



BRIDGING THE GAP BETWEEN MANAGERS & TECH DESIGNERS

> State-of-the-art training tailored to the needs of tech companies' future managers.

BACHELOR IN MANAGEMENT AND TECH DESIGN



Rubika[∞]

TABLE OF CONTENTS

■ Become a Pioneer of Change	03
■ Reasons to choose IÉSEG and RUBIKA	04
■ Key Figures	05
■ The IÉSEG and RUBIKA Ecosystems	06
■ Living in France: a Thriving Student Destination	08
■ IÉSEG and RUBIKA Campuses	10
■ Student Services	12
■ Career Program	14
■ Bachelor in Management and Tech Design: Two Leading Schools Join Forces to Equip you for the Tech Business World	15
■ Bridging the gap between Managers and Tech Designers	16
■ Advantages, Objectives and Career Opportunities	18
■ Program Structure	19
■ An Entrepreneurial, Corporate and International Focus	20
■ Additional Information	22
■ Admission Process	22
■ Meet with Us	22
■ Contacts	23





BECOME A PIONEER OF CHANGE

As a French “Grande École”, IÉSEG prepares changemakers who, through innovation and social values, develop socially responsible organizations that redefine the international context.

For more than 30 years, RUBIKA has been training high-level creative people to meet the demands of the professional world. RUBIKA relies on a simple principle: to support students in their creative vocation, so that they can turn their passion into a career.

Choosing IÉSEG and RUBIKA means taking on challenges, defying conventions, and playing a role in changing the world! Get ready to join the new culture of international management in tech companies.

REASONS TO CHOOSE IÉSEG AND RUBIKA

1

APPLYING KNOWLEDGE

- > Academic programs address the **major challenges facing society**: artificial intelligence, data, ethics, sustainable development, geopolitics, etc.
- > Programs include **solid theoretical knowledge and activities to teach management disciplines** and foster personal development, general knowledge and openness to the world
- > A specially designed academic curriculum supplemented **with professional experience**
- > A **balanced approach between technical and management teaching**, which immerses students in practical projects that encourage collaboration and creative autonomy

2

LOOKING BEYOND BORDERS

- > An immersion **in an intercultural environment**, with an international faculty
- > A **dynamic international community** of students and graduates
- > An international perspective, **preparing students for global careers**

3

A GLOBAL AND DISTINCTIVE APPROACH

- > **Innovative teaching methods** that provide a unique, challenging and interdisciplinary learning experience
- > **Personal guidance and support to our students** throughout their academic journey, helping them overcome challenges and guiding them towards a career that best suits their aspirations
- > Shared values for all stakeholders: **Accomplishment, Responsibility, Integrity, Solidarity and Engagement**

ACCREDITATIONS AND LABELS

IÉSEG and RUBIKA are recognized by several French and international accreditation bodies, which guarantees the Schools' excellence.

IÉSEG is recognized by several French and international accreditation bodies, which guarantees the School's excellence. Holder of the "Triple Crown" of international accreditations (EQUIS, AACSB and AMBA), IÉSEG is a member of the highly selective group of top global business schools. In 2023, IÉSEG was also awarded the French DD&RS Label in recognition of the social and environmental commitment that it is making.



IÉSEG and RUBIKA have also obtained the "Welcome to France" certification label from Campus France, which distinguishes French higher education institutions that have met various criteria for welcoming international students.



IÉSEG KEY FIGURES



RANKINGS

Ranked **23rd** in the 2024 global ranking
of the **best Masters in Management**
(*Financial Times*)

4,65/5 - Graduates' overall
satisfaction (*L'Étudiant, L'Express*
2024)



STUDENTS AND ALUMNI

8,450 students and **1,200** executives/managers
trained

17,000+ graduates



THE FACULTY

208 permanent professors
from 54 different countries

100% of permanent faculty
holds a **PhD/Doctorate**



PARTNERS

335 universities
in **74** countries

2,500 companies

RUBIKA KEY FIGURES



ACCREDITATIONS AND RANKINGS

**2nd Best Animation School in
France and 7th in the world**
(*Animation Career Review* - 2024)

**2nd Best Video Game School in France
and 4th in the world** (*Figaro Étudiant*
since 2015, *Gameeducation* 2024)

900+ awards
in 35 years



STUDENTS AND ALUMNI

1,200 current students

5,000+ graduates



PARTNERS

30+ universities

300+ companies

100+ professional
speakers

THE IÉSEG AND RUBIKA ECOSYSTEMS

Meaningful professional contacts throughout your life

■ CORPORATE RELATIONS AT IÉSEG

Preparing for the business world, being immersed in it, meeting today's stakeholders to become tomorrow's managers are all key elements of an IÉSEG and RUBIKA student's career. A team dedicated to business relations is in charge of forging strong connections with companies, associations and other types of organizations. A wide range of initiatives are put in place to facilitate interactions between professionals and the students.

- > **CORPORATE TALKS:** Meetings with professionals from all business sectors to help students build their career path.
- > **CAREER FAIRS AND JOB MEETINGS:** Every year, more than 300 companies meet and recruit students and young alumni on campus or during virtual forums. Specific events are also organized to facilitate meetings between students and studios/companies seeking new talents.
- > **COMPANY PRESENTATIONS:** Presentations of companies, their values, recruitment processes, professional opportunities in an online format.
- > **NETWORKING MEETINGS:** Informal discussions between students and a company on campus or on the premises of the partner company.
- > **RECRUITMENT PREPARATION:** Mock interviews with recruitment professionals.
- > **NETWORKING LUNCHESES:** These lunches are a great opportunity for students to exchange in an informal setting with professionals. Every lunch gathers a small group of students (around 15) to network with a company.
- > **CONFERENCES, PROFESSIONAL VISITS AND LEARNING EXPEDITIONS:** Both Schools enhance students' educational journeys through an extensive schedule of conferences and immersive company visits led by industry professionals. RUBIKA also provides optional international studio exploration trips during vacations to foster global exchanges.

■ IÉSEG NETWORK AND RUBIKA ALUMNI

"IÉSEG Network" and "RUBIKA Alumni" are networks of graduates from both institutions, bringing together more than 23,000 alumni from around the world. The main mission of those alumni associations is to offer a range of practical solutions to the IÉSEG and RUBIKA community to activate networks and take the right steps to achieve each graduate's professional project.

The role of "IÉSEG Network" and "RUBIKA Alumni"

For students

- > Access to a network of privileged contacts
- > Opportunities to share experiences
- > Regular networking events
- > A graduate/student mentoring program
- > A range of tools and services to help prepare for the professional future

For alumni

- > Permanent support for professional success, notably through the Career Development Center, which offers tools and services to help alumni rediscover themselves, open up to the world and get inspired.
- > A dynamic and international network thanks to the presence of graduates all over the world, meeting around common personal or professional interests (professional clubs, international clubs, networking events, etc.).

"IÉSEG Network" and "RUBIKA Alumni" contribute to IÉSEG and RUBIKA's influence, and to the development of their graduates, both personally and professionally.

For more information: ieseg-network.com and we-are.rubika-edu.com/





LIVING IN FRANCE: AN EXCITING STUDENT EXPERIENCE

France is a captivating destination for international students, offering a wealth of cultural activities, excellent gastronomy, breathtaking architecture, and a vibrant student life.

■ CULTURAL HERITAGE

France is famous for its rich cultural dimension including many museums, historic monuments such as castles and gardens, as well as its impressive architecture that brings you back in time.

Whether students come to live in Lille, Valenciennes or in Paris, they will have many opportunities to discover different sites of interest and architectural styles:

- > **In Lille:** in the heart of the old city, we can find the city hall belfry, which is part of the UNESCO World Heritage. It symbolizes freedom for the Northern towns and embodies the recognizable Flemish architecture. Lille is one of the largest cities in France and was designated the World Design Capital in 2020.
- > **In Paris:** the iconic Eiffel Tower, Arc de Triomphe, and Haussmann-style buildings make it one of the most beautiful cities in the world, not to mention the stunning Palace of Versailles.
- > **In Valenciennes:** tech hubs such as the "Serre Numérique", Transalley and I-Trans illustrate the major economic transition of this former industrial and mining city. Valenciennes has been developing three areas of excellence: digital technology, land transportation (automotive and railway), and sustainable logistics.



■ GASTRONOMY: A CULINARY PARADISE

Apart from cultural activities, France is famous all over the world for its gastronomy and wine. Here, you can find over 300 different types of cheese, and a variety of unique dishes specific to each region. Students will have many opportunities to taste various kinds of food and develop their knowledge of wine pairing.

■ EXCITING LIVE EVENTS

France and especially the cities of Paris, Lille and Valenciennes are cultural havens, with a myriad of theaters and concert halls that host ballets, dance performances, and musical shows. Notable institutions include the Lille National Orchestra, 'Le Phénix' in Valenciennes, and the *Philharmonie de Paris*, renowned for their exceptional performances throughout the year. Whether you have a taste for classical theater, contemporary dance, jazz, or emerging musical genres, Lille, Valenciennes, and Paris offer many live entertainment options.

■ ACCESSIBILITY TO EUROPE

France ranks among the most attractive European countries (2023 EY Barometer) and is the second-largest European market (Eurostat 2022).

Furthermore, Lille, Valenciennes and Paris are strategic crossroads to access the rest of Europe. High-speed trains (TGVs) and affordable air travel options seamlessly connect these cities to prominent European destinations like Brussels, London, and Amsterdam.



IÉSEG AND RUBIKA CAMPUSES



IÉSEG'S LILLE CAMPUS

IÉSEG's Lille campus features three buildings (with a total of 29,000 m²) located in central Lille.

Students studying on this campus enjoy a wide variety of modern and functional facilities, including immersive hybrid classrooms, meeting rooms, computer rooms, trading rooms, etc. As part of the *Université Catholique de Lille*, in a neighborhood hosting 40,000 students, IÉSEG students have access to IÉSEG's own library, but also to other university and online libraries.

In addition, the Lille campus has recently completed a renovation and extension project. The objective of this project, inspired by the input and work of the School's community (staff and students), is to create a campus of international standing, offering students a unique intercultural learning experience.



RUBIKA'S VALENCIENNES CAMPUS

Since 2015, the RUBIKA school has been located in Valenciennes (50 km from Lille) at the heart of the Serre Numérique, a center of excellence dedicated to image and digital creation. Each year, the School welcomes more than 900 students to its video game, animation, and design courses. The campus brings together workspaces, companies, research laboratories, and technological equipment: a 4K 3D auditorium, a film studio, a virtual reality space, a photo studio, a render farm, a powerwall, a fablab, design workshops, etc.

Each year, RUBIKA invests 1 million euros in the purchase of computer equipment (computers, consoles, etc.), the renewal of software licenses, or the acquisition of new equipment. With more than 17,000 m² of infrastructure, RUBIKA provides students with an optimal working environment that reflects a high degree of professionalism.



RUBIKA'S MONTREAL CAMPUS, CANADA

The RUBIKA Montreal campus is strategically located in Montreal's creative hub, offering state-of-the-art facilities for an inspiring learning environment. Close proximity to world-famous studios provides valuable opportunities for hands-on experience. The vibrant student life includes diverse activities and clubs, fostering a strong sense of community.





STUDENT SERVICES

Living abroad can be both fun and challenging. IÉSEG and RUBIKA have developed a comprehensive program of activities and support services to facilitate students' adaptation to their new surroundings, including the IÉSEG and RUBIKA campuses and their facilities, but also the city around them and French culture in general.

■ ORIENTATION DAYS

Every year, IÉSEG and RUBIKA organize an orientation week for international students just before the start of the academic year. During this week, students are introduced to the campuses' facilities, their academic program, the staff in charge of their teaching, their class schedule, as well as the Schools' IT procedures. A broader orientation is also offered, covering topics such as how to navigate the public transportation system and how to handle various administrative procedures, including accessing a government housing subsidy, opening a bank account, and understanding the essentials of student life in France. In short, international students are provided with tips and guidelines on how to successfully integrate into the Schools, the cities, and the country.

■ ACCOMMODATION

A variety of on- and off-campus housing options are available, including student residence halls and private residences, as well as private housing and apartment sharing.

The approximate cost of housing, depending on the type of housing and the duration of stay in Lille* & Valenciennes ranges between €450 and €800/month (average €600). Most international students in France have access to a housing subsidy provided by the French government, which reimburses part of the rent paid each month. The amount varies from €30 up to €200 depending on several factors, such as the address, the cost of rent, etc. (Plan your budget without including this subsidy).

As the program includes two semesters abroad in Canada, students will receive support when they change countries, particularly for all the administrative formalities.

*As IÉSEG is a member of the *Université Catholique de Lille*, students can have access to the student residences offered by ALL (www.all-lacatho.fr/en)



■ INTERNATIONAL CLUB

Another resource is the IÉSEG International Club, an association of students who offer support to new international students throughout the year.

Every year, when international students, representing more than 100 nationalities, arrive at IÉSEG, club members welcome them and help them to adapt to their new surroundings.

■ PROGRAM COORDINATORS

Program Coordinators are the primary contacts for academic inquiries. Coordinators to assist students with questions about their courses, schedules, exams, etc.

■ EQUALITY / INCLUSION

As IÉSEG is inclusive and values diversity in all its forms, it is committed to providing assistance to all students and opposing all types of discrimination including sexist, LGBTQIA+phobic, or racist behaviors, as well as any incitement to hatred or discrimination.

IÉSEG wants each student to feel safe, respected and supported. The School has a zero-tolerance policy against any acts of violence, hazing or harassment (including via digital devices) within or outside the School premises. Should any student find themselves in such a situation during their studies, they can get help by contacting the support unit.

CAREER PROGRAM

Personalized support from the start of the academic journey through to entering the job market

The IÉSEG Career Program inspires, transforms and connects students to their future dream job, enabling them to achieve their ambitions and unleash their potential.

■ WHAT IS THE CAREER PROGRAM?

IÉSEG's Career Program is designed to help students develop a professional project aligned with their passions, skills and market realities. By focusing on personal and professional development, this program prepares students effectively for the job market.

> GET TO KNOW YOURSELF

Students discover their motivations, learn to present themselves with confidence and build an action plan to achieve their professional goals.



> IDENTIFYING WHAT MAKES YOU UNIQUE

Competency building through personality tests, mock interviews and group assessments, giving students the confidence to excel.

> WORK ON YOUR PERSONAL BRAND

Students develop their professional identity, build networks and interact strategically with the socio-economic world.

■ FOCUS ON THE CAREER CENTERS

The Career Center team welcomes students to a place dedicated to building their professional project. Here, they can meet their career and internship advisors, and benefit from one-to-one interviews with career consultants who are experts in their field.

■ CAREER PROGRAM IN 2023/2024:



5,000 hours
of group lessons



2,600 hours
of one-to-one
meetings



85 certified
coaches with
business expertise
related to the
specializations of
the students they
support



160 events:
career
conferences,
dedicated
recruitment
sessions, forums
and networking
lunches, etc.



1 Bootcamp,
2-day event
dedicated to
the successful
transition to the
professional world



BACHELOR IN MANAGEMENT AND TECH DESIGN

TWO LEADING SCHOOLS JOIN FORCES
TO EQUIP YOU FOR THE TECH
BUSINESS WORLD

BACHELOR IN MANAGEMENT AND TECH DESIGN

BRIDGING THE GAP BETWEEN MANAGERS & TECH DESIGNERS

The Bachelor in Management and Tech Design (BMATD) is made for students who are eager to thrive as managers in the tech world. Through a balance of theory, learning by doing, teamwork and professional mentoring, they will gain the skills needed to lead digital projects under significant business constraints.



ABOUT THE PROGRAM

- 3 years - 180 ECTS
- Intake: September 2025
- Taught in English in two countries and on three campuses: Lille and Valenciennes (France) and Montreal (Canada)
- Two academic semesters abroad, in Canada
- 3 internships (7 months min. in total)

“The Bachelor in Management and Tech Design gives students the best of both worlds, so that they constantly adapt and thrive in a business environment driven by fast-paced technology”

**Emmanuel DAUPHINÉ, IÉSEG
& Philippe BLANCHET, RUBIKA**
Academic Directors

For more information: www.ieseg.com/en/bachelor-management-tech-design/







ADVANTAGES

- > A comprehensive education based on four key pillars: **in-depth learning of management and tech design fundamentals, tutoring by working professionals, personal development at the core of the training and a comprehensive Career Program** dedicated to professional development.
- > **Renowned international faculty** with high-level academic achievements, cutting-edge research and recognized professional expertise.
- > **A minimum of 3 internships (at least 7 months in total)** enabling students to put their learning into practice, gain experience in the professional world and build their professional network.
- > **Three yearly capstone projects** to apply and develop the knowledge and skills acquired to a real-life business situation/venture.
- > The opportunity to study on **three different campuses** and live in **two different countries** (France and Canada).



OBJECTIVES

Educate the leaders of tomorrow, capable of gaining an in-depth understanding of the tech world and leading multidisciplinary teams. This unique program prepares students to lead digital projects from concept to completion, combining management expertise, tech design and an understanding of customer needs.



CAREER OPPORTUNITIES

- > Product Owner
- > Project Manager
- > Head of Digital Project
- > Release Manager, etc.

ZOOM ON THE HANDS-ON APPROACH WITH 3 ANNUAL CAPSTONE PROJECTS

The program mindset is based on interdisciplinarity, real-life cases and teamwork as well as the necessary theoretical framework required for managerial positions, with an entrepreneurial mindset. Each year, students lead and execute a team project, with coaching by both a faculty member and a tech professional.

- > **Year 1: Building a merchant website and app with proven sales**
- > **Year 2: Gamifying a marketing campaign for an existing company**
- > **Year 3: Creating an innovative startup, from the original idea to the first pitch**

PROGRAM STRUCTURE

The Bachelor in Management and Tech Design is a three-year program. Each year includes courses in the fundamental disciplines of management and tech design, as well as courses focused on soft skills: general knowledge, communication, and professional development.

YEAR 1		
TECH DESIGN	MANAGEMENT	PEOPLE SKILLS
<ul style="list-style-type: none"> > Data Analysis and Visualization > Data Analytics with VBA > Design Thinking > Innovation by Usage > Math for Tech and Programming > Programming Languages > Prototyping, Proof of Concept > Statistics > Tech/Design Case Team > User Experience > User Interface 	<ul style="list-style-type: none"> > Creative Project Management > Digital Landscapes : Exploring the Intersection of Technology and Society > Digital Marketing Strategy > Entrepreneurial Creativity > Essential HR Tools for Future Managers > Financial Accounting > Imperfectly Competitive Markets > Marketing Management > Project Management 	<ul style="list-style-type: none"> > Career Program > Design History > Developing Effective Communication Skills And Strategies > Integration Seminar > Masterclass > Self Organization > Tech History
CAPSTONE PROJECT: Building a merchant website and app with proven sales INTERNSHIP (1 MONTH): Professional and social awareness		
YEAR 2		
TECH DESIGN	MANAGEMENT	PEOPLE SKILLS
<ul style="list-style-type: none"> > Digital Operations Management > Design Thinking > Econometrics and Data Analysis > Innovation by Usage > Math for Tech and Programming > Optimization > Programming Languages > Prototyping, Proof of Concept > User Experience > User Interface > User Research > Tech/Design Case Studies 	<ul style="list-style-type: none"> > Applied Negotiation Essentials > Brand Management > Conflict Management in Organizations > Cost Accounting > Creative Project Management > Digital Marketing Strategy > Eco Conception and Sustainability > Financial Analysis > Operations Management Basics > Strategy and Innovation 	<ul style="list-style-type: none"> > Career Program > Design History > Geopolitics of Business Tech > Tech History > Working Effectively in Intercultural Teams
CAPSTONE PROJECT: Gamifying a marketing campaign for an existing company INTERNSHIP (2 MONTHS): Sales Function		
YEAR 3		
TECH DESIGN	MANAGEMENT	PEOPLE SKILLS
<ul style="list-style-type: none"> > Blockchain and Crypto Assets > Business Simulation > Generative AI & Prompt Engineering > Innovation by Usage > Introduction to AI and Machine Learning > Maths for Tech and Programming > Programming Languages > Tech/Design Case Studies > User Interface > User Experience 	<ul style="list-style-type: none"> > Brand Strategy > Business Negotiation > Creative Project Management > Entrepreneurial Finance and Crowdfunding Tactics > Finance Fundamentals > Human Behavior and Positive Leadership > Neuro-Marketing > Patents and Intellectual Property > Sales Essentials 	<ul style="list-style-type: none"> > Design History > Portfolio and Self-Branding
CAPSTONE PROJECT: Creating an innovative startup, from the original idea to the first pitch INTERNSHIP (4-to-6 MONTHS): Junior Manager		



AN ENTREPRENEURIAL, CORPORATE, AND INTERNATIONAL FOCUS

Preparing for the corporate world, engaging deeply with it, meeting today's players to become tomorrow's managers are all components of an IÉSEG and RUBIKA student's career.



INNOVATIVE STARTUP CREATION CHALLENGE

Tech companies often scale up, growing extremely fast. They have a strong entrepreneurial spirit, so graduates must be familiar with this specific mindset that fosters creativity. Tech employees and managers are doers, and dare bold things!

Just before graduating and getting their first job, the 3rd year capstone project will put students in tech entrepreneurs' shoes. They work in small teams to create an innovative business model/startup in any digital field (app, e-commerce, gaming, service, ...). Other aspects of this key projects include:

- > Taking an idea all the way through to a fundraising pitch (requiring strong presentation skills to convince potential investors)
- > A highly transdisciplinary (management & tech) and hands-on approach
- > A fully-functioning prototype required
- > Being advised by professors, coached by professionals
- > The possibility of an intrapreneurial venture



INTERNATIONAL EXPOSURE

1 PROGRAM, 2 COUNTRIES, 3 CAMPUSES*

Many tech companies have expanded their global presence, increasingly recruiting talents from across borders, and frequently outsource their coding work to countries with significant cultural differences.

Given this international landscape, it is now crucial for young managers in tech companies to be trained in intercultural environments. Intercultural exposure is essential for both personal growth and the success and sustainability of tech companies in an interconnected world. Embracing interculturality fosters creativity, collaboration, and innovation, making the company more adaptable, competitive, and attractive to both talents and customers worldwide.

To prepare students for success in a global context, the Bachelor in Management and Tech Design program includes two semesters on RUBIKA's campus abroad.*

* subject to VISA approval



INTERNSHIPS

The Bachelor in Management and Tech Design program supports the professional integration of its students by combining pedagogical knowledge with business know-how. At the end of each academic year, students complete an internship to gradually discover the business world and demonstrate their abilities to work efficiently in teams.

1

1ST YEAR - PROFESSIONAL AND SOCIAL AWARENESS INTERNSHIP (1 MONTH)

For their first internship, students spend one month in a company in a position that does not entail too much responsibility, so that they gain useful insights into the day-to-day operations of a firm. The missions and functions that students carry out at this stage may typically include the following tasks: production line worker, stacking and labelling, inventory management, cashier, preparing and delivering orders, humanitarian missions, etc.

2

2ND YEAR - SALES INTERNSHIP (2 MONTHS)

By the time of their second internship, students will be equipped to leverage what they have learnt throughout their courses as well as their personal and professional coaching sessions, to undertake a two-month sales mission. The commercial function being at the forefront of business, it is crucial that students get an early experience in that key field.

3

3RD YEAR - JUNIOR MANAGER INTERNSHIP (4 TO 6 MONTHS)

For their final internship, students are asked to integrate into a tech company to lead missions with a growing sense of responsibility, facing tasks that require autonomy and initiative. Such extensive and complex engagement provides students with an excellent opportunity to not only become familiar with a firm, but also to highlight their ability to analyze problems, to be part of a team of decision makers, and to propose viable solutions in a tech-driven environment. This final internship could lead to positions such as product owner, product release manager, product manager, etc.

ADMISSION PROCESS

The program is designed for high school graduates, with a proven interest in technology and a good command of English.

Admission is offered to candidates with a French Baccalaureate, IB, EB, high school diploma or any secondary education diploma.

■ APPLICATION AND ADMISSION PROCESS

> Admission is based on the candidate's online application, submitted via the platform candidate.ieseg.fr. The application and required documents are reviewed by an Admission Committee.

■ APPLICATION CHECKLIST

- > High School transcripts in English or French (11th grade + min. 1st term of 12th grade)
- > High School Diploma (if available)
- > English proficiency test (IELTS 6.5, TOEFL IBT 85, TOEIC 4 skills 850, Duolingo 115, Cambridge Exam B2) – Native English speakers or candidates who have had two years of courses taught in English are exempt.
- > Motivation video to be recorded on the application platform
- > Letter of recommendation from a professor or a counsellor
- > CV
- > €100 application fee

■ APPLICATION DEADLINE

> Admission is offered on a rolling basis. For more information about the calendar, please check the IÉSEG website.

■ TUITION FEES* AND SCHOLARSHIPS

- > 10,500€ (2025-26) per year for EU and non-EU students
- > **Early Bird Scholarship:** 10% tuition fee reduction if you apply before February 15th, 2025
- > **Merit-Based Scholarship:** Up to 25% tuition fee reduction, based on the applicant's overall portfolio of academic performance, rigor, motivation, extracurricular activities and/or professional expertise.

These scholarships can be combined up to 35% for students who meet the various criteria.

MEET WITH US!

■ OPEN DAYS, EDUCATION FAIRS AND OTHER EVENTS

Discover the list of open days, education fairs and other events where IÉSEG and RUBIKA will be present physically or virtually:

- > www.ieseg.fr/en/discover-ieseg/meet-with-us
- > rubika-edu.com/nous-rencontrer/

More information: www.ieseg.com/en/bachelor-management-tech-design/

CONTACTS

> Latin America

Santiago GONZALEZ -
latinamericaoffice@ieseg.fr

> Other countries

Diviya NEDA -
d.neda@ieseg.fr

> Africa

Ousmane TOURE -
africa@ieseg.fr

> France

Morgane DERONCQ -
m.deroncq@ieseg.fr

> Mainland China, Hong Kong, Macao, Taiwan, Singapore, Japan, Mongolia, Korea, Brunei, Thailand and Malaysia
Eleonore ZHANG & Marc PORTO -
eastasiaoffice@ieseg.fr

> India, Vietnam, Indonesia, Philippines, Sri Lanka, Nepal, Bangladesh, Bhutan, Pakistan, Myanmar, Cambodia, Laos, Timor-Leste

Brijveen SABHERWAL & Golda MALHOTRA -
southasiaoffice@ieseg.fr

SOCIAL MEDIA



IESEG School of Management
Rubika



ieseg_school
rubika.valenciennes



IESEG School of Management
RubikaEducation



IESEG School of Management
Rubika



@IESEG / @RubikaEducation



@IESEG



IÉSEG LILLE:

- > 3 rue de la Digue
F-59000 Lille
- > Switchboard: +33 (0)3 20 54 58 92
- > www.ieseg.com



RUBIKA VALENCIENNES:

- > 2 Rue Peclet
59300 Valenciennes
- > Switchboard: +33 (0)3 61 10 12 20
- > rubika-edu.com/



IÉSEG
SCHOOL OF MANAGEMENT

Rubika ∞