internship (min. 2 months)



In your final year, there are four routes to choose from:

ROUTE 1

Deepening your skills plus professional training

A work-study option is available (p. 33)

- » Full-time study and work-study options available
- » In Nancy or Paris
- » In French or English

SEMESTER 1

- September to December: full-time study
- September to March: study combined with an internship

Core modules:

- » Analytical Tools for managers
- » The Manager's Scope of Responsibility
- » Managerial Open-Mindedness
- » Manager Employability

Professional objectives
(see page 10)

Seminar

SEMESTER 2

- January to August, full-time study
- April to August, work-study
- » Internship (minimum of five months) plus an internship report
- » Dissertation and a viva

ROUTE 2

English Track



Taught in English on Nancy campus

- » Full-time study
- » In Nancy
- » In English

SEMESTER 1

- September to December

Core modules:

- » Analytical tools for Managers
- » The Manager's Scope of Responsibility
- » Managerial Open-Mindedness
- » Manager Employability

Professional objectives
(see page 10)

SEMESTER 2

- January to May
- In English
- » Core modules
- » Dissertation and a viva

JUNE TO AUGUST

Cycles of lectures

OR

Short 2-month internship plus a report

ROUTE 3

International exchange plus an internship

List of partner universities on p. 58 and p. 59

- » Full-time study

SEMESTER 1

- September to January

The first semester is spent at a partner university

SEMESTER 2

- January/February to August
- » Extended internship (minimum of 5 months) plus an internship report
- » Dissertation and a viva

ROUTE 4

An international double degree 10 double degrees

List on p. 58 and p. 59

- » Full-time study

A year is spent at a partner university, in order that the student obtains a double degree.

Information subject to change

DO IT

YOUR WAY!

In third year, take your pick

between six career directions*

INTERNATIONAL BUSINESS

» Nancy & Paris

The International Business course prepares you for a future career in import/export and international trade. It features several modules that are entirely focused on intercultural negotiations with Latin America, Russia, China and countries in Europe.

LUXURY BRAND CLIENT ADVISOR

» Paris

The client advisor in luxury businesses course equips you with the skills needed to market luxury products and services. A strong emphasis is placed on luxury retail management, including the importance of merchandising (particularly visual merchandising), in-store customer experience and the service provided, managing a team of sales advisors, as well as implementing and monitoring the main KPIs (Key Performance Indicators) used by a good store manager.

INNOVATION PROJECT MANAGER

» Paris

The innovation project manager course is designed to teach you how to launch new products and to understand and then apply different innovation theories and practices (as regards marketing, PR & advertising and distribution). The aims are to familiarize students with relevant innovation tools and processes, and to teach them how to implement innovation in cross-disciplinary and agile corporate and workplace contexts.

COMMUNICATIONS AND EVENTS MANAGER

» Nancy & Paris

The communications and events planning course is designed to provide you with the design techniques and practical in-depth knowledge that are vital in this key area for businesses. By giving you an insight into the world of corporate communications, it also aims to familiarize you with the type of work that is done in the field.

The course covers several aspects of communications and event planning, starting with the basics of commercial communications, before introducing specific types of communications (communications around luxury goods, sponsorship, PR, and internal, crisis & international communications). The course also covers advertising, storytelling, design thinking, direct marketing, digital agencies, social media, viral marketing and buzz marketing.

E-COMMERCE PROJECT MANAGER

» Paris

From the design to the bringing into being and running of multimedia and multi-channel commercial projects, the e-commerce project manager course will enable you to acquire the methods and best practices that will put you in a position to be able to successfully manage e-commerce ventures. Search Engine Marketing (SEM), content strategy, web marketing techniques, IT development and online branding, etc. This course equips you with all the skills you need to work in e-commerce.

BANKING AND INSURANCE CUSTOMER RELATIONS MANAGER

» Nancy

The aim of this course is to equip you with sound knowledge and understanding of the various fields in the broad banking and insurance sector, which is experiencing profound changes. There are five modules: The Banking Business / The Insurance Business / Asset Management / Banking: a holistic approach / AMF (supervisory body) certification.

The modules cover the wide range of skills required to be a good finance professional and the roles the sector has to offer. Banks are very different from other business organizations and students will look at them from an accounting perspective initially, before focusing on a range of other areas (organizational aspects, fintech, digitalization, marketing, HR, CSR, etc.). Students will also learn about and gain an insight into the main financial products – in banking, finance and insurance.

The course has a strong vocational element. One of its modules focuses entirely on AMF certification, which is a legal requirement in a large number of professions in the banking sector and thus a great addition to your CV. This broad scope of the course is made broader still by the involvement of an asset manager. The module demonstrates that a finance professional needs to have commercial, analytical and technical skills, including in related subjects such as law and taxation.

* Taught in French and/or English

Hone your professional skills with the SMArt Hackathon!

From the very first year of the Bachelor in Management, explore the boundaries between art, management and technology by taking part in the **SMArt Hackathon**!

WHAT IS THE SMART HACKATHON?

The event takes place over several days and participants work in groups. The aim is for you to think about how transdisciplinarity can be of use to you during your career. You will also think about your future career, and imagine what the “responsible manager of tomorrow” looks like.

The advantage
Conferences
hosted by
professionals who
are experts in their
fields will give you
plenty of food for
thought.

THE RAISON D'ETRE OF THE SMART HACKATHON?

Throughout your career, you will have to work with people from different backgrounds to yours. To successfully carry out a given project, you need to be able to work well with engineers, artists, designers or even architects. How? By looking at things from a broader perspective, as a means to understanding their approaches and outlooks. That is why the SMArt project is designed to broaden your horizons and make you aware of the different approaches taken by your future colleagues, whose backgrounds and professions may differ from your own. This mental agility will allow you to see the bigger picture, understand how everyone can contribute, and work well within a multidisciplinary team, with all types of people.



No matter
what your
ambitions are,
the **SMArt**
Hackathon will
prepare you for
your future career!

LIFE AT ICN

Our tips for finding accommodation and funding your studies

We strongly believe that your financial circumstances should not be a brake on you going to your chosen university, 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!

FINANCIAL SUPPORT MADE IN ICN

Our scholarships

Partial fee waivers. Every year, ICN awards nearly 20 scholarships in partnership with its social committee and its endowment fund. How to apply for scholarships and partial fee waivers? After assessing your financial circumstances and academic record, you will have to comply with a learning agreement.

Spread the cost over 2 to 3 installments

Installments allow you to reduce the cost of your monthly payments.

Bank loans

ICN has partnered with three banks: Caisse d'Épargne Grand Est Europe, Banque Populaire Alsace Lorraine Champagne and Banque Postale (Nancy). The school has also partnered with LCL in Paris La Défense, which allows you to get a loan of up to €50,000 without having a guarantor!

FINANCIAL SUPPORT PROVIDED BY THE STATE

- » State-guaranteed student loans
- » Income tax deductions

Did you know?

Internships allow you to earn up to €8,900 over the course of your studies.



What about student jobs?

AT ICN BUSINESS SCHOOL

You will be able to partially fund your studies while gaining work experience. Jobs on offer include working for the ASQ centre, in the media library, and also during the school's entrance examination period.

IN NANCY AND PARIS

At both our Paris and Nancy campuses, you will have the opportunity to fund your studies while at the same time honing your work skills, thanks to the internships, apprenticeships or student jobs on offer!

There are numerous student job opportunities in Paris and Nancy, which are of course student cities. Throughout your studies at ICN, the Career and Internships Centre can offer you advice and help you to look for work.

Our top tip: check out the student job website → [Jobaviz.fr](https://jobaviz.fr)

Want to earn a stable income while putting your knowledge into practice? What about opting for an apprenticeship?

Apprenticeships are available during your third year in the Bachelor in Management program, and the great thing is that your tuition fees are paid by the host company. The host company also pays you a monthly salary over the full length of your contract according to a scale in line with the gross monthly minimum wage (€1,554.58 as of the 1st January 2021), or with the collectively-agreed minimum wage in the sector in question, where applicable (whichever is higher).

IN BERLIN

In Germany, you have the option of working in your free time, between 8 and 20 hours a week. This will allow you to fund your studies and experience working for the first time which will look great on your CV.

We recommend the following websites to help you to look for a job in the German capital:

- » Studentenjob
- » Stellenwerk-berlin → Indeed
- » Berlinstartupjobs



€184,000

IN ICN SCHOLARSHIPS AWARDED EVERY YEAR TO 63 STUDENTS!

ICN is committed to breaking down financial barriers and widening access to the world-class education we provide

Accommodations

NANCY

The 11th-best university city
in France
(L'Étudiant 2022)

THE ADVANTAGE: Affordable rents, even in the city centre!

PARIS

The 9th-best university city
in France
(L'Étudiant 2022)

THE ADVANTAGE: Its vibrant culture and nightlife.

BERLIN

The 6th-best student city
in the world
(QS 2023 World University Rankings)

THE ADVANTAGE: Its rich culture and student life.

→ What about sharing accommodation, to immerse yourself in the German culture?

Find roommates

WG-Gesucht :
www.wg-gesucht.de

Immobilienscout24 :
www.immobilienscout24.de

Our tips for finding accommodation

Wunderflats :
www.wunderflats.com

Spotahome :
www.spotahome.com



Our tips for finding accommodation

You can find a list of university accommodations at
→ icn-artem.com/en/students/finding-and-paying-for-your-accommodation/

MGEL LOGEMENT

Manages two halls of residence and provides its members with offers from private landlords and letting agencies.

CAF (NANCY)

You may be eligible for housing benefit from the Meurthe-et-Moselle or Moselle CAF (Caisse d'Allocations Familiales).

CROUS (PARIS & NANCY)

You may be able to take advantage of the student rental deposit scheme (CLE), allowing you to secure accommodation if you don't have a guarantor.

Some Useful Websites

→ www.lacartedescolocs.fr

→ www.lokaviz.fr

→ www.studylease.com

CAN'T CHOOSE BETWEEN STUDYING THE SCIENCES AND STUDYING MANAGEMENT?

Then the Bachelor Tech & Innovation Management, taught in French and developed in partnership with ENSGSI, is made for you! It will introduce you to innovation and transdisciplinarity and allow you to develop skills that are highly sought-after by employers.

Thomas Edison

Inventor of the telephone, pioneer of electricity, one of the main inventors of cinema, and so on, who probably would have loved our Bachelor Tech & Innovation Management!



ICN CREACTIVE
BUSINESS SCHOOL
PARIS • NANCY • BERLIN

LORRAINE
INP Ensgsi
NANCY

Take your studies to the next level...



After earning your Bachelor's Degree in Management, ICN gives you the opportunity to continue your studies on a master's degree program!

In addition, the course gives you the chance to study for one of more than 70 double-degree combinations on offer at French engineering schools and universities and at our international partner universities. What gives ICN the edge? Our triple master's degree course in International Management (MIEX), which offers a memorable multicultural experience!

Admission on the basis of an online application

For more information, contact the international admissions department by emailing studyabroad@icn-artem.com

... And get a master's degree!

At the M1 level of the Master in Management program, opt for one of our specializations and get a double-degree and widen your skillset!

MARKETING & BUSINESS DEVELOPMENT

- » Marketing et Innovation
Nancy / FR
- » Marketing & Innovation
Berlin / EN
- » Marketing et E-Business
Paris / FR
- » Luxury & Design Management
Nancy & Paris / EN
- » Stratégie Marketing et
Développement Commercial
Nancy & Paris / FR

FINANCE, AUDIT & CONTROL

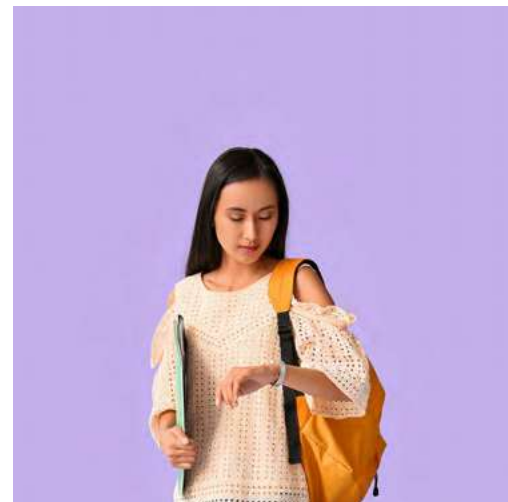
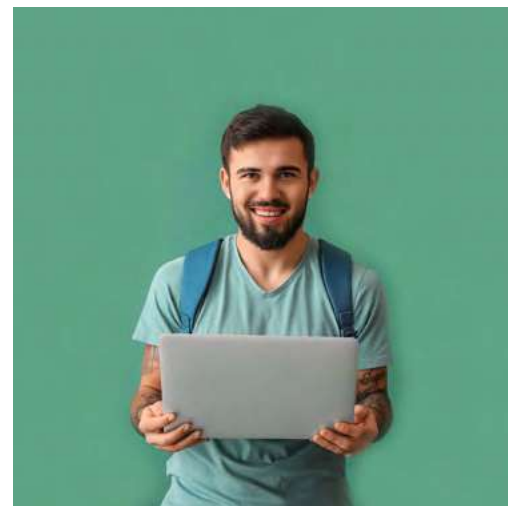
- » International Audit & Compliance
Nancy / EN
- » International Finance & FinTech
Paris / EN
- » Banque et Gestion de Patrimoine
Nancy / FR
- » Finance d'Entreprise
Nancy & Paris / FR
- » Corporate Finance
Berlin / EN

ORGANIZATION MANAGEMENT & STRATEGY

- » Management de la supply chain
et des achats
Nancy / FR
- » Supply Chain Management
& Purchasing
Paris / EN
- » Management des Ressources Humaines et
Innovations Sociales
Nancy & Paris / FR
- » Global Business Management
Paris / EN
- » Sustainable Business and Innovation
Management
“M1” (year 1 of the master's) in Berlin / EN &
“M2” (year 2 of it) in Costa Rica / EN

MIEX

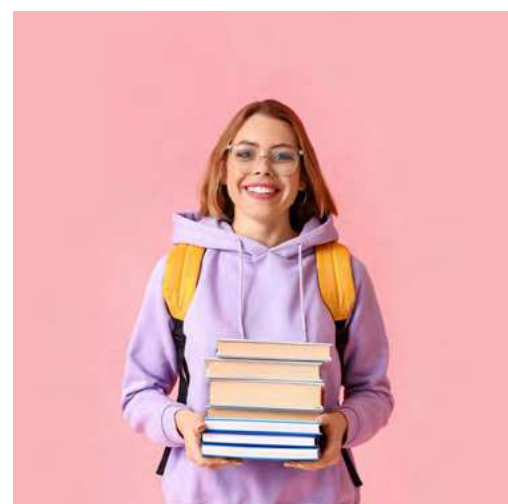
- » MSc in International Management – triple degree
Consortium of seven campuses around the world.
1st year: Nancy, Bologna/Flori
2nd year: Berlin, Mexico, Porto Alegre or Shanghai



THE ASQ DEPARTMENT (SERVICE ASQ)

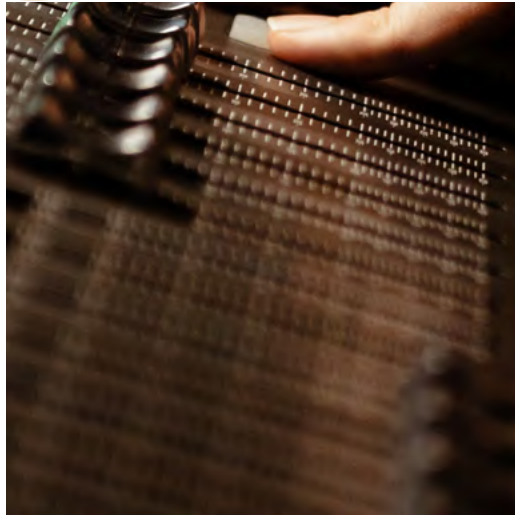
The department with all the
answers to your questions

asq@icn-artem.com



Teaching management by

INNOVATION



Promoting engagement and active and experiential learning using technology: that is the challenge ICN Business School is taking on!

Between RapidMooc, e-learning, CrossKnowledge and our digital recording studio, we have made every effort to improve your study experience.

At ICN Business School, the study experience is worlds away from lectures taught in large lecture halls. For instance, the brand new Paris campus was built without any lecture halls. Instead, we opted for small classrooms and large open-plan collaborative learning spaces. To ensure face-to-face classes are taught by means of experiential and active learning methods (supervised work, practical cases and group work), RapidMooc was introduced at ICN.

Its goal? This brand new recording studio allows teachers to take a completely new approach to teaching, in line with our #ATM philosophy! Thanks to RapidMooc, teachers at ICN can now record video clips in a completely innovative way. Meaningless PowerPoints that fail to meet the needs of students? No thanks! Teachers are now able to appear in their teaching materials, to point things out! In short, to make classes more dynamic and interactive. These videos are used to complement classroom teaching and to prepare students for supervised work. During face-to-face classes, they can be used to present theoretical aspects. Students then carry out practical applications of the theory and take part in active learning.

The advantages? Being able to review classes at home, at your own pace, and with explanations from your teacher! With RapidMooc, you are now also able to “attend” classes when it suits you, which gives you more flexibility to focus on your club or association activities, or on your personal or entrepreneurial projects.

In addition, you can use the recording studio to create content that will supercharge your career prospects! Located at Station A, on the Artem campus in Nancy, you can use it to make a video CV. The studio can also be used for different #ATM projects, to boost your creativity and encourage you to get out of your comfort zone.

To make your digital learning experience even better, students have access to a catalogue of CrossKnowledge classes. The catalogue consists of online educational resources, and it provides you with a comprehensive e-learning program. With a wide range of categories available, you can choose content that interests you, in order to develop both your soft skills (public speaking, stress management, personality development, etc.) and hard skills (using tools such as Excel, Teams, etc.)

Upcoming innovations

"When students are looking for information, we know that 99% of the time they use their phones. That is why we want to create new applications, to improve their student experience!"

Ewa El Bergui,

Head of Educational Technology Development





40 STUDENT ASSOCIATIONS!

At ICN, there are almost 40 student associations/clubs
- learn to work as part of a team, get involved, acquire professional skills and express your creativity!

STUDENT UNIONS

For a rich
student life

NANCY & PARIS STUDENT UNIONS

The Nancy & Paris Student Union is actively engaged in all aspects of student life. It organizes a range of noteworthy events, supports the various student associations/clubs, and plays the role of an intermediary between management, administration, associations/clubs, students, and so on. Put simply, it brings the school to life and works hard to ensure you have an unforgettable student experience!

In addition, it is involved in promoting the school's programs and has a presence at forums and student fairs.

"I am delighted to be the new Chair of the Student Union for the Bachelor and Grande Ecole program, in Nancy and Paris. This year, we have decided to bring the two campuses and programs together for the first time. The aim? To further reinforce the family spirit that reigns supreme at ICN! I am very proud to be taking on this new role!"

Arthur, President of the Nancy & Paris Student Union

NANCY & PARIS SPORTS UNION

The Nancy & Paris Sports Unions manage sporting life at the school. They organize and take part in various competitions, representing ICN on a sporting level (at futsal tournaments, in the French business schools cup, in university championships, in various sports at the Supélec games, etc.) – sure to bring out your inner athlete!



HUMANITARIAN, SOCIAL & RESPONSIBLE

ANIMATE

Nancy & Paris - ICN Impact Collective
Carries out activities to defend animal rights and promote animal welfare.

BDI-ESN GLOBE'N CO BUREAU DES INTERNATIONAUX

Nancy & Paris
Supports the integration of international students and promotes cultural awareness.

CHILD'N'FUN

Nancy & Paris - ICN Impact Collective
Organizes events for disadvantaged children.

DIVERSITÉ

Nancy & Paris - ICN Impact Collective
Fights all forms of discrimination and promotes gender equality.

ENACTUS

Nancy & Paris - ICN Impact Collective
Develops entrepreneurial projects in the non-profit sector.

ALLIANCE REUSSITE

Nancy - ICN Impact Collective
Promotes, fosters and develops links between ICN Business School students and pupils at partner institutions, with the aim of encouraging them to go on to higher education and of developing their cultural and personal awareness.

GREEN TOUCH ARTEM

Nancy & Paris - ICN Impact Collective
Promotes sustainable development through environmentally-virtuous, socially-responsible and economically-viable projects.

LATINA

Nancy & Paris - ICN Impact Collective
Provides material, financial and humanitarian assistance to communities in need in Latin America.

UNITED'ICN

Nancy & Paris - ICN Impact Collective
Provides support to homeless people, in particular by providing them with food, hot drinks and human contact.

MÉKONG

Nancy & Paris - ICN Impact Collective
Heavily involved in humanitarian work in Asia.

SOLIDA'RAID

Nancy & Paris - ICN Impact Collective
Organizes the crew's departure for the 4L Trophy (a yearly humanitarian rally), as well as humanitarian missions and local activities in Africa.

ICN DAKAR

Nancy & Paris - ICN Impact Collective
Maintains partnerships between ICN students and humanitarian entities in Senegal and West African countries.



LEISURE AND DISCOVERING NEW INTERESTS

CITY'ZEN

Nancy & Paris

Piques students' curiosity through lectures on cross-cutting topics, by hosting debating competitions and by "immortalizing" school events in photos and videos.

GAME ON

Nancy & Paris

Organizes gaming events and takes part in the annual Vandoeuvre in Game event. Hosts video game development project groups within the ARTEM alliance of schools. Puts together and trains an eSports team.

DÉFI VOILE ARTEM

Nancy

Represents ICN and ARTEM in the Course Croisière EDHEC (a sailing cup).

LES P'TITS GOURMETS

Nancy & Paris

Excite your taste buds and reveal your inner chef!

MILLÉSIME

Nancy & Paris

Promotes and introduces students to oenology.

BUREAU DES VOYAGES

Nancy & Paris

Organizes trips that promote culture, ecology and social ties.

EQU'ICN

Nancy

Makes the sport of horse-riding affordable for all.

ART AND CULTURE

KOMÉ LES ENCHANTÉS

Nancy & Paris

Writes and stages an annual musical.

PROPUL'SON

Nancy & Paris

Promotes music by organizing gigs and various music events.

VERTIGES MODE

Nancy & Paris

Organizes fashion shows featuring young designers, and various fashion-related activities.

ICN MEMORIES

Nancy & Paris

Handles photography and videography during events organized by ICN and the bachelor's degree program.

BUSINESS-RELATED

ICN CORPORATE

Nancy & Paris

Connects the business community with the ICN student community.

ICN ENTREPRENEURS

Nancy & Paris - Collectif ICN Impact

Promotes and makes entrepreneurship achievable.

FINANC'ICN

Nancy & Paris

Makes the financial sector attractive and understandable.

ICN BACHELOR PROMOTION

Nancy & Paris

Promotes and publicizes the bachelor's program.

ICN CONCOURS NEGO

Nancy & Paris

Organizes the qualification phases for ICN students competing to take part in the sales competition «Les Négociales».

ICN CONSULTING

Nancy & Paris

Helps students look for internships and prepares them for studying abroad at the school's partner universities.



PEP'S

Professional Experience Personal Support



**PEPS: PERSONALISED SUPPORT THROUGHOUT
YOUR STUDIES AT ICN!**

Mentoring, association/club activities and seminars will allow
you to figure out who you are and who you want to be.

ESPRIT AVENTURE
le développement

FOCUS

The best projects carried out by ICN associations/clubs

THE ANNUAL ENTREPRENEURSHIP AWARD, WHICH RECOGNIZES THE CREATIVE TALENT OF OUR STUDENTS.

The annual entrepreneurship award is organized by ICN Entrepreneurs and enables students to take their first steps as entrepreneurs. It rewards our student entrepreneurs for their ideas and creativity.

Throughout the day, you will have the opportunity to pitch your project to a prestigious judging panel, made up of business leaders, financial experts, graduate entrepreneurs (ICN alumni) and digital marketing professionals.

"The annual entrepreneurship award is a memorable experience and helps budding entrepreneurs to improve their projects. After the event, students' ideas are more concrete and realistic." Louis Landragin, Chair of the ICN Entrepreneurs association.

The advantage? The experts are there to assess your work, but also – and most importantly – to give you constructive criticism and advice about your venture. It is a crucial step in the development of your project - it will allow you to make progress and expand your network, thanks to the specialist advice you will receive. There is a prize for the top 3 pitches, ranging from €500 to €1,500.



ICN DIVERSITÉ AND ITS EVENTS TO FIGHT AGAINST GENDER DISCRIMINATION

Throughout the year, the association ICN Diversité organizes important events to raise awareness among students of gender inequalities, and to encourage people to talk about what action can be taken to make a positive impact.

To mark international women's day, ICN Diversité organized a roundtable discussion for students on the topic of gender inequalities in business. As part of the event, the association invited as guests several inspirational figures who are actively engaged in the cause, such as Denis Roth-Fichet (the Regional director for Women's Rights and Gender Equality) and Nathalie Colin (the Co-Founder and Creative Director at Maison Minuit Paris, who promotes diversity in working groups).

Furthermore, in collaboration with La Cordée de la Réussite (an equal opportunities initiative), the association has also introduced school pupils in a disadvantaged area to the HE for SHE movement. The goal? To make them aware of the inequalities that can exist between boys and girls today. The event garnered a lot of interest among the young pupils!

Did you know?

Each year, ICN organizes the Trophée des Associations. It is a gala event during which associations and clubs are rewarded for their work in a range of categories.

Commitment, best collaboration, communications, best event, "Coup de Coeur" (judges' favorite) prizes, and so on – the associations and clubs that have made the biggest impact receive their award during the course of this joyous ceremony!

ICN JUNIOR CONSEIL: THE "JUNIOR ENTREPRISE" THAT ADVISES AND SUPPORTS BUSINESS WITH THEIR PROJECTS!

Modelled on a consulting firm, ICN Junior Conseil supports major groups, companies, SMEs, start-ups and private individuals in their development and provides them with advice on how to develop their various projects. ICN Junior Conseil is ISO 9001-certified and provides high-quality management and support. It is thus, today, a benchmark firm in its sector.

Its greatest achievements? It was a finalist in the best consultancy firm awards, organized by Ernst & Young, in 2019 and 2021, and in the best entrepreneurial consultancy firm award organized by BNP Paribas, in 2020.

At the same time, the "Junior Enterprise" is also a signatory to the #JamaisSansElles charter – a movement that champions diversity which it promotes within its decision-making bodies. It thus undertakes to create awareness among its network and ICN students, about challenges to diversity, and it combats gender-based violence. Prevention, training, new initiatives – every year, the association implements various measures to address the issues outlined in the charter.

WHAT ABOUT ARTEM ASSOCIATIONS/CLUBS?

Artem associations/clubs are joint ones, their membership comes from the three schools on campus – ICN, École des Mines Nancy and ENSAD Nancy.

GREEN TOUCH ARTEM

The Green Touch Artem association is dedicated to environmental protection. It organizes events throughout the year, such as "clean walks" (clean-ups of public spaces), sustainable development days, environmental awareness workshops, tutorials on how to make your own eco-friendly cleaning products, to mention just some. Green Touch Artem is all about helping people to adopt a more environmentally-friendly lifestyle.

ALLIANCE RÉUSSITE

Education is also a cause which is close to the hearts of students at the Artem campus. That is why Alliance Réussite promotes higher education, as well as cultural and personal awareness among school pupils at partner institutions, doing so as a means to help everyone to succeed.



FOCUS: The "Grand Est Region Smart Charging" project for the EDF Group

ICN Junior Conseil worked with EDF on its "Grand Est Region Smart Charging" project. EDF took advantage of the ICN student consultancy's guidance and expertise, as part of a project which involved developing an innovative solution to charging electric vehicle fleets. To provide the best possible guidance, the consultancy carried out market research by surveying different professionals and gathering information about their needs and expectations.

The results of the study allowed the EDF Group to hone their project and to best meet the needs of businesses and local authorities in the Grand Est region.



ICN
CREATIVE
BUSINESS
SCHOOL



WE ARE
UN1QUE

Paris • Nancy • Berlin



icn-artem.com

02

I Find

MY

WAY

FIND YOUR WAY

ICN will prepare you for your future career – from helping you with your study pathway to entering the job market, our support services will be there for you every step of the way.

With a 21,000-strong graduate network, internships, triple-accredited status and the opportunity to combine a work placement with your studies, ICN guarantees your employability in France and internationally!

ICN guarantees your **EMPLOYABILITY**

Thanks to our accreditations, our career-focused programs and the support we provide in terms of looking for internships and jobs, ICN guarantees your employability.



Throughout your studies, the school's various departments will guide you and give you precisely what you need to expand your network and to stand out to employers!

THE STRENGTH OF THE ICN NETWORK

By attending ICN, you will get the benefit of a network of 21,000 graduates, who work in finance, marketing, management and business development. During your time at ICN you can go to alumni afterwork events, which are a blend of discussion, advice from alumni and Q&A sessions. You will hear real success stories, while writing your own!

A DEPARTMENT DEDICATED TO YOUR PROFESSIONAL DEVELOPMENT

The Careers and Internships Department also plays a key role in your professional development. Thanks to "recruitment forums, internships, apprenticeships and first jobs", you will have the chance to meet more than 100 companies, all looking to recruit new talent. The perfect opportunity to stand out from the crowd and make yourself known to employers.

Meanwhile, our interactive profession roundtable discussions will allow you to think about your future internships and find a job that is the perfect fit.

The Careers and Internship Department is also there to help you build your professional network. Networking events organised with our partner companies will allow you to having discussions about different career opportunities, as well as diversity and the way jobs are changing.

Creating your network also means having discussions with ICN graduates. Their experience and advice can really come in very handy when it comes to planning your own career!

The school also organizes workshops throughout the year that are designed to develop your professional skills: CV and cover letter advice, optimizing your social media profiles, networking, coaching, employability modules, practice interviews, etc. In short, we offer an excellent range of support and guidance, to help you find career success!

WORK EXPERIENCE TO HONE YOUR PROFESSIONAL SKILLS

Every year, a sales competition enables you to prepare for the Concours des Négociales. The event takes place over a full day where you will draft a sales pitch and be in the lead in pretend negotiations with a judging panel made up of professionals. Finalists go on to compete in the Négociales sales contest, which is a stepping-stone towards your future career and a place where recruiters are really on the look-out for new talent.

In addition, your time at ICN will feature business simulations, moot court, IT projects where you work in a group to develop an app, and much more!

You will also have the opportunity to get involved in an association or club, or carry out a business project, which is a great way to prepare for your future career and to acquire the soft skills that are highly sought-after by employers.

Lastly, you will also increase your understanding of current business issues facing businesses by taking part in marketing projects and market research. Your role will consist of carrying out field research (surveys or questionnaires) involving methodology and application, and of formulating recommendations for businesses.

BUSINESS PROJECTS

Business projects will allow you to combine your studies with working at a company one day a week. This option either replaces or supplements the option of joining a student association/club. The advantage? Business projects, which fit around your course timetable, come with individual guidance and the possibility of earning some money!

GROSS ANNUAL SALARY

€39,428

Average salary (gross + bonuses) over three years, 2019, 2020, 2021

80%

Employment rate soon after graduation

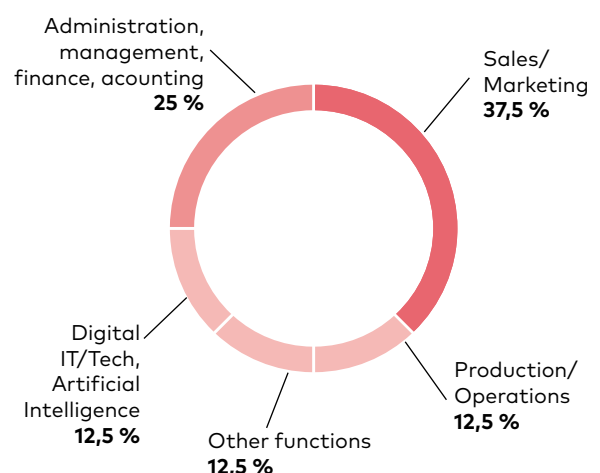
42,9%

of graduates are currently working abroad

MAIN BUSINESS SECTORS



THE MAIN AREAS ICN GRADUATES WORK IN



Partner companies?

With nearly 150 partner companies in a variety of business sectors, such as Chanel, Ernst & Young, La Poste (the French postal service), Publicis and Menway, ICN students can be sure of a smooth transition into their sector of choice!

Our corporate partners play an important role in the education you receive at ICN. To equip students with industry-relevant skills and to keep up to date with the latest practices and developments, the vast majority of teaching as regards our professional training modules in third year is entrusted to our corporate partners. They also take part in the various job forums organized by our Careers and Internships Department throughout your course.



APPRENTICESHIPS



Develop your professional skills even before you obtain your degree

At ICN, gain professional skills during your studies and enhance your employability with an apprenticeship! Available in the third year of the Bachelor in Management, an apprenticeship allows you to get a head start and develop soft and hard skills that are highly sought-after by businesses.

The Careers and Internships Department organizes various events throughout the year to help you find a host company. Between individual coaching, workshops, business forums and job dating, ICN makes every effort to ensure that you make a smooth transition into employment and does its utmost to help you find an apprenticeship in the sector of your choice.

In addition, with a network of 150 corporate partners, ICN can open the door to an apprenticeship at a major company, which can give you a head start in your career!

HOW DOES IT WORK?

Each week, you will spend two days at school, followed by three days on a work placement, where you will get the chance to put your knowledge into practice.

To facilitate your transition into the world of work, you will go on a full-time work placement from April onwards.

More information: studyabroad@icn-artem.com

WHAT ARE THE ADVANTAGES?

- » The host company covers your tuition fees.
- » You will receive a monthly salary throughout the duration of your contract, on the basis of a scale set out in law.
- » The opportunity to expand your professional network.
- » Combining your studies with an apprenticeship allows you to develop the hard and soft skills that employers are looking for, and you start to become a genuine professional even before you get your degree – professional integration guaranteed!
- » ICN goes the extra mile for you. In fact, since 2020, it has had its own apprentice training centers in Nancy and in Paris, which provide you with excellent guidance and support!

**In art
we
trust.**

**In
innovation
we believe.**



ICN BUSINESS SCHOOL

TRIPLE ACCREDITED



Our different accreditations and certifications



ICN was granted general interest status as a French private higher education establishment, by Ministerial Decree, on 8 June 2016. The Decree appeared in the French Official Gazette on 7 July 2016.



ICN is authorized by the French Ministry of Higher Education, Research and Innovation to award bachelor's degrees (bachelor's degrees in management), and master's degrees (Grande Ecole Program).



ICN is affiliated with the University of Lorraine and is actively involved in setting up projects and in establishing joint double degrees in conjunction with it, but also with ISAM/IAE (a management school, Nancy) and Mines Nancy (an engineering school).



The CEFDG is tasked with monitoring the standard of business and management programs offered by private higher education institutions, with a view to building the European Higher Education Area. The CEFDG also examines how management and business programs can evolve, in coherence with the existing overall offering of higher education.



ICN is a member of the management schools chapter within the Conférence des Grandes Ecoles (a higher education think tank).



ICN obtained Qualiopi certification in 2024, enabling it to maintain its apprenticeship activity.



↑ Watch our Triple Crown film!

THE CAREER AND INTERNSHIPS DEPARTMENT

The Career and Internships Department helps you to integrate into the world of work!

From looking for and then securing an internship contract, an apprenticeship contract or your first job, ICN is with you every step of the way.



Meetings with companies and graduates, workshops, workshops on CVs, etc. You can enhance your employability in France and abroad by taking part in the various events which are organized throughout your studies.

#GRADUATES: Where are they now?

It is not always easy to decide what you want to do after graduation, and this is where our graduates can come in handy! You can seek inspiration from their career journeys and benefit from their guidance and experience.

"Right from the start, my studies at ICN were geared towards business and entrepreneurship, which very quickly resulted in me wanting to start my own company one day. My classes and the support I received further strengthened my desire to become an entrepreneur – I quickly realized that I really was going to start my own company after graduating. And I was right! After completing my studies at ICN, I founded my own company, called Bouche Bée, which specializes in mural advertising. Since 2019, I have been helping brands with their out-of-door advertising all over France. Our client list includes Maje, Hugo Boss, the French Army and Amazon Prime.

If I had to choose two memories to sum up my time at ICN, the first one would be an #ATM workshop with Maroussia Rebecq (Andrea Crews) at the school of fine Arts. The encounter with her was so inspirational and rich in open-mindedness and creativity. I also really liked Nancy, it's a great student city, on a human scale, and it's a perfect springboard to great things!"



Mathieu Donazan,

Postgraduate student in Luxury and Design Management, founder of the artistic agency 'Bouche Bée'.



"The three years I spent studying management at ICN really helped me to grow, on both a personal and on a professional level. I became a whole new person thanks to the course, the sales competitions I participated in, the seminar I attended in first year, by joining the Sports Union in second year, and the three internships I did during the course of my amazing exchange experience at a university in Cancun. When I first went to ICN on the 18th of September 2017, I was very shy, reserved, and I was scared to speak in front of the class. Then, as the years went by, group work became more frequent, and I felt so empowered by the enriching professional experiences and my university exchange. After three years at ICN I can well and truly say that I have come out of it a more mature person. It was not always easy, there were times I doubted myself and I had to make some choices, but I have absolutely no regrets about deciding to start the bachelor's degree at ICN Business School, in September 2017. The program has strong academic, professional and international elements and my experience at ICN has helped me to grow so much, and to become a new person. The multidisciplinary nature of the degree course is a real plus point and allows students to develop quickly. It is a great stepping-stone for students on the way to bright futures."

Fanny Gérard,

Undergraduate student, now working as a Branch Sales Associate at Allianz France



"I was looking for a business course during my final year of high school. Since ICN was and is a highly-reputed and triple-accredited business school, I soon decided that I wanted to spend a day with students there. During my visit, I was convinced by the quality of the teaching, the teacher's experience and the support and guidance on offer. Once I had joined the school, I very quickly felt at home. The three years I spent at the school was an unforgettable experience, thanks to the campus, the student life and the classes there. My fondest memory is definitely the seminar in the Jura mountains with the whole school. I also have fond memories of the time I spent with the other students and the teachers, as well as the personal development activities, which allowed me to build real relationships.

During my studies, ICN rose to the top of the rankings and was crowned best bachelor's program in France. Being an ICN graduate is a source of great pride to me and, above all, it provides students with wonderful employment opportunities! In addition, the annual internship allows you to practice everything you learned during the year. A real bonus! It allows you to build a network and learn more about yourself within a company.

Finally, ICN Business School helps you grow on both a professional and personal level.

I enjoyed my undergraduate studies at ICN so much that I decided to stay at the school and enroll on the Grande Ecole Programme."

Antonin Leroux,

Undergraduate student, now working as a Business Manager at EWO House

#GRADUATES : Where are they now?

21,000 GRADUATES

A lifelong international network!

Throughout your studies at ICN, make the most of the support and guidance provided by the Graduate Community and our network of 21,000 graduates. They will be there to help you lay the groundwork for your future career!

Eighty percent of jobs are never advertised publicly and networking plays a major role in securing your first job. Usually, building a network takes years, but just by studying at ICN you are in fact also joining a community of 21,000 graduates who are ready to help you launch your career, in whichever sector you choose.



"Our role is to promote and strengthen links between the different communities that make up ICN Business School – students, staff and graduates."

Lorraine Prabonneau,
Graduate Community Director, ICN

In collaboration with the ICN Alumni association, the Graduate Community organizes various events aimed at maintaining a close relationship between ICN and its graduates, thus facilitating contact between current and former students. As part of the curriculum, you will take part in activities designed to optimize and enhance your employability – career forums, mentoring, digital talks, alumni after work events, career round tables, and so forth. And much more! At those events, you will get the chance to meet inspirational graduates from a range of career backgrounds. Finance, marketing, management, trade, the luxury sector and even entrepreneurship – they will share their success story with you while helping you to write your own!

"Building a professional network usually takes years, but by choosing to study at ICN, you will actually be joining a global community of 21,000 graduates, united around the values of sharing and solidarity. Our global graduate community is a key asset and a tool which will make a real difference to you at crucial moments in your studies and throughout your career."

Lorraine Prabonneau,
Graduate Community Director, ICN



FOCUS Mentoring

Mentoring is offered in the form of individual sessions with an ICN graduate. He or she will talk with you about their sector and their occupation and share their expertise. This can really come in handy when choosing your study pathway or future career.

WANT TO WORK ABROAD?

You can count on our graduates, who work all over the world! Wherever your chosen career takes you, our international graduate community will be there to lead the way.

Lastly, because knowing which path to take can sometimes be a real challenge, ICN graduates and the school's support services can offer guidance at key moments during your studies – what should you specialize in? What sector should you do your internship in? The experience, advice and personal career journeys of our graduates can help you to plan ahead, find yourself and most importantly help you to choose the direction you want to go in!

What will you do after graduation?

Here are a few examples of jobs to get you inspired!

JUNIOR MARKETING MANAGER

Guides implementation of an organization's communications strategy and marketing operations strategy. He or she ensures that an organization does not go off-brand.

CORPORATE INTELLIGENCE MANAGER

Keeps abreast of sectoral developments (intelligence of various kinds: business, IT, competitive, innovation, legal, financial, etc.), and sends reports on risks and opportunities to an organization's decision-makers.

EVENT PROJECT MANAGER

Devises communication campaigns for a company or for a client. He or she oversees implementation of them and negotiates overall prices.

DIGITAL STRATEGY MANAGER

Develops and implements a company's multichannel marketing strategy. He or she designs new digital products and services in conjunction with in-house and/or external teams and endeavours to maximise online brand exposure.

TRAFFIC MANAGER

Responsible for optimizing traffic acquisition methods on the web (SEO, partnerships, etc.), in order to increase a website's visibility and to generate maximum web traffic and revenue.

OPERATIONS MANAGER

Serves as an interface between technical and sales teams. Manages sales cycles and provides sales teams with technical support. He or she may also manage procurement procedures in relation to suppliers.

SALES MANAGER

Responsible for increasing sales of a range of products and/or of services, in a specific geographical area, and/or in a specific customer segment (consumers, professionals, key accounts, etc.).

AREA SALES MANAGER

Responsible for the business and commercial development of a business in a specific geographical area abroad. He or she monitors the market and trends in the area in which the business wants to establish its brand, products and services.

CUSTOMER RELATIONS SPECIALIST

Tasked with advising, managing and ensuring loyalty among a customer portfolio to which he or she sells banking or financial products and/or services.

MARKETING OPERATIONS MANAGER

Applies a company's e-marketing and multichannel strategy (in terms of market, product, positioning and distribution) and carries out the operational monitoring of projects (online, offline and mobile). He or she plays a part in a company's optimization, sales growth and profitability.

ASSISTANT PRODUCT MANAGER

Examines products and trends with respect to a company's competitors, as well as innovation policy. He or she keeps a lookout for new creations and trends, in order to conceptualize and put forward ideas for products that cater to changes in the competitive environment.

ACCOUNT MANAGER

In addition to selling, he or she manages an account and must build a long-term partnership with his or her client, by changing the relationship from a transactional one to a partnership one that has the goal of creating synergies.

PROMOTIONS MANAGER

Creates and runs promotional marketing campaigns to boost the sales of a product or of a service. He or she analyses sales numbers, decides on advertising and promotional activities, and then coordinates the people and the resources involved in campaigns.

SALES PROMOTION MANAGER

Develops ways to attract customers, to stimulate sales of a brand or of a product. He or she works in conjunction with marketing and advertising professionals and with field sales representatives.

SALES DEPARTMENT MANAGER

Supervises a team of managers, determines qualitative and quantitative targets for sales territories, and thus makes a contribution to sales growth at a local or regional level.

BRANCH MANAGER

Puts in place and implements the sales policy decided by or in conjunction with management, in his or her geographical area and remit (i.e. market type, product type, customer type).

CUSTOMER SERVICES MANAGER

Manages all the tools and techniques for obtaining, processing and analyzing information about customers and prospective customers, with the aim of ensuring repeat business by offering them the best service possible.

I choose my

NANCY // PARIS // BERLIN // INTERNATIONAL // PARTNER UNIVERSITIES

LIFE STYLE

03

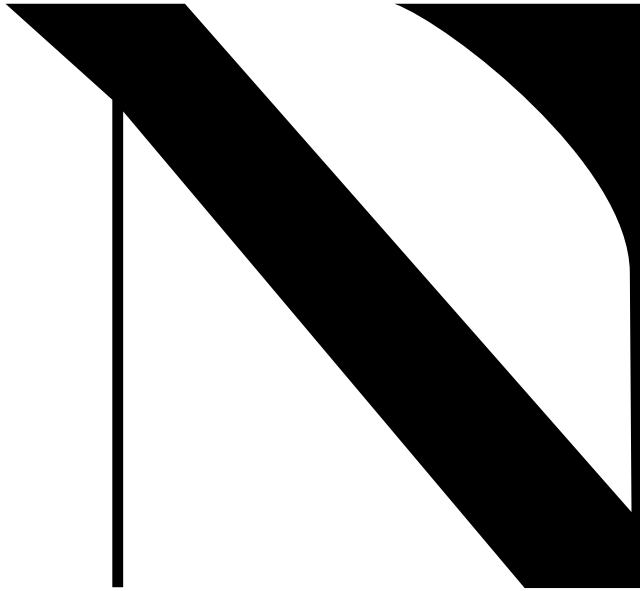
CHOOSE YOUR LIFESTYLE

From ICN Business School in Nancy, Paris and Berlin to Hong Kong, New York, Dublin, Seoul and so forth – choose from our 3 campuses and our 70 partner universities in 45 countries to find the lifestyle that suits you, and enjoy an unforgettable student experience!



NANCY CAMPUS

- A city on a **human scale**
- Area of the campus:
97 000m² (about 24 acres)
- THE HIGHLIGHT:
Station A and the glass gallery (covered passage) at **ARTEM**, and also the **CROUS** (the campus cafeteria) almost within touching distance!



ancy.

The Nancy campus is located within the Artem gallery (covered passage), and has, as its neighbours, two other prestigious schools – the Nancy school of art and design (ENSAD) and Mines Nancy (an engineering school).

Ranked the sixth-best university city in France (source: Le Figaro Étudiant 2020), Nancy is a new popular city for students: it's safe, and it's one of the most affordable cities to live in, in France. With nearly 50,000 students each year, or 20% of its population, there is a wide range of places to go out to and party.

Nancy is also a city on a human scale and everything is within walking distance. The average rent for a studio there is only €385 per month, and in general it is an affordable place to live in.

"Nancy
The perfect city
for students,
a city on a
human scale!"

90 minutes
from Paris

45 minutes
from the
Vosges
mountain
range

Less than 3
hours by TGV
from Brussels

Did you know?

Nancy is also home to ICN house-shares.

ICN house-shares are passed on year after year, between students and members of the student unions.

Dotted around Nancy, they are friendly places where the ICN spirit reigns supreme all year round!

AND THE CULTURE?

In Nancy, you can see the most beautiful square in Europe – La Place Stanislas! Voted France's favorite monument in 2021, it has also been listed as a UNESCO World Heritage site and attracts many tourists every year. Also discover the rich history and culture of the Opéra de Nancy, the old town and the Museum of Fine Arts (Musée des Beaux-Arts)!

For music fans, L'Autre Canal is a great venue. Each year, the venue plays host to many gigs – popular acts in France such as Dadju, Eddy de Pretto and even BigFlo & Oli have all performed there. Rock, rap, hip hop and R&B – there is something for everyone!

When the weather is nice, enjoy a moment of relaxation in one of the city's well-known parks. If you're in need of some fresh air, visit Le Parc de la Pépinière, Le Parc de la Cure d'Air, or Le Parc Sainte Marie, which are all just a stone's throw from the campus.

Fancy enjoying a moment of relaxation somewhere unique in France? Escape to the largest water-themed complex in France, Nancy Thermal. Relax in its wellness center, have some fun or work up a sweat there, or make use of its thermal center – whatever you want, however the mood takes you!

Lastly, Nancy is a border city in close proximity to Luxembourg, Belgium and Germany. There are numerous career opportunities open to you, in a multicultural environment!

MUST-SEE EVENTS

Pop-up garden // Nancy Jazz Pulsations // Nocturnes Étudiantes // Bal des Pompiers (the firemen's ball, on Bastille Day) // Son et Lumières // Festival Off Kultur // Le Livre sur la Place // Festival Ring // Défilé de Saint Nicolas



FOCUS: MUST-SEE EVENTS TO HAVE AN UNFORGETTABLE START OF THE YEAR!

- » With Le Livre sur la Place and the Nancy Jazz Pulsations (NJP) music festival, enjoy a unique start of the academic year in Nancy!
- » The NJP festival features a great blend of music, from jazz to electric. It is a popular event in Nancy, allowing you to discover a variety of musicians and new bands from all over the world.
- » Le Livre sur la Place is the first major national book fair of the French autumn publishing season. The three-day event features talks from authors, publishing houses and journalists, and takes place in well-known locations around the city. The books featured cover all genres – manga, novels, graphic novels, essays, and so on. If you are passionate about literature, the event is an absolute must!



WHAT OUR STUDENTS SAY

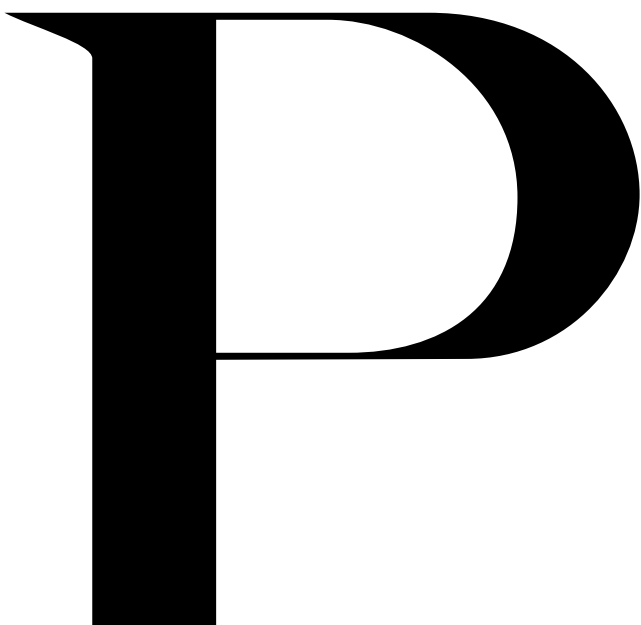
"I chose the Artem campus as it is very well situated. I also like the atmosphere there and the personalized support and guidance you get from the school's staff."

Marine Sibenaler,
Undergraduate student, Nancy

"I had friends who were already studying at ICN so I was already very familiar with the campus in Nancy and I really loved the architecture there! The school also has a great network of corporate partners, which offers students many fantastic career opportunities."

Kylian Goulard,
Undergraduate student, Nancy





aris.

The Paris campus is located right in the heart of La Défense, the largest business district in Europe and home to CAC 40 companies and to many start-ups. During your time at the school you will be fully immersed in a business ecosystem bursting with career opportunities, making it easy to find an internship, a work placement for a work-study course, or even your first job! You will also likely to bump into some of our graduates who work in the dynamic La Défense environment on a daily basis!

The largest business district in Europe is also full of surprises. Nostalgic open-air dances in summer, pop-up exhibitions, a Christmas market, music festivals, food trucks, and so on: in short, a whole range of events that energize the area.

By living in Paris, you'll get to experience the city's rich culture and unique way of life, which attracts students from all around the world. Yes, Paris is like a movie set, with its prominent landmarks, its famous avenues lined with luxury boutiques, its Latin quarter, its parks, its banks along the Seine for watching sunsets with friends, its museums, its théâtre de boulevard, the enjoyment to be had in Paris is endless.

While strolling around the city, there is always something to see and do. Above all, Paris is a global city where you can meet life-changing people. Networking events, parties and co-working spaces will provide opportunities for discussion and debate and will allow you to improve your foreign language skills, develop projects and share experiences, helping you to decide what you want to do after graduating.

Located 90 minutes by train from the Nancy campus

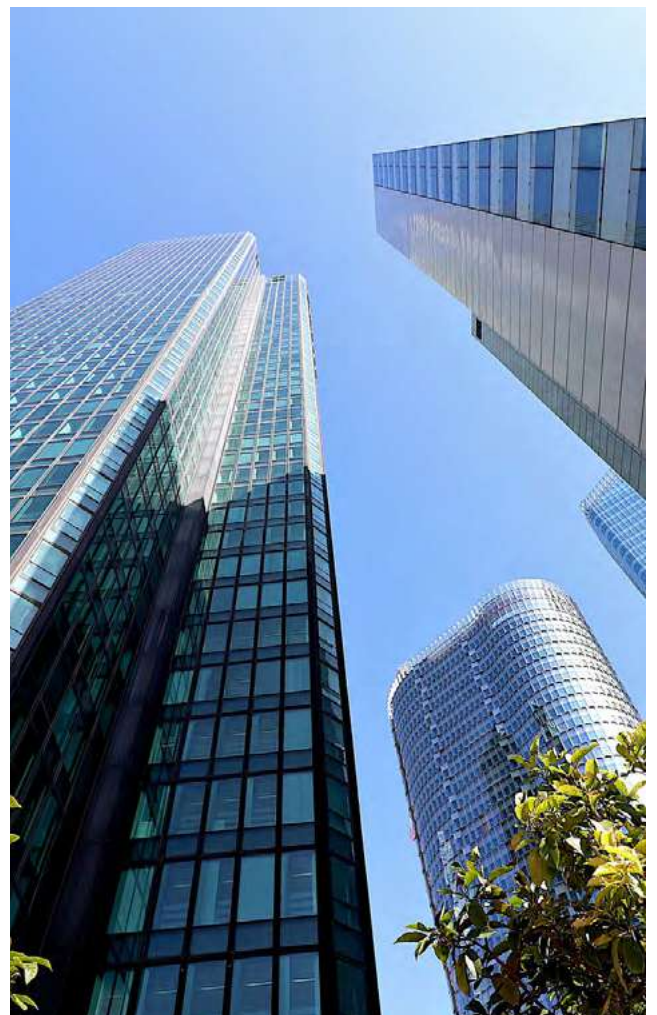
A 1 hour 40 minute flight from the Berlin campus

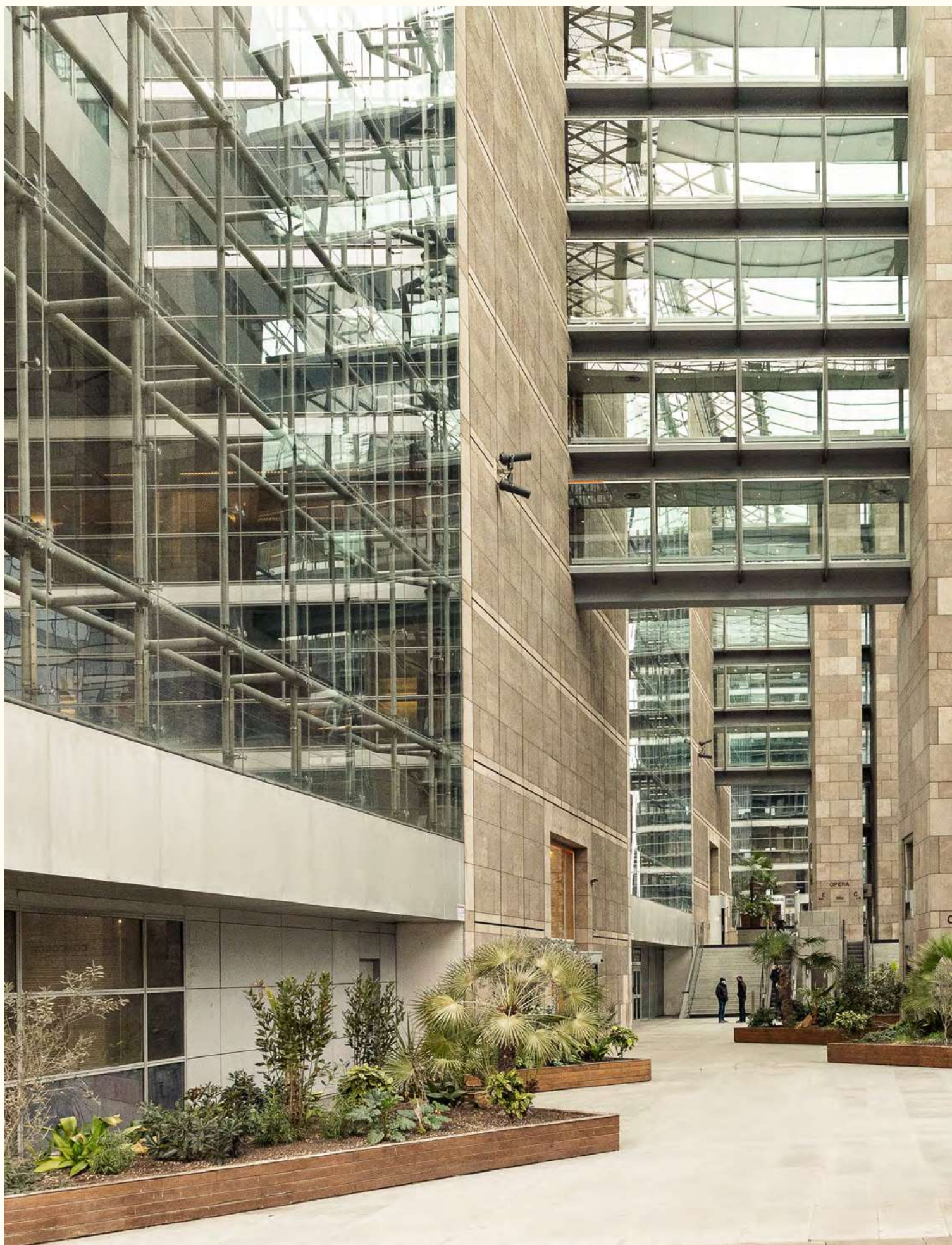
2 hours and 30 minutes by train from London

Paris is also the most dynamic job market in France, guaranteeing you a bright future. As part of your internship, work-placement or job, you will be able to join companies which are at the forefront of your chosen sector. These companies will train you to the highest international standards, introduce you to their sector's inner workings and will provide you with the skills and knowledge you need to get your career off to a flying start.

So, here is a piece of advice: embrace Parisian life, and achieve your goals by taking advantage of every opportunity the City of Light has to offer!

"Paris is
the most
dynamic job
market in
France,
guaranteeing
you a bright
future"







WHAT OUR STUDENTS SAY

"I chose ICN and its Paris La Défense campus for its location – it is ideally situated for building your network and finding internships and work placements as part of work-study courses. As it is located in close proximity to major companies, there are many career opportunities. This new and modern campus really makes me want to live here, work here and get really involved in everything the city has to offer. I settled in very quickly, everyone is so friendly and there for you if you need to talk, I really love it."

Jonas Dumontier, postgraduate student, Paris

"I really like the campus and the many work and co-working spaces on every floor. It was really something I was looking for when I was visiting the different schools. Also, its location in the heart of the La Défense business district is ideal, it makes it easier to find a work-study job placement or an internship, as it is so close to the offices of major companies."

Marc-Aurèle Agastin, postgraduate student, Paris

PARIS CAMPUS

- Campus: Paris La Défense, at the foot of la **Grande Arche**
- Area of the campus: **8 000m²**
- The highlight: its **rooftop terrace**, which offers a breathtaking view of the La Défense district, it's **K'hub** (knowledge hub, a media library) and its innovative discussion spaces.

Berlin, a cultural melting pot!



erlin.

By enrolling in the Grande Ecole program (for a master's degree) after your bachelor's, you will have the opportunity of studying at the Berlin campus, which is located right in the heart of Mitte, in the center of the city. It is located above the Galeries Lafayette store, a building famous for its modern glass dome.

What is great about Berlin? Its international character, its nightlife, its quirky neighborhoods, its start-up scene and of course its rich history. One thing is certain, Berlin will never cease to surprise you!

BERLIN CAMPUS

- Campus: **Berlin**
- Area of the campus: **500m²**
- Its strong suits: its **cosy** atmosphere and its location right in the heart of the **Galeries Lafayette** store in Berlin.

A 1 hour
40 minute
flight from
Paris

A 1 hour
30 minute
flight from
Nancy

A 1 hour
30 minute
flight from
Brussels

MUST-SEE EVENTS

Berlin Fashion Week // Berlinale - one of the biggest film festivals in the world // Karneval der Kulturen – a multiethnic carnival // Transmediale – an art festival showcasing new media and digital culture // Nuit des Musées // Berlin Art Week // JazzFest // Berlin Food Week // European gay pride // Festival of Lights

WHAT OUR STUDENTS SAY

"Berlin is a very dynamic city, and has many bars and places to out to. The city is also home to many start-ups and major companies, which bring with them fantastic career opportunities. I think you quickly feel at home here because you meet very open-minded people from all over the world. In Berlin, the good thing is that you don't have to speak German!"

Mathieu Bidault, postgraduate student in Brand Marketing

"Berlin is a very pleasant city to live in and I love studying here. I really like the cosy atmosphere of the campus!"

Robin Sweetin, postgraduate student in Finance and Risk Management

THE INTERNATIONAL RELATIONS DEPARTMENT

With the help of the international relations department, the world is your oyster!

The department organizes events such as international week, round table debates, tandem language learning, and very many others!

Throughout your studies you are sure to enjoy a memorable international experience!

A young man and woman are sitting on a rocky cliff overlooking a coastal town and the ocean. The man is sitting on the left, wearing a blue and white plaid shirt, looking out at the sea. The woman is standing on the right, wearing a red long-sleeved shirt and grey leggings, with her arms raised in a celebratory gesture. The background shows a vast blue ocean with several small islands and a coastal town with a soccer field visible in the foreground.

Have an unforgettable
international experience!

INTERNATIONAL?

PARTNER UNIVERSITIES AND TRIPLE ACCREDITATION: WHAT ROLE DO THEY PLAY?

“Triple accreditation plays a major role in the partnerships we build around the world. It makes us more attractive, it cements our credibility and, most importantly, it enables us to continually expand our network of prestigious partner universities. We only partner with prestigious and accredited universities, to ensure that our students have a high-quality and safe exchange experience. Accreditations arise from teaching standards, the infrastructure and the services provided by the partner universities where students choose to study.”

Frédérique Boutin
Head of International Relations

WITH THE INTERNATIONAL CREATIVE PARTNER CLUB, THE WORLD IS AT YOUR FEET!

The international relations department founded the International Creative Partner Club, an exclusive club for partner universities. Its members are the schools which share our values of transdisciplinarity, innovation and commitment. Within the network, many international events are planned throughout the year. These events take place both face-to-face and online to develop the “internationalisation at home” process. Since the pandemic, this has proved critical as it ensures that our students still get an international experience, irrespective of any public health concerns.

Virtual international weeks involving each school, master classes delivered jointly with an educator from a partner school, inter-university championships, and so on — ICN organizes a range of events to ensure you have the best international experience, even from the comfort of your own accommodation!



FOCUS The #ATM Innovative Championship

The #ATM Innovative Championship is a project that was launched in conjunction with two prestigious partner universities, the **University of Kozminski** in Poland and **PUCP** in Peru. This inter-university championship features three #ATM challenges each year, which students must rise to, either individually or in groups. To succeed, they need to demonstrate ingenuity and creativity, especially when choosing a medium. The best creations are presented to a judging panel which decides upon the winner.

The Championship will allow you to challenge yourself, to develop new skills and to work closely with students from different cultural backgrounds.



The Bienvenue en France certification



This certification allows institutions to highlight their ability to cater to international students.

The Bienvenue en France certification bears testament to the warm welcome and support given to international students at ICN. To address their needs, the school has implemented a comprehensive range of measures to guarantee the quality of the information provided, of student support, of accommodation, of campus life and of post-graduation follow-up.

Our TOP destinations tested and approved by ICN students!

FLORIDA

for its white sand, lively nightlife, its numerous attractions, and the weather.

CALIFORNIA

for its enormous campuses which are like small cities and the global reputation of its universities.

SOUTH KOREA

for its culture, its good living environment and the large number of foreign students.

SCANDINAVIA

For its ideal quality of life, the way sustainable development has been embedded in society, and its proactive education system.

IRELAND

for its magnificent landscapes and Irish hospitality!

NEW-YORK

to meet students from all four corners of the globe, the unique and unforgettable cultural experience, and an environment that is perfect for building your professional network.

AUSTRALIA

for its dream setting, the quality of teaching and its technologically cutting-edge universities.



"I would recommend to everyone to go for an exchange at one of the partner universities. They were the best five months of my student life. An incredible, unforgettable and highly enriching experience on an educational, a human and on a personal level."

The prestige of our partner universities

An overview of some of our prestigious partner universities!

WESTFÄLISCHE WILHELMS - UNIVERSITÄT MÜNSTER

Münster, Germany

HANYANG UNIVERSITY BUSINESS SCHOOL

Seoul, South Korea

AARHUS UNIVERSITY

Aarhus, Denmark

PACE UNIVERSITY, LUBIN SCHOOL OF BUSINESS

New-York, USA

ITESM MONTERREY

Monterrey, Mexico

90 partner universities

in 40 countries, to discover the world!

AFRICA

MOROCCO

- » Groupe ISCAE
- » Rabat Business School

ASIA

CAMBODIA

- » National University of Management - **Phnom Penh**

CHINA

- » **China University of Geosciences - Wuhan**
- » Shaanxi Normal University - School of International Business - **Xi'an**
- » Southwestern University of Finance and Economics - **Chengdu**
- » University of International Business and Economics UIBE - **Beijing**
- » University of Macau - **Macau**
- » Xi'an International Studies University - **Xi'an**

SOUTH KOREA

- » Chung-Ang University - **Seoul**
- » **Hanyang University Business School - Seoul**
- » **Kyungpook National University, School of Business - Daegu**
- » Sung Kyun Kwan University (SKKU) - **Seoul**

UNITED ARAB EMIRATES

- » University of Dubai - **Dubai**

INDIA

- » Indian Institute of Management - **Indore**

JAPAN

- » **Nagoya University of Business and Commerce - Nagoya**
- » Ritsumeikan University - **Kyoto**

LEBANON

- » Université Saint Joseph - **Beirut**

TAIWAN

- » National Cheng Kung University - College of Management
- » Yuan Ze University - College of Management

THAILAND

- » Thammasat University - **Bangkok**

EUROPE

GERMANY

- » **Europa Universität Viadrina Frankfurt - Frankfurt Oder**
- » Chemnitz University of Technology
- » Hochschule Düsseldorf - **Düsseldorf**
- » Fachhochschule Nürnberg - **Nürnberg**
- » Pforzheim University
- » Universität Trier - **Trier**
- » University of Cologne
- » **Westfälische Wilhelms**
- » Universität Münster - **Münster**

BELGIUM

- » Hautes Etudes Commerciales - **Liege**
- » Institut Catholique des Hautes Etudes Commerciales - **Brussels**

CROATIA

- » Zagreb School of Economics and Management - **Zagreb**

DENMARK

- » Aarhus University

SPAIN

- » Universidad Autónoma de Madrid - **Madrid**
- » Universidad Carlos III - **Madrid**
- » Universidad de Sevilla - **Sevilla**

FINLAND

- » University of Vaasa - **Vaasa**

GREECE

- » Athens University of Economics and Business - **Athens**

IRELAND

- » **National University of Ireland (NUI Galway) - Galway**

ITALY

- » Libera Università Internazionale Degli Studi Sociali (LUISS) - **Rome**
- » Università Degli Studi di Bologna - **Bologna**
- » Forlì & Rimini
- » Università Degli Studi di Torino - **Turin**
- » Università di Firenze - **Florence**

LITHUANIA

- » Vilnius Gediminas Technical University (VGTU) - **Vilnius**

NORWAY

- » NHH Norwegian school of management - **Bergen**

THE NETHERLANDS

- » Hanse Polytechnic Groningen - **Groningen**
- » Radboud Nijmegen University - **Nijmegen**

POLAND

- » Warsaw School of Economics - **Warsaw**
- » Kozminski University

PORTUGAL

- » Instituto Superior de Ciências do Trabalho e da Empresa - **Lisbon**

CZECH REPUBLIC

- » University of Economics and Management VSEM - **Prague**

UNITED KINGDOM

- » University of Sussex - **Brighton**

RUSSIA

- » **Economic Academy G. Plekhanov - Moscow**

SLOVENIA

- » University of Ljubljana

SWEDEN

- » Hogskolan i Lulea - **Lulea**
- » **Linnaeus University - Campus Växjö**
- » Umea Universitet - **Umea**

SWITZERLAND

- » Zurich University of Applied Sciences - Winterthur School of Management - **Winterthur**

TURKEY

- » Sabanci University

NORTH AMERICA

CANADA

- » Acadia University - **Wolfville, Nova Scotia**
- » Carleton University - **Ottawa**
- » Concordia University - **Montreal**
- » King's University College at Western University Canada,
- » McGill University - **Montreal**
- » Université de Moncton - **Moncton (New Brunswick)**
- » Université de Sherbrooke - **Sherbrooke**
- » Université du Québec à Montréal - **UQAM**
- » Université du Québec à Trois-Rivières (UQTR) - **Trois-Rivières**
- » University of Regina - **Regina (Saskatchewan)**

UNITED STATES

- » Bloomsburg University - **Bloomsburg**
- » California State University - **Northridge**
- » Indiana University of Pennsylvania - **Indiana, Pennsylvania**
- » Pace University - Lubin School of Business - **New-York**
- » Roger Williams University - **Bristol Rhode Island**
- » University of Central Florida - **Orlando**
- » University of North Dakota - **Grand Forks**
- » University of Vermont
- » University of Washington - **Seattle**

OCEANIA

AUSTRALIA

- » Canberra University - **Canberra**

SOUTH AMERICA

ARGENTINA

- » Universidad Argentina de la Empresa UADE - **Buenos Aires**

BRAZIL

- » Universidade Federal do Rio Grande Do Sul

COLOMBIA

- » Universidad de Los Andes - **Bogota**
- » Universidad Autonoma de Occidente

GUATEMALA

- » **Universidad Francisco Marroquin**

MEXICO

- » ITESM Monterrey
- » Universidad de las Américas - **Puebla**
- » Universidad La Salle, Universidad Tec Milenio

PERU

- » Universidad San Ignacio de Loyola - **Lima**

● = Double degree

WHY IS A BUSINESS SCHOOL LIKE ICN OFFERING PSYCHOLOGICAL SUPPORT? //

ENTREPRENEURSHIP

I am not

JUST
a number

AT ICN, YOU ARE NOT JUST A NUMBER

Benefit from psychological support, an unforgettable student experience and individual monitoring, a first in France. Our dedicated departments – PEPS, our Careers and Internships Department, and ASQ – will provide you with individual monitoring on both a personal and professional level, throughout your time with us.

Psychological support at ICN – support throughout your studies.

The PEPS Department (Personal and Professional Support) provides genuine psychological support and does so from the day you enroll at ICN. The aim? To ensure that you thrive at the school and succeed in your studies.

Madeleine Ostrowski, a doctor of psychology, and Bruno Vancon, a psychologist at ICN Business School, will keep a close eye on you and give you the best possible psychological support, when required. They work in tandem with program directors to continually adjust the support you are provided, to ensure that it is properly tailored to your expectations and needs.



PSYCHOLOGICAL SUPPORT TO PREPARE YOU FOR YOUR FUTURE CAREER

What specialization should I choose? What sector should I do my internship in? What career should I follow after ICN?

Our support and guidance will help you to develop your self-awareness so you have a clearer idea of what you want to achieve in your studies and career. The various tests, seminars and workshops organized throughout the year will help you to decide on a career that is a good match with your personality and interests.

Bruno and Madeleine will provide you with thorough individual monitoring from first year onwards. The goal? Empowering you to make your own course and career decisions.

"We equip our students with the tools and knowledge they need to make key decisions about their studies and future career, from choosing their specialisations, their apprenticeships, or even the specific job sectors they want to work in."

Madeleine Ostrowski

To determine your career goals, you will fill out a questionnaire at the start of the year. Depending on your answers, you will then be able to take two tests – a personality test and a career aptitude test. The results will give you a much better idea of what course to choose, and even of what job is a perfect fit for you.

Lastly, the various workshops held during seminars will stand you in good stead when it comes to making important decisions about your studies and will ensure that you make a smooth transition into working life.

"PEPS helps you to learn more about yourself, so that you can choose a career that is a good match in relation to your personality and interests."

PSYCHOLOGICAL SUPPORT THROUGHOUT YOUR STUDIES

If you experience any personal problems, you will receive the appropriate psychological support, at any time of the day. All you need to do is make an appointment with one of our psychologists.

Lastly, to "translate" your emotions into concrete data, and to make them tangible, stress tests and skills assessments may also be done throughout throughout the year, allowing you to think about your studies and your professional future lucidly and calmly!

FOCUS Seminar

In the third year of the bachelor's program, you can participate in a review session which gives you the opportunity to reflect on your approach and reactions during your three years on the program. These are indicative of how you will behave when working at a business.





Individually-tailored support,
professional fulfilment and
success...

That's also what the
ICN student experience
is all about!



ENJOY

THE ICN
EXPERIENCE!



THE ICN STUDENT EXPERIENCE

Your time at ICN will feature activities in relation to student associations/clubs, seminars, a vibrant international aspect, and fully-tailored support – everything you need for a unique student experience!

ICN IS RANKED AMONG THE TOP 10 SCHOOLS FOR BEST STUDENT LIFE

ICN is one of the top universities in France for student satisfaction, as demonstrated by the 7th place we achieved in the **HappyAtSchool®** rankings!

"Learn, take action, be supported, develop yourself and unlock your potential – studying at ICN is an experience that is both formative and transformative!"

Pierre Stéphane Siméon
Head of Student Experience

What do our students value about ICN?

The diversity at the school and the preparation they receive to get out there and begin their careers in jobs that are in line with their skills and values.

THE ICN EXPERIENCE IS ALSO ABOUT GOING INTERNATIONAL

With international students making up nearly 38% of our student population and numerous exchange opportunities on offer across the globe, the world really is your oyster!

WHAT ABOUT SUPPORT AND GUIDANCE?

Throughout your studies at ICN, you will receive personal and professional support and guidance from the school's three support and guidance departments – the Careers and Internships Department, PEPS and ASQ.

These are unique services that are available on all campuses, the aim of which is to answer any questions you may have during your time at ICN.

The school also organizes "outdoor seminars", which allow you to develop your self-knowledge and to put your knowledge into practice. Lastly, you will receive support and guidance to develop your projects – an entrepreneurial project, a personal project or even a student job can easily be built into your timetable. The teaching faculty will be with you every step of the way, providing support.

MY ENTREPRENEURIAL PROJECT

At ICN, you can put your studies to good use by developing your own entrepreneurial project. The school will provide assistance with your project, throughout your studies. Adjustments to your course timetable, individual monitoring, mentoring, elective modules and workshops on entrepreneurship, etc. – the school will make every effort to bring out your inner entrepreneur and to ensure that you can devote the time necessary to your business venture.

From your first year of study, individual support and guidance will enable you to regularly review the progress made with your project and determine whether any adjustments are necessary to reconcile your studies with your entrepreneurship.

As part of the #ATM teaching method, several elective modules and workshops are offered, allowing you to devote time to your project and to receive support and guidance at key stages in it.

WHAT GIVES ICN THE EDGE?

To encourage you in your pursuits, ICN has implemented the “entrepreneurial mission” mechanism, which allows you to develop your business idea during your internship periods, while still fulfilling the requirements of your degree.

“Entrepreneurship is part of ICN's DNA
Commitment, creativity, innovation and team
spirit, entrepreneurship values that are shared
by the school”

David Gegonne

Executive Director of Grand Nancy Innovation and an Affiliate Professor at ICN Business School.

FOCUS Peel

The best student entrepreneurship
center in France!

Pôle Entrepreneuriat Etudiant de Lorraine (PEEL, the Lorraine Student Entrepreneurship Centre) is located on the Artem campus and supports students in their entrepreneurial pursuits. No matter what your project relates to, the campus you are studying on or what stage you are at in your studies, PEEL is flexible and provides you with personalized guidance and support, every step of the way.

Student entrepreneurs also qualify for national student entrepreneur status (SNEE), which gives you many benefits. Indeed, it gives you access to co-working spaces and puts you in contact with a large partner network. Student entrepreneur status is also a great addition to your CV and can allow you to set yourself apart from the crowd in the job market.

I OPERATE IN AN ECOSYSTEM CONDUCIVE TO ENTREPRENEURSHIP

AT THE HEART OF THE GRAND EST REGION'S ENTREPRENEURIAL ECOSYSTEM

WITH THE GRAND EST REGION'S EXTERNAL ECOSYSTEM

Alexis / Entrepreneuriat Au Féminin 54 / Fidal / Google Digital Workshops / Grand Nancy Innovation / Incubateur Lorraine / France Active / French Tech East, BLIIDA Metz-The Pool... / Le ORBOR / Pôle Entrepreneuriat Etudiant de Lorraine / Réseau Entreprendre Lorraine / Le Village by CA (Crédit Agricole) / and quite a few others!

WITH ICN BUSINESS SCHOOL'S INTERNAL ECOSYSTEM

EDUCATIONAL AND PROFESSIONAL STRATEGIES AND TOOLS OF THE ENTREPRENEUR SCHOOL

Academic and Professional Department (DAP) Strategy and Entrepreneurship / Artem projects: CreaCtive Days, Artem Insight, etc. / Personalizable studies / Points of contact

ICN, providing entrepreneurs with support and guidance throughout the year / The student association "ICN Entrepreneurs" / Club ICN Alumni Entrepreneurs / The Entrepreneurship Prize / And so on

ICN ENTREPRENEURS: THE INTER-CAMPUS ASSOCIATION THAT GIVES A BOOST TO YOUR ENTREPRENEURSHIP PROJECT

ICN Entrepreneurs is a student association that aims to encourage you in your entrepreneurial adventure. It promotes relevant entrepreneurial events such as competitions, lectures and fairs. Moreover, in order to nurture creativity and critical thinking, it brings together the latest projects that have come to fruition and ICN students' innovative ideas.

The association also organizes talks from inspirational entrepreneurs, allowing students to learn from their experience and benefit from their advice.

ICN Entrepreneurs gives you the opportunity of getting special access to business professionals, allowing you to expand your network

THE ENDOWMENT FUND STIMULATES YOUR CREATIVITY AND ENTREPRENEURIAL SPIRIT!

What is the ICN endowment fund? The endowment fund supports the school's development and facilitates the successful implementation of its strategic plan, "Horizon 5000". In tandem, it also funds the entrepreneur school, a scheme which provides teaching, career support and research. To achieve all of this, it relies on the support of the entrepreneurial ecosystem in the Grand Est and Île-de-France (the wider Paris) regions.



"We provide continual support to students while they carry out their entrepreneurial projects, even during school holidays. Because each project is unique, we provide each student with individually-tailored support."

David Gegonne

Executive Director of Grand Nancy Innovation and an Affiliate Professor at ICN Business School



What if you were rewarded for your creativity?

The endowment fund also organizes the annual "Student Entrepreneurship Prize" which is awarded to the best entrepreneurial project each year.

The highlight

The overall winner receives pitch training from PEEL, to improve his or her business presentation skills.

THE ENTREPRENEURSHIP ELECTIVE: A TAILOR-MADE MODULE WHICH ALLOWS YOU TO TURN YOUR PROJECT INTO REALITY!

As part of the Grande Ecole Program, you can opt for the elective entrepreneurship module. The module is tailor-made and provides each student with fully individualized support and guidance. It will enable you to earn ECTS credits while you develop your entrepreneurial project. David Gegonne, an ICN Affiliate Professor and the Executive Director of Grand Nancy Innovation will be there with you every step of the way, from the initial planning stage to when you finally turn your project into reality. He will also help you to engage with the school's entrepreneurial ecosystem in the Grand Est and Île-de-France regions.

Place aux entrepreneurs !

Place aux entrepreneurs ! is an annual gathering that takes place on the Nancy and Paris La Défense campuses. The event is open to all budding student entrepreneurs and is the perfect opportunity for discussion with individuals who are in the know about entrepreneurship. What are the aims of it? Students can expect to receive on-point advice about their business ideas, so that they can finally take the plunge and turn it into reality.



"I created a media platform for rap and urban culture called Outro Média. The aim of the platform is to give people a new way to experience and engage with rap and it mainly involves creating short videos on social networks such as TikTok, Instagram and YouTube. Two years later, we now have more than 250,000 subscribers across all our social media profiles. The goal is now to keep growing, by featuring interviews, creating events and even launching a clothing line! Thanks to ICN, I received personalized support to develop my entrepreneurial project. The course structure of the Grande Ecole Program makes it possible to work on and develop your project through weekly workshops which are built into the curriculum. The second big advantage that ICN offers student entrepreneurs is the project support and guidance you get from a one-to-one tutor. A benefit of the scheme was that my curriculum was tailored to my business project and I was informed of relevant entrepreneurship events. For example, I had the opportunity to participate in the ICN entrepreneurship awards, which enabled me to get funding to develop my project. Lastly, I was also lucky enough to obtain support from PEEL (the Lorraine student entrepreneur center), which gave me the opportunity to take part in many competitions to obtain funding, to hone my pitch presentation skills and to leverage the entrepreneur network."


Maxime Depeyre

Postgraduate student, e-commerce and retail

05

MY
DISCIPLINE
DOESN'T
DEFINE ME

#ATM

A close-up portrait of Marie-France Clerc-Girard, a woman with short, light-colored hair, looking slightly upwards and to the left with a gentle smile. She is wearing a dark jacket with a white patterned scarf. The background is blurred with soft colors.

Break down disciplinary barriers with our unique #ATM teaching method. Think outside the box, broaden your disciplinary horizons, work with people from a variety of different backgrounds, be creative... In short, get out of your comfort zone and make it work!

INTERVIEW

Marie-France Clerc-Girard

A(rt Technology Management) Director

WHY DO WE EMBRACE THE #ARTTECHNOLOGYMANAGEMENT (#ATM) PHILOSOPHY?

#ATM is a teaching method which strives to, and must, meet the needs of businesses. When we speak with businesses, they tell us that they need young professionals who demonstrate open-mindedness, critical thinking and creativity, and who can come up with new ideas and approaches. Employers are looking for young, talented and creative individuals who are daring, engaged and who can analyze situations in new ways. This is why we are always looking to encourage teaching innovation. We present our students with complex, uncertain and unexpected scenarios which require them to ask questions of themselves and of everything else, and to find answers. When we see how engaged they are and the results they produce, we know we are on the right track!

#ATM also aims to solve a fundamental problem. A great many companies are currently experiencing a high turnover of young employees. A completely new way of working, thus a new way of working for our teachers -- they have to stimulate and motivate students, by demonstrating to them that companies are seeking employees who are equipped with the ranges of skills required to manage long-term projects that evolve over time and that evolve as regards job skillsets. The #ATM teaching method allows our students to use their imagination, their curiosity and their creativity -- they take action and they create things. This way they acquire the necessary tools to be successful in their future endeavors. #ATM skills are also part of a framework that has been approved by a teaching committee with members from diverse backgrounds (from businesses, from the arts, and from the tech sector).

Artem is only possible through an alliance between the art, engineering and design schools that are located on the Nancy campus. Now, given ICN's international development, we are opening up to more disciplinary fields, applying #ATM at our three campuses. We have started working in collaboration with other schools and other learners, with the aim of expanding and improving our teaching approaches so that our students can add to the skills they have already developed as part of their management science studies.



WHAT MAKES THE #ATM TEACHING METHOD SO UNIQUE?

The teaching method marks a shift away from the conventional approach of understanding and acquiring conventional methods and concepts. By involving artists, designers, doctors, philosophers, writers, and so on, we leverage learning methods and techniques which are totally different to the practices used in conventional teaching. We take an innovative approach to expanding managerial mindsets. Students behave unusually and differently here -- there is not a book on management in sight, students are not slaves to their phones, and they devote their full attention to experimentation, in real life, to interaction, in real life, and to figuring things out for themselves.

The #ATM teaching method can also help us to change our perceptions and the way in which we see the world. We take our students on a journey of discovery where they will experience new ways of learning. We give them the opportunity to assess their own progress throughout such activities.

HOW DOES IT WORK IN PRACTICE?

Our objective is to provide an education that makes our students responsive, “creative” and pro-active. We cannot achieve this goal alone; that is why we are trying to add, to our diverse ecosystem of course contributors (artists, architects, engineers, designers, philosophers, etc.), in order to conceive projects that are part of a logical sequence of year-by-year skill acquisition.

Activities offered as part of the #ATM teaching method are based on the observation that incorporating elements from both art and technology, and combining them, can generate innovative and creative management ideas and solutions.

We employ workshops where students mix with other people, from a different disciplinary background, and they are thus introduced to new ways of thinking and new experiences. For example, through our collaboration with Givaudan, the world’s largest perfume manufacturer, our students had the opportunity to work with students from the Polytechnic University of Milan. The goal was to come up with a fragrance to embody the 2024 Olympic and Paralympic Games. Students worked in small groups, creatively, and came up with the fragrance, making sure to adapt the scent to the target markets, and they also worked on the design and the packaging of the product. Necessarily, the project called for careful thought and consideration, research, creativity and concept development.

“Our role is to foster forward-thinking and curiosity in our students, so that they are able to address the future challenges faced by organisations”



#ATM activities encourage students to take an active role in their education. Students become more adaptable, pro-active, and they question their ideas more. These soft skills are highly valued and more and more sought-after by businesses, and they are essential for making a smooth transition to employment and for achieving career success.

The #ATM teaching method places particular emphasis on sustainable development and corporate social responsibility. We teach students to achieve financial targets while taking environmental and societal issues into account. Lastly, students also develop their self-confidence by taking part in various #ATM projects. As the projects are often unusual and complex, students are always very proud of their achievements when the projects come to fruition. The exercises prepare them for their future careers, in which they will also be required to make a case for their ideas, carry out projects and manage teams.

#ATM, three innovative learning spaces



What is the point in common between our three campuses and the #ATM spirit?

The teaching spaces at each campus allow students and educators to relate differently to their bodies, which means that learners and teachers relate to each other differently too. The flexibility of the spaces, not to mention the number of screens on offer and how easy it is to get from site to site, makes every student take an active role in their education. Students can work alone or in small or large groups. Our 8,000 square metre Paris campus has enough space to accommodate students from our other campuses, and it can also host students from other partner schools and universities abroad.

The location of our three campuses facilitates the creation of many partnerships (with institutions, schools, businesses, artists, etc.) and it helps us to think about and to develop our #ATM teaching method. It thus allows us to take inspiration from a vibrant ecosystem.



Located on the Artem campus, Station A is an innovative learning space, a genuine "Moving Lab". How does the classroom layout nurture experiential and collaborative learning?

When students go into a conventional classroom, they naturally adopt a more passive approach to learning. That is why, at ICN, we use innovative learning spaces where the furniture can be moved around to suit different learning approaches.

To successfully carry out #ATM projects, students need to work in small groups. The design of our learning spaces allows them to sit at a desk or even around a coffee table, to write on the walls and on mobile whiteboards, on interactive screens, etc. You notice very quickly that students take ownership of the space and establish different types of relationships with each other and with their tutors. Small spaces foster group dynamics and increase student engagement and effort. The conventional dynamics are quickly forgotten, and this new type of engagement allows us to become better acquainted with our students and so we can provide them with better teaching.

↑ Collaborative space
Paris La Défense campus

↑ ↑ K'Hub
Nancy campus



↑ Collaborative space
Berlin campus

↑ ↑ Library with a view on the glass roof of the ARTEM campus
Nancy campus

↑ ↑ ↑ Moving Lab: modular classroom
Station A, Nancy campus
© Alain Wallior

ICN has dared to devote most of the 8,000 square meters of the Paris campus to innovative spaces that are completely out of step with what is the done thing elsewhere — not a lecture hall in sight, completely adjustable teaching spaces! Is this also a strong signal and a way of cultivating the #ATM mindset?

Yes, absolutely. The #ATM mindset is above all about creating relationships, and the latter is facilitated by the many elective courses and workshops organized by ICN, which involve a greater or lesser number of people, depending on the project and on the topic studied. Instead, ICN students use modular work spaces. The teaching spaces embody the #ATM teaching method and meet with the approval of businesses that employ our students before and after they graduate.

In what ways is the #ATM mindset seen on the Berlin campus?

The Berlin campus is staffed by ICN teaching educators with whom we share the same values, the same philosophy and the same commitment to developing our #ATM teaching method. Having the same values facilitates communication. Berlin is also located near other schools and universities, notably some art schools. Cooperation with them cultivates our minds, and allows us to carry out joint projects with students attending them.

ICN STUDENTS

MAKING CHANGE

PROFILE

Dr Krista Finstad-Milion

A Professor at ICN who is committed to promoting gender equality

Dr Krista Finstad-Milion is the Director of the Human Resources and Organizational Behavior Academic Department at ICN Business School, and the President of the Association EST'elles Executive, which promotes female leadership in businesses across the Grand Est region. She is also Chair of the France-Benelux Principles for Responsible Management Education (PRME) - a United Nations initiative. At ICN Krista also co-supervises the humanitarian student association ICN Diversity.

At the Conférence des Grandes Ecoles, Krista represents ICN Business School on the matter of gender equality. She is a member of the "F/M Equality" working group, the purpose of which is to break down barriers in management and engineering schools in France.

"We work around projects aimed at implementing an F/M equality scale at all member schools. This scale collects gender statistics, such as the number of female educators, the representation of women on boards, salaries, and so forth". Krista also contributed to the working group's first white paper: "Gender equality, from the statement of intention to experimentation", which was published in 2020.

"I encourage female students to be daring, to be pioneers, to go where no one has gone before."

In tandem, she founded Est'Elles Executive in 2008 after she observed that only 5% of students on the Executive MBA program at ICN Business School were women. After many long hours of thought, research and networking, both within the school and in the local area, she co-founded the association by joining forces with other female activists – ICN educators, ICN graduates, and women working in the economic, social and political spheres.

Est'Elles aims to raise the profile of female talents and to foster mutual support between women. "Within the network, we help women and help them to achieve their goals, we provide support. Our work involves hosting workshops which help women to improve their presence on social media and we organize regional meet-ups on topics like 'The managers of tomorrow are women! Are you ready?' That's the least you could say!", she explains.

WHAT IS YOUR INTERNATIONAL REACH?

On an international level, Krista is the Chair of France-Benelux Principles for Responsible Management Education (PRME). This role allows her to make an international impact by uniting PRME member schools around the principle of responsible management education and by introducing decision-makers in the Greater Region of SaarLorLux (Saarland, Lorraine and Luxembourg) to the measures implemented at ICN Business School. This not only allows ICN to make its voice heard when it comes to gender equality, but it also allows it to set an example for other schools, organizations and businesses in France and abroad.

ICN Business School

A SCHOOL THAT MAKES CHANGE!

“As an elite business school, our mission is to train students to become responsible managers. We are fully committed to this mission, not only for the benefit of our students, but also for the benefit of our corporate partners and of society, in the future.

In addition to raising awareness of issues around sustainable development, ICN also places a strong emphasis on gender equality. Within the program, this is reflected in the development of #ATM workshops and elective modules, as well as practical measures taken by the school, its teaching faculty, its support services and its students”.

MAKING CHANGE THROUGH WORKSHOPS, ELECTIVE CLASSES AND ASSOCIATION/CLUB LIFE

Art-Technology-Management (#ATM) workshops, electives and association/club life – at ICN, you are free to promote gender equality in your own way.

There are various student associations involved in this cause, such as City’Zen and ICN Diversité (which fights each year against all forms of discrimination), which you can join.

On another note, #ATM workshops and elective modules allow you to contribute to concrete action. Last year, for instance, our students were part of an initiative that came up with ways to encourage more women to join the French navy and to increase the number of women in senior roles within the Moselle Fire Department.

FOCUS Activities during your course

Awareness activities related to gender equality are organized throughout your studies at ICN.

To get you inspired, the school organizes series of talks with ambitious women several times a year! Called “Women Making Waves”, these talks are co-organised by student associations and anyone is welcome to attend, both students and non-students. The events cover topical issues and highlight the career journeys of inspirational women. The events also constitute an opportunity for ICN educators, students and alumni to shed light on the achievements and careers of our female and male graduates, and puts the spotlight on graduates who promote gender equality within their organizations.

Lastly, in light of the fact that women are less likely to negotiate their salaries, the school organizes salary negotiation workshops, in collaboration with the Careers and Internships Department. These workshops are open to both women and men, so they can be of benefit to all students and make change.

THE ROLE OF OUR TEACHING FACULTY

Gender equality is a concern shared by the entire ICN faculty and its support services. “We are all fighting together for gender equality and we shall remain committed to the issue within our ecosystem. We work with various partners, because so long as the ecosystem makes progress, then so do we”, explains Dr Krista Finstad-Milion.

**50% female
representation
on ICN boards!**

PGE 1
Gender
equality
in the
workplace

PGE 2
Design Thinking
for Sustainable
Change

PGE 3
Diversity:
a factor in
business
performance



**Dr Krista
Finstad-Milion**
A Professor at ICN who
is committed to pro-
moting gender equality

ICN Business School IS ALSO COMMITTED TO



sustainable development and
social and environmental
responsibility!

ICN positions itself as a major player in transforming societies and is committed to societal and environmental change, along with the entire ICN community. The goal? To be part of creating a more sustainable and inclusive world.

In terms of teaching, the school educates students to become responsible managers, the real change-makers of tomorrow. All programs taught thus incorporate concepts relating to sustainable development, and every student association has a CSR point of contact. This makes it possible to drive social, societal and environmental practices more, and to make students aware of best practices in a business context. The school's commitment is also demonstrated by the partnerships it builds.

The school's commitment is also demonstrated by the partnerships it builds. For example, ICN is a member of two important UN programmes: the Global Compact Network France and the PRME programme (PRME: Principles for Responsible Management Education). By getting involved with change-making international organizations, ICN is better placed to help students become responsible managers who will be mindful of social and environmental issues at the companies they go on to work for.

To provide a structure for its change-making in the 2022 to 2026 period, the school is developing its ICN Impact strategic plan, an ambitious plan that focuses on 8 prongs and on 64 aims. The aims include transforming ICN's campuses so that they meet current social and environmental challenges, and also collectively furthering Agenda 2030 and its 17 sustainable development goals.



Art and Sciences UNESCO Chair

With regards to research, ICN holds a UNESCO Chair in Art and Sciences. Composed of researchers at ICN, the University of Lorraine and universities abroad, it develops local, concrete and creative solutions to further sustainable development goals. The multidisciplinary nature of the #ATM teaching method, along with Station A space, also make it possible to carry out collaborative projects that focus on those issues. To fully and collectively implement change, ICN Impact also encompasses the school's social, environmental, digital, strategic and economic policy aspects.

On a final note, ARTEM students participate in the government scheme, “Les Cordées de la réussite”, as part of which they help high school students in Nancy to decide on their career paths. The goal? To help them to find out about the fields of engineering, trade and design, and to further equal access to higher education.

“ICN's mission is to guide students to become **responsible managers** whose decisions and actions have a positive impact on living beings and on the environment.”

Muriel Cordier

Head of Sustainable Development and
Social Responsibility

Focus on the association

Solida'raid

Best student association in France

ICN student associations are equally as committed to sustainable development and social responsibility. Solida'Raid is a humanitarian association and has been voted the ninth-best student association in France. We asked students in the association to tell us about its objectives and what it has achieved so far:

CAN YOU TELL US MORE ABOUT YOUR ASSOCIATION, ITS OBJECTIVES AND THE ISSUES IT ADDRESSES?

Solida'raid is a humanitarian association founded in 2001 that provides assistance to people in need. It has about 30 members at the Nancy and Paris campuses. Our projects are structured around three key values – solidarity, assistance and sharing.

Every year a member is elected to choose a country in Africa and a cause that is close to his or her heart. To raise funds to carry out projects, the members of the association undertake to do various innovative activities. This year we decided to carry out a project in Amazar, a village in eastern Morocco.

HOW DID YOU RAISE FUNDS FOR THE PROJECT?

First of all, we continued the “Solida'eats” initiative which was launched in 2021. The initiative was inspired by the Uber Eats concept and it consists of delivering traditional dishes. This year we added more dishes to the menu and we also delivered them all over Nancy. This allowed us to raise a large portion of the funds we needed to carry out our humanitarian mission in Amazar.

We also ran an impactful communications campaign to raise our profile in France and Morocco. In France, the campaign caught the attention of the well-known French rapper Doums.

In Morocco, our association caught the eye of Mr. Driss El Kaissi, the Moroccan Consul General. His support allowed us to establish ourselves as a bone fide and credible organization, which was critical for us to really successfully carry out the mission. Finally, the communications campaign played an important role in the success of our humanitarian mission as it allowed us to raise the money we needed while also allowing us to benefit from the support of our ever-expanding network.



"All our projects are guided by three key values – solidarity, assistance and sharing."

YOUR ACTIVITIES FOCUS ON 3 KEY AREAS: WATER, EDUCATION AND TRADE. HOW ARE THEY REFLECTED IN THE PROJECTS YOU CARRY OUT?

Access to water is a major issue in many African countries, as most of the continent is affected by drought. That is why, as part of all our activities, we aim to improve access to water, by financing the building of wells for example.

Education is also a basic priority. As students, it's an issue that is close to our hearts, and an area we want to improve, by building schools and by distributing school supplies.

Lastly, we aim to develop trade in every village where we operate, so that local people can earn an income.



YOUR GREATEST ACHIEVEMENTS?

Our greatest achievement and the thing we are most proud of is the humanitarian mission we carried out in Morocco in 2022. We chose to help the village of Amazar, since the area has been experiencing a severe drought for several years. The village is located in the Moroccan mountains, which is an issue, since it is isolated from neighboring towns, which makes getting access to water difficult. The village is home to around 150 families whose lives are a daily struggle.

We are proud to have successfully completed such a challenging task! We managed to raise €7,000 in total, which allowed us to successfully carry out various projects.

We began by installing a well in the village. As a result of the severe drought, the previous wells could no longer be used and access to water was thus extremely limited.

We refurbished the village school, so that the local children could learn in a safer and more comfortable environment. In tandem, we provided them with school supplies, which were collected by ICN students, to make their schooling easier.

Lastly, to generate economic activity in the village, we funded the planting of a carob tree. Once it reaches maturity, the fruit from the tree can be sold, giving every villager an income.

Our team managed to raise €7,000, instead of the initial goal of €6,000. As a result, in addition to the projects we had initially planned, we were able to create a football pitch for the children. After spending several days playing with them, creating the pitch was something we really wanted to do. We also distributed food parcels and clothing.

The mission was an emotional one and we are so proud to have completed it!

Another example of an ICN Humanitarian association:

"Our humanitarian association aims to help disadvantaged people in Latin America. We have had a partnership with the organization Mano a Mano in Peru since 1999, which operates in the slums of Ensenada in Lima. We have also developed a new partnership with Cléo in Colombia, which aims to help young Colombians who don't go to school."

Latina



ADMISSION TO ICN

Ready to join the ICN family, to enjoy an unforgettable student experience and to acquire skills that are highly sought-after by employers? Whatever stage you are at in your studies, there is a place for you at ICN!

Admission into first year

Do you have a high school diploma, A-Levels or an equivalent? For the Bachelor in Management, these qualifications are suitable for first-year entry.

→ SEPTEMBER START

For the Bachelor in Management taught in English, the applications start in mid- November for the next September intake. Applying early is advised as you can benefit from the Early Bird tuition fees.

Once you have uploaded all required documents on our online platform, we will review your application and you will be invited to complete a one-way video interview. Once you have received the link for the online interview, you have 5 days to submit it.

Admission into second year

If you already have 60 ECTS credits at undergraduate level (equivalent to one year of full-time study), you can join the Bachelor in Management course in second year.

Once your application has been approved, you will be invited to complete a one-way video interview.

JOIN ICN!

Admission into third year

Direct admission to third year is possible after you have completed two years of undergraduate study (120 ECTS credits). Admission is also on the basis of an online application and interview.

MAXIMIZE YOUR CHANCE OF ADMISSION

To ensure you are fully prepared for the application process, a dedicated admissions team organizes weekly online meetings to answer all your questions.

EXPERIENCE WHAT IT IS LIKE BEING AN UNDERGRADUATE STUDENT AT ICN

You can contact our admissions team and get in touch with our undergraduate students, so you can get a taste of what life is really like for an ICN student! Furthermore, every semester we organise Virtual Open Days for international students, during which you can talk with our faculty members and alumni — check the ICN website agenda for more information.

TO APPLY, VISIT:

[icn-artem.com/en/
international-candidate-
admissions/](https://icn-artem.com/en/international-candidate-admissions/)

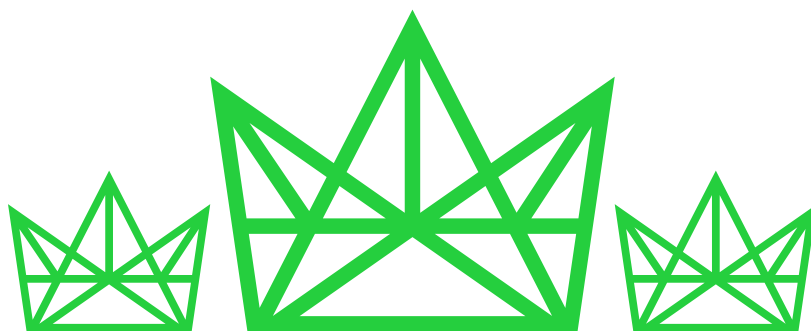
On the website you can find all required documents for the application as well as dates for future Virtual Open Days and local student fairs.

ANY QUESTIONS? CONTACT THE ICN INTERNATIONAL ADMISSIONS DEPARTMENT IF YOU DO!

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Join Our Family





ICN BUSINESS SCHOOL

TRIPLE ACCREDITED



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

Lewis Carroll



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