



# COMBINING THEORY AND PRACTICE TO EXCEL IN MANAGEMENT

> The opportunity to study and thrive in an interdisciplinary and intercultural environment.

**GRANDE ÉCOLE PROGRAM - MASTER IN MANAGEMENT**



**IESEG**  
SCHOOL OF MANAGEMENT

EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY

# TABLE OF CONTENTS

■ <b>Become a Pioneer of Change</b>	<b>03</b>
■ Reasons to choose IÉSEG	04
■ Key Figures	05
■ Vision, Mission and Values	07
■ IÉSEG's Teaching and Learning Strategy	08
■ Career Program	09
■ Corporate Relations at IÉSEG	10
■ The IÉSEG Ecosystem	12
■ IÉSEG's International Network	14
■ Living in France - French Culture and Lifestyle	16
■ The Paris-La Défense and Lille Campuses - Clubs and Associations	18
■ Student Services	20
■ <b>Master in Management</b>	<b>22</b>
■ Graduate Employment Information	22
■ Developing your Career Plan	23
■ Organization of the 4 semesters	24
■ Core Courses	25
■ Overall Structure of the Master Cycle	26
■ Presentation of the 7 Majors	28
■ Minors and Specific Pathways	30
■ To Go Further	31
■ Double/Dual Degrees	32
■ <b>Additional information</b>	<b>33</b>
■ Meet with us	33
■ Admission Process	34
■ Tuition Fees and Scholarships	34
■ Contacts	35







## 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.

Choosing IÉSEG means taking on challenges, defying conventions, and playing a role in changing the world!

**Get ready to join the new culture of international management.**

# REASONS TO CHOOSE IÉSEG

## 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**

## 2

### LOOKING BEYOND BORDERS

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

## 3

### A GLOBAL AND DISTINCTIVE APPROACH

- > **Innovative teaching methods** that provide a unique, challenging and interdisciplinary learning experience
- > A **personal development program with customized support** for students' professional projects
- > Shared values for all stakeholders: **Accomplishment, Responsibility, Integrity, Solidarity and Engagement**

### ACCREDITATIONS AND LABELS

IÉSEG and its programs are 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 has 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 is also authorized by the French Ministry of Higher Education and Research to deliver the 'Grade de Master' for all its Master Programs.







## KEY FIGURES



### RANKINGS

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

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



### 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**





*“Making the decision to study at IÉSEG means choosing to join an international community of changemakers with strong shared values.”*

**Caroline ROUSSEL**  
Dean,  
IÉSEG School of Management

# VISION, MISSION AND VALUES

*Empowering changemakers for a better society*

## ■ VISION

The IÉSEG vision, which emerged from a collective effort involving all the School's stakeholders is that **IÉSEG is a unique international hub empowering changemakers for a better society.**

## ■ MISSION

- > **To educate managers to be inspiring**, intercultural and ethical pioneers of change
- > **To create knowledge** that nurtures innovative leaders
- > **To promote creative solutions** for and with responsible organizations

## ■ VALUES



### ACCOMPLISHMENT

We support members of the IÉSEG community to go the 'extra mile', **forging their own path and achieving meaningful goals in life.**



### RESPONSIBILITY

We take into account **the impact of all our decisions and activities on people, the planet and business.**



### INTEGRITY

We, students and staff, **act ethically in a consistent way** in all of our personal and professional activities.



### SOLIDARITY

We pay particular care and attention to everyone by **fostering inclusiveness in all our activities.**



### ENGAGEMENT

We are, actively and collectively, committed **to making a positive impact.**



# IÉSEG'S TEACHING AND LEARNING STRATEGY

A unique, demanding and meaningful learning experience



## PRINCIPLE 1: ACTIVE LEARNING

### OBJECTIVE

To foster students' engagement and involvement in their own learning through:

- > individual and group activities,
- > flipped classrooms (prior theoretical reading, in-class applications),
- > student involvement in co-construction of courses.



## PRINCIPLE 2: PERSONALIZED DEGREE

### OBJECTIVE

To deliver personalized academic paths to students to enable them to gradually build their learning journey in line with their career plans and objectives. This includes:

- > individualized career coaching sessions,
- > career workshops,
- > meetings with companies.



## PRINCIPLE 3: INTERDISCIPLINARY LEARNING

### OBJECTIVE

To enable students to connect and give meaning to knowledge acquired during courses through:

- > internships,
- > non-profit projects (for example with associations or clubs),
- > interdisciplinary projects,
- > real company projects.



## PRINCIPLE 4: FOCUS ON SKILLS ACQUISITION

### OBJECTIVE

To continually strengthen the link between theoretical teaching and the complex issues that students will encounter in the business world.

- > Programs are reviewed regularly by a panel of professionals working in the relevant fields.
- > Content is reviewed for pertinence with respect to companies' evolving expectations.
- > Role-playing and real business situations are used regularly.



# 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.



## ■ 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



# CORPORATE RELATIONS AT IÉSEG

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

- > **CORPORATE TALKS:** IÉSEG organizes meetings throughout the year with professionals from all business sectors to help students build their career path.
- > **CAREER FAIRS:** Every year, more than 300 companies meet and recruit students and young alumni during on campus or virtual forums.
- > **NETWORKING MEETINGS:** Informal discussions between students and a company on the Paris and Lille campuses or on the premises of the partner company.
- > **RECRUITMENT PREPARATIONS:** On Thursday afternoons, students can take part in mock interviews with recruitment professionals.
- > **NETWORKING LUNCHEES:** These lunches are a great opportunity for students to exchange in an informal setting with professionals on each campus. Every lunch gathers a small group of students (around 15) to network with a company.
- > **SPECIFIC RECRUITMENT:** Partner companies come to our campuses in Paris and Lille to meet and recruit their future employees.

Each event organized with partner companies or organizations is set up in collaboration with IÉSEG Network, the School's alumni association.

**One of IÉSEG's guiding principles is that its students need exposure to today's primary stakeholders in order to become tomorrow's managers. Our partner companies reflect this desire to transmit an expertise that derives directly from the working world. They guide and direct our future changemakers:**

AB INBEV, ABSYS CYBORG, ACCENTURE, ADEO, ADSEARCH, ADVOLIS, AIR LIQUIDE, AKZONOBEL, ALLIANZ TRADE, ALTAREA, AMAZON, ANAIK, ANTEA GROUP, AON, ARCELORMITTAL, ARKEMA, ARMÉE DE TERRE, ARVAL, ATOS, AUCHAN, AXA, BACCARAT, BACK MARKET, BAKER TILLY, BANQUE DE FRANCE, BANQUES ALIMENTAIRES, BANQUE POPULAIRE, BAT, BDO, BEARINGPOINT, BLOOMBERG, BNP PARIBAS, BONDUCELLE, BOULANGER, BPCE, BPI FRANCE FINANCEMENT, CAISSE D'ÉPARGNE, CALZEDONIA, CANON, CAPGEMINI, CARAMBAR, CARREFOUR, CASTORAMA, CATALINA, CBRE, CELIO, CELLNEX, CERBA, CHANEL, CHRISTIAN DIOR COUTURE, CIC, CISCO, CLINITEX, COCA-COLA EUROPEAN, COFIDIS, COHABS, COLOMBUS CONSULTING, CONSTANTIN GROUP, CORA, COVEA, CREDIT AGRICOLE, CREDIT MUTUEL, CRIT, CULTURA, DANONE, DASSAULT SYSTEMES, DECATHLON, DELOITTE, DENTSY, DISNEY, DLPK, DOCTOLIB, DXC TECHNOLOGY, ECOVADIS, ECOVER, ELIS, ENERGIZER, ESTÉE LAUDER, ETAM, EURASANTE, EUROPCAR, EUROPEAN CENTRAL BANK, EURATECHNOLOGIES, EY, FAST RETAILING, FEDRIGONI, FNAC DARTY, FREELANCE, GALERIES LAFAYETTE, GANT, GIVENCHY, GOOGLE, GRANT THORNTON, GRAS SAVOYE/WTW, GROUPAMA, GROUPE BERTRAND, GROUPE FED, GROUPE HOLDER, GROUPE LA POSTE, GROUPE ROCHER, GUCCI, GUERLAIN, HERCULES, HERMES, HEXAGON, HOZELOCK-EXEL, HP FRANCE, HSBC, HUGO BOSS, IBM, ICOM, IDKIDS, IHG HOTEL, IQVIA, IMPULSO ONG, INTERMARCHE, IVC EVIDENSIA, JACADI, JCDECAUX, JULES, KENZO, KEYRUS, KIABI, KILOUTOU, KINGFISHER, KPMG, KRONENBOURG, L'OCCITANE, L'OREAL, LA REDOUTE, LANGHAM HALL, LCL, LE BON MARCHE, LEROY MERLIN, LIDL, LIMAGRAIN, LINEUP7, LONGCHAMP, LOUIS VUITTON, LOUVRE HOTEL, LUCCA, LVMH FRAGRANCE BRANDS, LYRECO, MAISONS DU MONDE, MAJOREL, MALAKOFF HUMANIS, MANPOWER, FORVIS MAZARS, MC2I, MCCAIN, MICROSOFT, MOBIVIA, MOËT HENNESSY, MONDELEZ, MONDIAL RELAY, MONOPRIX, MOODYS, NATIXIS, NATURALIA, NESTLÉ, NEWREST, NIKE, NORAUTO, NOTIFY, NOVETUDE, NUXE, OKAIDI, ONEY, OPTAMIS, ORACLE, ORANGE, OFI ASSET MANAGEMENT, PAGE GROUP, PARFUMS CHRISTIAN DIOR, PARTOO, PEPICO, PERICLES, PLAINE IMAGE, PLAYPLAY, PRINTEMPS, PROCTER & GAMBLE, PROJEXION, PROMOD, PWC, RABOT DUTILLEUL, RAKUTEN, RALPH LAUREN, RCBT/ BOUYGUES TELECOM, RH PERFORMANCE, RITUALS, ROQUETTE, ROUGE GORGE, ROXANE NORD, RSM, SAEGUS, SAINT GOBAIN, SAPEM, SALESFORCE, SANEF, SAP, SAS, SEFICO NEXIA, SEPHORA, SFDC, SOCIÉTÉ GÉNÉRALE, SODEXO, SOLLERS CONSULTING, STELLANTIS, STHIL, SUCRES ET DENREES, SUNDAY APP, SWISSLIFE, TAPE A L'ŒIL, TARKETT, TELEVISA, TISSAGE DELANNOY, THE ADECCO GROUP, TOYOTA, UNICREDIT, UNILEVER, UNIVERS RETAIL, VERTBAUDET, VERSPIEREN, VIATYS / GROUPE SQUARE, VILOGIA, VISA EUROPE, WAVESTONE, WHIRLPOOL, WORLDLINE





**The IÉSEG Incubator, based in Lille and in Paris, provides a number of new startups with a workspace and professional support, helping them to grow and develop.**

These companies receive professional advice and support from a variety of academic and professional experts from the School and outside. IÉSEG's entrepreneurs (students and alumni) also have the opportunity to participate in entrepreneurship-related activities organized by IÉSEG Network, such as the Entrepreneur Club.

Depending on their projects and profiles, incubated startups may join one of the three existing programs.

#### ■ **PROFESSIONAL SUPPORT:**

- > Coaching by a mentor
- > Brainstorming and mutual support workshops
- > Networking events
- > Advice from trade and industry experts
- > Community of entrepreneurs
- > Increased visibility through IÉSEG's network
- > Support in seeking funding
- > Participation in the IÉSEG Network Entrepreneurship Club



# THE IÉSEG ECOSYSTEM

Meaningful professional contacts throughout your life

## ■ IÉSEG NETWORK

Founded in 1971, IÉSEG Network - the IÉSEG alumni association - has a clear mission: to **help IÉSEG graduates define their career plans and make the most of their professional lives**. Graduates can also count on the association to enable them to **maintain links with all the community members, develop their network, and keep in touch with the School**. Today, the network counts more than 17,000 graduates.

### IÉSEG Network's three strategic pillars

#### NETWORKING & CONVIVIALITY

To help graduates maintain their existing bonds while developing a sense of solidarity.

To create professional exchanges and connections within their network.

#### LIFELONG DEVELOPMENT

To support graduates throughout their careers with relevant, original, and comprehensive services.

From recent graduates to those approaching retirement, learning is a constant.

#### COMMITMENT & GIVING BACK

To establish and maintain the relationship between the School and the network by offering alumni the opportunity to get involved and give back by sharing their expertise and good tips with the network.

As soon as they join IÉSEG, students become part of the network and benefit from certain services the association offers, such as the mentoring program, the grant program, or social events.

For more information: [ieseg-network.com](https://ieseg-network.com)

## ■ NOTABLE ALUMNI

**Alumni play a key role in developing the reputation and image of the School internationally and embody IÉSEG's values including solidarity and engagement. They are actively involved in the School, participate in courses and conferences, and offer internship and employment opportunities.**

Here are a few examples of Notable Alumni from the School:

- > Lisbeth CACERES: Financial Director / L'ORÉAL
- > Christophe CATOIR: Global President / THE ADECCO GROUP
- > Thibaud HUG DE LARAUZE: Co-founder / BACK MARKET
- > Nicolas MESSIO: Director Sales & Marketing France and MICE / DISNEYLAND PARIS
- > Kalyani MUDLIAR: Treasury Portfolio Manager / BARCLAYS INVESTMENT BANKING
- > Agathe MONPAYS: CEO / LEROY MERLIN FRANCE
- > Sudhindra SHARMA: Marketing Manager for Investors and Lessors / AIRBUS

More examples of career paths of IÉSEG Alumni: [www.ieseg.fr/notable-alumni](https://www.ieseg.fr/notable-alumni)





IÉSEG  
NETWORK

ALUMNI ASSOCIATION



# IÉSEG'S INTERNATIONAL NETWORK

## EXCHANGE PROGRAMS AND DOUBLE DEGREES

**Combine a program in France with academic experience in one of our partner universities.**

Argentina, Australia, Austria, Azerbaijan, Bahrain, Belgium, Bolivia, Bosnia and Herzegovina, Brazil, Cameroon, Canada, Chile, China, Colombia, Costa Rica, Croatia, Cyprus, Czech Republic, Denmark, Dominican Republic, Ecuador, Egypt, Estonia, Finland, Georgia, Germany, Ghana, Greece, Hungary, Iceland, India, Indonesia, Ireland, Israel, Italy, Japan, Kazakhstan, Kyrgyzstan, Latvia, Lebanon, Lithuania, Malaysia, Mexico, Morocco, The Netherlands, Nigeria, Norway, Pakistan, Peru, The Philippines, Poland, Portugal, Qatar, Romania, Russia, Senegal, Singapore, Slovakia, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Tunisia, Turkey, United Arab Emirates, United Kingdom, United States, Uruguay, Venezuela, Vietnam.



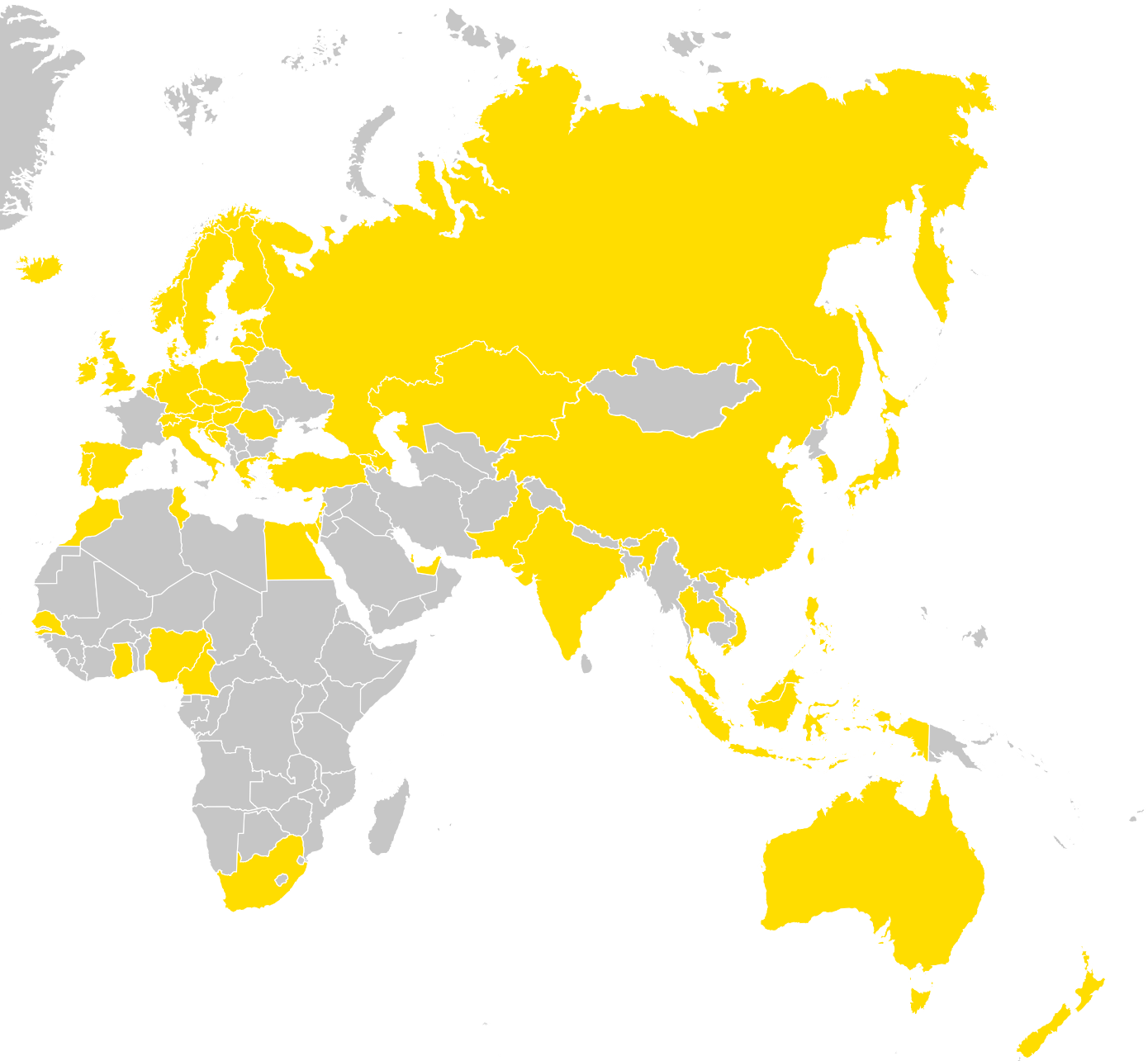
## OBJECTIVES AND ADVANTAGES FOR STUDENTS:

- Develop a greater understanding of both one's own and other cultures, grow in maturity and tolerance.
- Gain a truly "international" experience by living and studying abroad.
- Become familiar with other educational methods and management approaches, and develop a cross-disciplinary reflection.
- Gain self-confidence, independence and develop tenacity.
- Improve foreign languages, multicultural and interpersonal competences through immersion.
- Meet new people and form lifelong friendships around the world, as well as a future professional network.



## Catch a glimpse of tomorrow's world, beyond borders

The extent of IÉSEG's network of partner universities demonstrates the School's willingness to be increasingly international.



**74**  
countries



**335**  
partner  
universities



**All of our partner  
universities:**  
[www.ieseg.fr/our-international-  
network/](http://www.ieseg.fr/our-international-network/)



# 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 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 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.





## ■ GASTRONOMY: A CULINARY PARADISE

Apart from cultural activities, France is also 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 different kinds of food and develop their knowledge of wine pairing.

## ■ EXCITING LIVE EVENTS

Lille and Paris 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 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 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, both Lille 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.







# PARIS-LA DÉFENSE AND LILLE CAMPUSES



## PARIS-LA DÉFENSE CAMPUS

**La Défense – Europe’s largest purpose-built business district.**

IÉSEG’s Paris campus location in La Défense is a strategic asset. Established primarily to strengthen IÉSEG’s connections with French and international companies, it has enhanced the institution’s international reputation and visibility.

As IÉSEG’s reputation continues to grow along with its student population, the expansion of the Paris-La Défense campus in 2017 and 2023 has enabled the School to welcome almost twice as many students as before. Composed of three buildings with a total of 21,000 m<sup>2</sup>, the campus offers students several lecture theatres, classrooms equipped with immersive hybrid teaching solutions, computer rooms – trading rooms and a cafeteria.



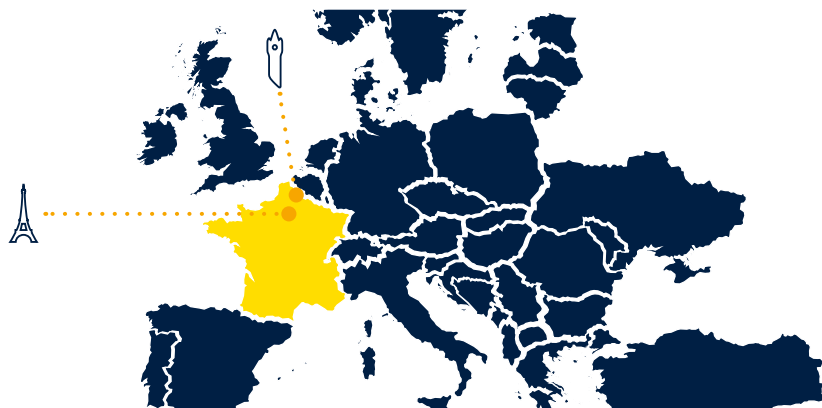
## LILLE CAMPUS

**IÉSEG’s Lille campus features three buildings (with a total of 29,000 m<sup>2</sup>) 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.

## OUR CAMPUSES IN FRANCE, EUROPE



# CLUBS AND ASSOCIATIONS

Our **65 student associations** have nearly **1,000 active members** who enliven school life by organizing hundreds of events throughout the year. These associations cover a wide range of activities and enable every student to fulfill his or her potential:

- > Entertainment
- > Sports
- > Media – Communication
- > Cultural – Social Issues
- > Entrepreneurship – Corporate Relations
- > Societal and Environmental Responsibility
- > Cuisine

For more information: [www.ieseg.fr/en/life-at-ieseg/associative-life/](http://www.ieseg.fr/en/life-at-ieseg/associative-life/)



## STUDENT SERVICES

Living abroad can be both fun and challenging. IÉSEG has developed a comprehensive program of activities and support services to help students' adapt to their new surroundings, including the IÉSEG campus and its facilities, but also the city around it and French culture in general.

### ■ ORIENTATION DAYS

Every year, IÉSEG organizes an orientation week for international students just before the start of the academic year. During this week, students are introduced to the campus' facilities, their academic program, the staff in charge of their teaching, their class schedule, as well as the School's 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 generally 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 School, the city 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.  
Approximate cost of housing, depending on the type of housing and the duration of stay:

► **Lille: between €450 and €800/month (average €600)\***

► **Paris: between €500 and €1,200/month (average €850)**

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 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](http://www.all-lacatho.fr/en))





## ■ BUDDY SYSTEM

IÉSEG also offers a Buddy System that pairs new international students with current students who can provide a friendly face and a helping hand. This system helps new international students adapt to life at IÉSEG every year.

Typical “buddy” activities include:

- **showing new students around the campus**
- **identifying local banks and grocery stores**
- **helping newcomers to communicate in French**
- **providing invaluable information about French and local customs**

## ■ INTERNATIONAL CLUB

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

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.

The International Club also organizes events and trips throughout the year to ensure sure that international students make the most of their experience in France. These enable international students to discover French culture, and to meet other students (both French and international). In addition, the International Club organizes integration week activities and galas.

This Club is composed of two teams: one on each campus. Their members are available to answer questions and assist students with administrative and personal issues throughout their stay.

## ■ PROGRAM COORDINATORS

Program Coordinators are the primary contacts for academic inquiries. Each program has its dedicated Coordinator to assist students with questions about their courses, schedules, exams, etc.

## ■ RESIDENCE PERMIT/APS

As students approach the end of their studies at IÉSEG, some may wish to apply for a Temporary Resident Permit, or APS (*Autorisation Provisoire de Séjour*), which allows international students to remain in France for one year after the end of their studies. This period gives graduates the opportunity to look for employment in France in their field of study, or to create a company.

## ■ 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.

# GRADUATE EMPLOYMENT INFORMATION

## PROFESSIONAL INTEGRATION, IN FRANCE AND ABROAD



**95%** of employed graduates surveyed found their first job either before leaving the School or within four months of graduation



**€49,600**  
Average annual salary (bonus included)

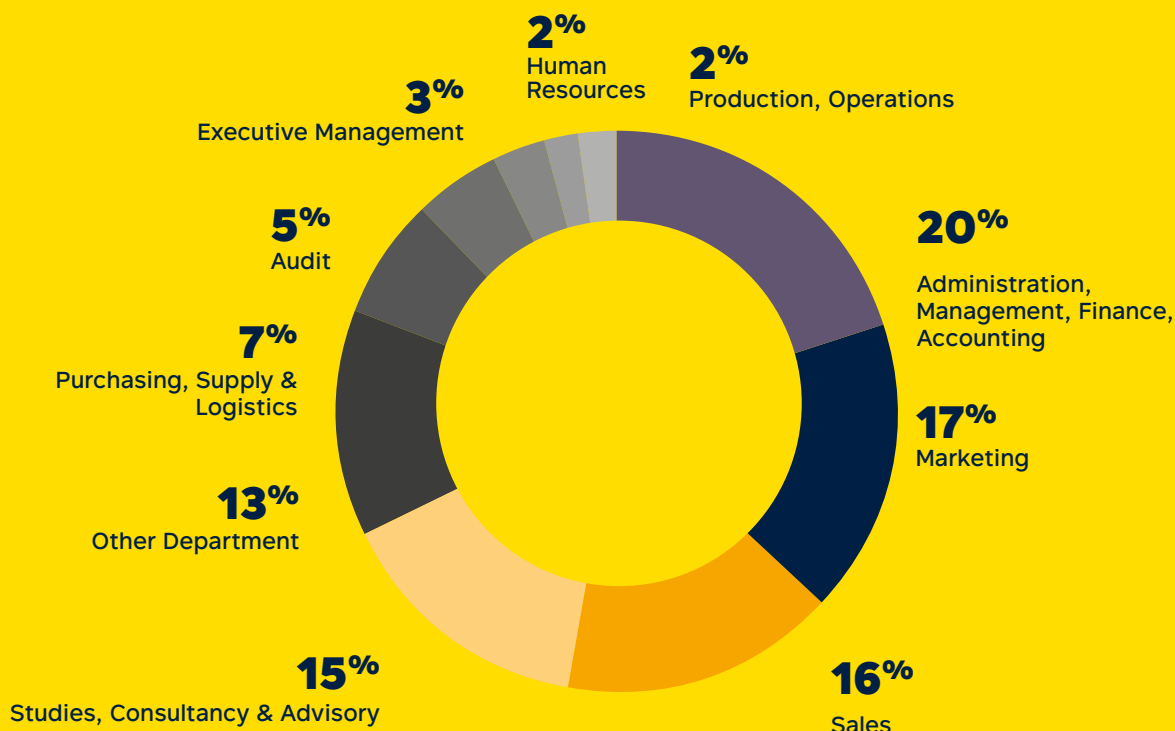


**28%** of graduates have a job related to Corporate Social Responsibility (CSR)



**18%** of graduates start their career abroad

## TYPES OF FUNCTIONS HELD



## EXAMPLES OF POSITIONS

### ADMINISTRATION, MANAGEMENT, FINANCE, ACCOUNTING

Financial Controller, Financial Analyst, Treasury and Financing Manager, M&A Analyst, Financial Auditor, Investment Analyst, etc.

### MARKETING

Product Manager, Marketing Analyst, Marketing & Communication Manager, CRM Manager, etc.

### SALES

Business Developer, Account Manager, Sales Engineer, Business Engineer, etc.

### STUDIES, CONSULTANCY & ADVISORY

Digital Transformation Consultant, Cybersecurity Analyst, Procurement Consultant, CSR Strategy Consultant, etc.

2024 survey conducted by the Conférence des Grandes Écoles among graduates of the Grande École Program's 2023 class





*“This program offers our students a real interdisciplinary and intercultural approach to skills acquisition, combining knowledge, development of know-how and behavioral and managerial skills that will make them responsible and innovative changemakers.”*

**Dr. Robert JOLIET**  
Academic Director,  
Grande École Program

## DEVELOPING A CAREER PLAN

The Grande École Program's Master in Management allows students to dive into a domain related to their professional projects. They attend numerous core courses addressing company-related issues (data visualization, artificial intelligence, positive leadership, CSR, change management, etc). By selecting their major and minor, students can build their own career plans.



### DURATION:

> 2 years



### LOCATION:

> Lille or Paris-La Défense campus



### CREDITS:

> 120 ECTS



### ACCREDITATIONS:

> EQUIS / AACSB / AMBA / Grade de Master



### ADVANTAGES

- > **A skill-based approach:** learning through experience and experimentation: students engage in case studies (data provided by companies or organizations) and projects. The Master Cycle consists of a set of courses, a thesis or a consulting project, and a 6-month internship.
- > The development of **leadership skills in the 'Positive Leadership'** core course is applied in the **'Managing Diversity in Vivo'** course, where students gain real-life experience of group management.
- > **Active pedagogy** based on interactions between professors and students, combining on-site and online courses.
- > **Personalized coaching by experts** to help students prepare their professional projects.

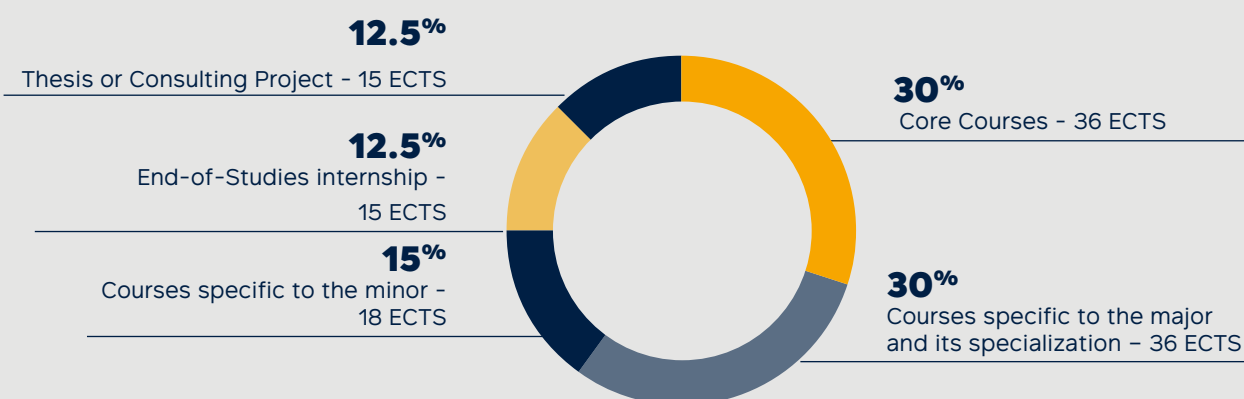


### OBJECTIVES

- > To acquire a **solid set of interdisciplinary skills and expertise**
- > To advance their professional projects with the **ability to think differently** and, above all, to ask themselves the right questions
- > To work on **leadership, change management, CSR, creativity and innovation, as well as analysis and decision-making in a complex environment**



## ORGANIZATION OF THE 4 SEMESTERS



### ZOOM ON... POSSIBLE GAP SEMESTERS DURING THE PROGRAM



A gap semester or gap year is possible during each cycle (Bachelor and Master). It can occur between two semesters within the same academic year, or between two academic years. The duration of the gap period can range from 6 months to 1 year, depending on when it is scheduled. During this period, students can complete one or more work placements or consolidate a personal, professional or entrepreneurial project.

Examples of gap semester:

- > **Supporting an NGO or association:** coaching two women micro-entrepreneurs in Peru; ecological volunteer work in the Amazon combining agroforestry and beekeeping; turtle conservation in Costa Rica.
- > **Business creation project:** music label; company specializing in cutting-edge medical tools; family business
- > **Personal project:** cycling around Europe to raise awareness of environmental damage and emphasize possible solutions.





## CORE COURSES

The core courses offered in the Master cycle aim **to train responsible and innovative leaders capable of initiating change thanks to their overall understanding of digital, economic, technological, societal, financial and environmental issues**. These courses also contribute to training inspiring leaders who can give meaning to their strategies and lead their teams in a shared vision.

- **BUSINESS GAME - 2 ECTS:** Coaching sessions and simulations mobilizing all the knowledge acquired by the student.
- **CAREER BOOTCAMP- 2 ECTS:** See page 31.
- **CAREER PROGRAM - 2 ECTS:** See more information on page 9.
- **CHANGE MANAGEMENT FOR SUSTAINABILITY STRATEGIES - 3 ECTS:** This course is a response to the current issues facing businesses, which need to embark on major change initiatives and meet the demands of social and environmental challenges.
- **DATA VISUALIZATION - 2 ECTS:** This course aims at enabling students to learn how to present data to make it easily understandable and complement their speech.
- **GEOPOLITICS STRATEGIC FORESIGHT - 2 ECTS:** The aim of this course is to understand the mechanisms of contemporary geopolitics and to enable students to understand their impact on business.
- **INTERDISCIPLINARY PROJECT - 2 ECTS:** The objective is to bring together students from different majors and specializations in order to promote interdisciplinary and complementary learning.
- **LANGUAGES:** In addition to English, which is the language of instruction and work, students are required to learn another language as part of the Grande École Program's Master cycle.
- **MANAGING DIVERSITY IN VIVO - 2 ECTS:** Managing Diversity in Vivo serves as a support program for Bachelor students, led by Master students who receive training in communication processes and team management.
- **MASTER THESIS METHODOLOGY - 3 ECTS:** The aim of this course is to enable students to learn the appropriate methodologies to write their final thesis.
- **NO-CODE AND GENERATIVE AI - 2 ECTS:** The aim of this course is to help students understand the basics of no-code and generative AI, tools that are increasingly used in organizations.
- **PERSONAL DATA MANAGEMENT AND PROTECTION - 2 ECTS:** This course aims to understand the mechanics of personal data law under the GDPR and its relationship to intellectual property.
- **POSITIVE LEADERSHIP DEVELOPMENT - 2 ECTS:** This course aims to provide knowledge that nurtures innovative leaders, promoting creative solutions for and with responsible organizations.
- **RESEARCH AND CONSULTING TOOLS - 3 ECTS:** The aim of this course is to prepare students to write their final thesis. Students will learn to manipulate the scientific tools needed to provide reliable advice.
- **UNDERSTANDING BUSINESS CYCLES FOR STRATEGIC DECISIONS - 3 ECTS:** Students are exposed to the complexity of business cycles and their impact on strategic decisions. They discover the impact of such decisions, and finally are put in charge of a fictitious company.



## OVERALL STRUCTURE OF THE MASTER CYCLE

FIRST YEAR – MASTER CYCLE – GRANDE ÉCOLE		
Semester 1	Semester 2	GAP YEAR
Core courses	Core courses	
Courses related to the chosen major	Specialization courses related to the chosen major	
	Business Game	
Language courses	Language courses	

### TAILORING YOUR PATH: FROM CORE CURRICULUM TO SPECIALIZATION

Upon entering the Master Cycle, students have the opportunity to choose one major from the 7 offered by the School. This major, studied during the first semester, is related to one of the main management disciplines (Finance, Marketing, Accounting, etc.). This major is followed by a semester of specialization within the chosen major, which consists of more in-depth study and enables students to further refine their career plans.

Specialization is conditional on the choice of major, while interdisciplinarity — essential in business — is encouraged by the variety of courses offered in different disciplines. The third semester of courses is dedicated to the minor chosen by the student, which focuses on a different discipline from the major. Students thus acquire a dual skill set.





SECOND YEAR – MASTER CYCLE – GRANDE ÉCOLE		
OR SEMESTER	Semester 3*	Semester 4
	Core courses	Final thesis or Consulting project
	Courses related to the chosen minor	
	Career Bootcamp	End-of-studies internship

\*Note that during semester 3, students also have the option of doing an exchange abroad or pursuing a double degree, either internally or at a partner university (see page 32).

### BUSINESS GAMES

Are you ready to take all the decisions needed to keep your company running smoothly?

As part of a multi-disciplinary team from different specializations, students will be required to make decisions for all the departments of a company. From human resources management to production, from financial investments to ecological choices, they will have to convince the company's shareholders that their team is the right one to run the business successfully.



# PRESENTATION OF THE 7 MAJORS

In the Master cycle, students choose a major from the 7 available. Each major is associated with one or two specializations taught during the same year, with the aim of deepening the students' knowledge in their chosen career field.

## ■ FINANCIAL MANAGEMENT & CONTROL

This major is the gateway for students who want to gain high-quality knowledge in Control, Accounting, and Financial Management, with an emphasis on financial planning and performance analysis, and efficient decision-making.

### Examples of major courses

- > Accounting & Regulation
- > Consolidation
- > Business Cycles & Legislation

### Examples of specialization courses

- > Advanced Financial Engineering
- > Firm Valuation
- > Sustainable Accounting, Reporting & Ethics

## ■ FINANCE

By joining this major, students will be introduced to the different decision-making techniques in corporate finance and the financial markets, and will acquire all the skills needed for these professions.

### Examples of major courses

- > Firm Valuation
- > Sustainable Finance
- > Long-Term Financing & Debt securities

### Examples of Corporate Finance specialization courses

- > Corporate Finance
- > Advanced Financial Statement Analysis
- > Multinational Financial Management

### Examples of Asset and Risk Management specialization courses

- > Multi-Asset Portfolio Management
- > Trading & Exchanges
- > Alternative Investments

### Examples of Corporate Investment Banking specialization courses

- > Regulation & Compliance
- > Computer-Based Problem Solving in CIB
- > Macro-Economic Environment & Monetary Policy

## ■ MARKETING

The Marketing major teaches students how to deliver value in the marketing and sales process through strategy, behavior analysis, and data insights. Three specializations are then offered: technologies/tools/techniques, internationalization/globalization, and B2B knowledge and skills.

### Examples of major courses

- > Digital Branding
- > Consumer Behavior
- > Marketing Strategy

### Examples of Digital Marketing specialization courses

- > Digital Content
- > Digital Design & Optimization
- > Platform Strategy

### Examples of International Marketing specialization courses

- > Cross-Cultural Marketing
- > Int. Retail & Omnichannel
- > Int. Marketing for Sustainability

### Examples of Business Development specialization courses

- > Key Account Management
- > Purchasing Strategy
- > Internal Customer Management





## ■ INTERNATIONAL NEGOTIATION & SALES

The major in International Negotiation and Sales trains future business professionals. It equips students with a comprehensive education in international business negotiation, cultural understanding, and conflict resolution. This teaching approach is complemented by advanced courses in key application domains, such as sales, diplomacy, HR, contract law, and finance.

### Examples of major courses

- > Practical Negotiation Skills
- > Applied Conflict Management & Dispute Resolution
- > Decision Games and Negotiation

### Examples of specialization courses

- > Value-Based Negotiation
- > Contract & Law Negotiation
- > Diplomatic Negotiation & Sustainable Development

## ■ GENERAL MANAGEMENT & STRATEGIC CONSULTING

This major will provide students with a theoretical and practical toolbox for success in consulting.

### Examples of major courses

- > Sustainable Consulting
- > Advanced Corporate Strategy
- > Transformational HRM

### Examples of specialization courses

- > IS Project Management
- > Consulting Skills
- > Writing an Effective Business Case

## ■ OPERATION & SUPPLY CHAIN MANAGEMENT

The Operations Major provides students with effective tools and knowledge to solve problems arising in operations, supply chain management, and logistics in an efficient, responsive, and sustainable way.

### Examples of major courses

- > Supply Chain Management
- > Inventory Management
- > Project Planning

### Examples of specialization courses

- > Production Planning & Control
- > Agile Project Management
- > Supply Chain Operations

## ■ INNOVATION & ENTREPRENEURSHIP

The Innovation & Entrepreneurship major immerses students in the practice of entrepreneurial management and provides them with the knowledge and tools needed to launch a new business, revitalize an existing one, or drive sustainable change and innovation in an established organization.

### Examples of major courses

- > Foundations of Entrepreneurship
- > Financing Entrepreneurial Ventures
- > Leadership for Design Thinking

### Examples of specialization courses

- > Inclusive Entrepreneurship
- > Social Entrepreneurship: Challenges (online)
- > Social Entrepreneurship Consulting



# MINORS AND SPECIFIC PATHWAYS

## ■ INTERDISCIPLINARITY AT THE HEART OF THE PROGRAM: CHOOSING A MINOR

In addition to their major, students must also choose a minor covering a topic different from their major.

The available minors include:

- > Audit & Control
- > Managerial Decision-Making
- > Digital Transformation
- > Managing People and Organizations
- > Sustainability and Transition
- > General Management & Strategy Consulting
- > Financial Management and Control
- > International Negotiation & Sales
- > Entrepreneurship
- > Operations & Supply Chain Management

## ■ SPECIFIC PATHWAYS

To meet the needs of its students, their aspirations and the market, IÉSEG also offers two specific tracks.

### **PATHWAY IN ENTREPRENEURSHIP**

The aim of this minor is to support students in their business creation endeavors or guide them in their aspiration to launch a business.

#### **Advantages of this track:**

- > Open to students who aspire to start their own business, upon assessment of their application file
- > Enables student entrepreneurs to benefit from dedicated support and time to develop their project
- > Final thesis/Consulting project (see p.39) dedicated to their business creation project

### **PATHWAY IN AUDIT & CONTROL**

This minor enables students who have opted for the major in Corporate Finance or Accounting to specialize in a career in auditing.

#### **Advantages of this track:**

- > A minor structured around the specific demands of the auditing sector
- > Specific courses to help students prepare for the DSCG (*Diplôme Supérieur de Comptabilité et de Gestion*) exams
- > Practical, market-based case studies



## TO GO FURTHER

### ■ THE CAREER BOOTCAMP

At the end of their academic journey, before Master's students complete their final internship and find their first job, IÉSEG supports them through a Career Bootcamp dedicated to their professional integration.

Over the course of two days, students take part in professional development activities in a lively and fun atmosphere. The bootcamp combines various formats and meetings: career workshops, master classes, meetings with partner companies, presentations on job market expectations, networking sessions. Students will also work on soft skills that can be applied in the workplace. The aim is to prepare students as effectively as possible for their entry into the job market, by offering them a suitable career path aligned with market expectations and current recruitment processes, and by helping them make the most of their entire IÉSEG experience.

### ■ END-OF-STUDIES INTERNSHIP

During the Master's degree Program, IÉSEG students must engage in a work placement for 6 months.

They will have to take on responsibilities at a «Junior Executive» level, demonstrating their capacity to analyze a problem, suggest solutions, etc.

Examples: Junior Auditor, Product Assistant Manager, Junior Management Controller, Human Resources Officer, etc.

### ■ FINAL THESIS AND CONSULTING PROJECTS

During the Master Cycle, students have to complete a final thesis/dissertation or a consulting project. The objectives are to develop analytical, research and organizational skills related to real-life situations. These projects show students' abilities to work on complex problems, the results of their research and suggested solutions.

#### FINAL THESIS

Students who choose this option will write a thesis based on extensive personal research, with the guidance and support from their thesis supervisor.

#### CONSULTING PROJECTS

##### ➤ Business Consulting Project

This type of consulting project allows students to step into a consultant's role. They work on a specific matter (in pairs or on their own) and bring a fresh perspective to help a company make progress on various projects in France or abroad.

##### ➤ Entrepreneurship Consulting Project

Through the Entrepreneurship Consulting Project, students develop a business creation project including a detailed business plan, under the guidance of a panel of experts.

# DOUBLE/DUAL DEGREES

## ■ DOUBLE DEGREE: IÉSEG'S GRANDE ÉCOLE PROGRAM/SPECIALIZED MASTERS

Students in the Grande École Master's cycle may opt for one of the Specialized Masters offered by IÉSEG to obtain an internal double degree. This option extends the student's path by an additional semester dedicated to the chosen Specialized Master.

IÉSEG Specialized Masters accessible as double degrees to Grande École Master students:

- > Business Analysis & Consulting
- > Cybersecurity Management
- > AI & Data Analytics for Business
- > Digital Marketing & Customer Experience Management
- > Fashion Management
- > Finance
- > Impact Entrepreneurship
- > International Accounting, Audit & Control
- > Management for Sustainability
- > International Sales Management & Negotiation
- > Strategy & Digital Transformation

More information: [www.ieseg.fr/specialized-masters/](http://www.ieseg.fr/specialized-masters/)

## ■ DUAL DEGREE FROM A PARTNER UNIVERSITY

Students in the Grande École Program also have the opportunity to obtain a degree from a partner university through exchange programs.

### *BACHELOR'S LEVEL*

- > Universidad del Rosario – Bogotá, COLOMBIA
- > Pforzheim University – GERMANY
- > Universitat Politècnica de València – SPAIN
- > Fairleigh Dickinson University – Teaneck (NJ), USA
- > Juniata College – Huntingdon, USA

### *MASTER'S LEVEL*

- > Queensland University of Technology – Brisbane, AUSTRALIA
- > McGill University, School of Continuing Studies – Montreal, CANADA
- > Tongji University School of Economics and Management – Shanghai, CHINA
- > University of Vaasa – FINLAND
- > Università Carlo Cattaneo LIUC – Castellanza, ITALY
- > Rikkyo University – Tokyo, JAPAN
- > Lancaster University Management School – UNITED KINGDOM

### *MBA LEVEL*

- > ESAN Graduate School of Business – Lima, PERU
- > Centre Franco – Vietnamien de formation à la Gestion – Hanoi, VIETNAM
- > Centre Franco – Vietnamien de formation à la Gestion – Ho Chi Minh Ville, VIETNAM

## ■ INTERDISCIPLINARY DOUBLE DEGREE IN FRANCE

Students in the Grande École program who wish to expand their skill set can pursue a double degree at CentraleSupélec during their Master's cycle. This option is subject to an internal selection process.

Double degrees open to students:

- > Master of Science Technologie et Management
- > Mastère Spécialisé® Management Industriel, Projets et Supply Chain
- > Mastère Spécialisé® Innovation et Transformation

Please note the double degrees presented are valid for the current academic year and are subject to change. For more details, visit: [www.ieseg.fr/dual-degree](http://www.ieseg.fr/dual-degree)



## MEET WITH US

### ■ OPEN DAYS

Meet IÉSEG faculty and students to discuss your plans.

- Saturday, November 30, 2024
- Saturday, February 1, 2025
- Saturday, March 8, 2025

### ■ EDUCATIONAL FAIRS AND OTHER EVENTS

Discover the list of educational fairs and other events where IÉSEG will be present physically or online: [www.ieseg.fr/en/discover-ieseg/meet-with-us](http://www.ieseg.fr/en/discover-ieseg/meet-with-us)

### ■ AMBASSADORS PLATFORM

Discover our Ambassadors Platform and ask our students and alumni all your questions about our programs, campus life, etc.

More information at: [www.ieseg.fr/en/ambassadors](http://www.ieseg.fr/en/ambassadors)



## ADMISSION PROCESS

### ■ APPLICATION 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 composed of IÉSEG Academic Directors and Ministry representatives.

### ■ ONLINE APPLICATION CHECKLIST

- > Undergraduate transcripts in English or French
- > Undergraduate 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.
- > GMAT/GRE/CAT is a plus (yet not mandatory)
- > Motivation video to be recorded on the application platform
- > CV
- > €100 application fee

### ■ APPLICATION DEADLINES

- > 4 application rounds. For more information about the calendar, please check the IÉSEG website: [www.ieseg.fr/en/prospective-student/admission/](http://www.ieseg.fr/en/prospective-student/admission/)

## TUITION FEES / SCHOLARSHIPS

### ■ TUITION FEES\*

- > €13,680 (2024-2025) per year for EU and non-EU students

### ■ SCHOLARSHIPS

#### Partner Scholarship

10% tuition fee reduction if you are coming from one of our partner universities worldwide.

#### Early Bird Scholarship

10% tuition fee reduction if you apply before March 1<sup>st</sup>, 2025.

#### Merit-Based Scholarship

Up to 30% tuition fee reduction, based on the applicant's overall portfolio of academic performance, GMAT/GRE/CAT score, rigor, motivation, extracurricular activities, and/or professional expertise.

**These scholarships can be combined up to 50% for students who meet the various criteria.**

\*Tuition fees are subject to change

The information contained in this brochure was established in September 2024 and is subject to change



# CONTACTS

IESEG  
SCHOOL OF MANAGEMENT

## > Latin America

Santiago GONZALEZ  
latinamericaoffice@ieseg.fr

## > Africa

Ousmane TOURE -  
africa@ieseg.fr

## > Other countries

Corinne M'LANAO - mim@ieseg.fr

## > France

admissions@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 /  
Study at IESEG



ieseg\_school  
studyatieseg



IESEG School of Management



IESEG School of Management



@IESEG / @StudyatIESEG



@IESEG



**LILLE:**

> 3 rue de la Digue  
F-59000 Lille

**PARIS:**

> Socle de la Grande Arche – 1 Parvis de La Défense  
F-92044 Paris – La Défense cedex

> Switchboard: +33 (0)3 20 54 58 92 / +33 (0)1 55 91 10 10  
> [www.ieseeg.com](http://www.ieseeg.com)



EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY