

A man and a woman are smiling and looking towards the camera. They are standing in front of a large, historic building with many windows and a prominent tower. The image is framed by a yellow border.

# FULFILL YOUR POTENTIAL - BECOME A RESPONSIBLE, DYNAMIC AND PRODUCTIVE BUSINESS LEADER

> A portfolio of specialized postgraduate programs with one ambition:  
to help you excel in your career path.

**SPECIALIZED MASTERS**



**IESEG**  
SCHOOL OF MANAGEMENT

EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY

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## **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



### ACCREDITATIONS AND 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.

### > 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



# 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 LUNCHESES:** 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, BONDUELLE, 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, INTERMARCHÉ, IVC EVIDENSIA, JACADI, JCDECAUX, JULES, KENZO, KEYRUS, KIABI, KILOUTOU, KINGFISHER, KPMG, KRONENBOURG, L'OCCITANE, L'OREAL, LA REDOUTE, LANGHAM HALL, LCL, LE BON MARCHÉ, 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, OPTÉAMIS, ORACLE, ORANGE, OFI ASSET MANAGEMENT, PAGE GROUP, PARFUMS CHRISTIAN DIOR, PARTOO, PEPSICO, 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, SAIPEM, SALESFORCE, SANEF, SAP, SAS, SEFICO NEXIA, SEPHORA, SFDC, SOCIÉTÉ GÉNÉRALE, SODEXO, SOLLERS CONSULTING, STELLANTIS, STHIL, SUCRES ET DENRÉES, 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](http://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](http://www.ieseg.fr/notable-alumni)



# IESEG NETWORK

ALUMNI ASSOCIATION



# 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.**

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

As IESEG’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.



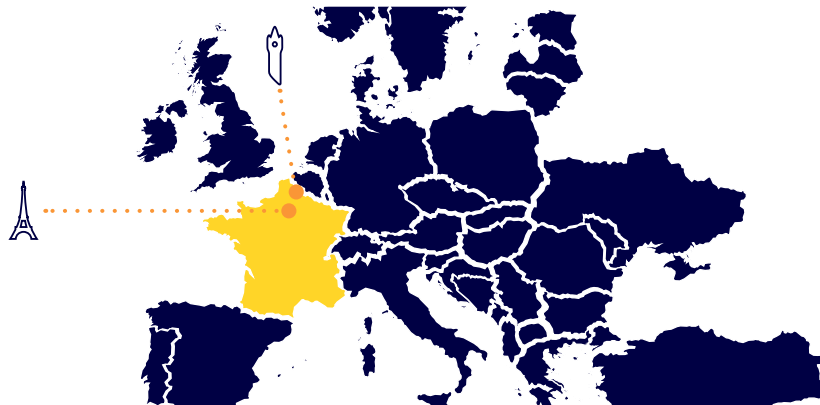
## LILLE CAMPUS

**IESEG’s Lille campus features three buildings (with a total of 29,000 square meter) 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, IESEG students have access to IESEG’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 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))



## ■ 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.

# THE SPECIALIZED MASTERS

## OUR 12 SPECIALIZED MASTER PROGRAMS

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

*“If you hear a voice inside you saying that you can’t make a difference in society, then by all means come to IÉSEG - that voice will be silenced and you will be empowered.”*

**Dr. Antonio GIANGRECO**

Director of Accreditations and International Programs





■ **DURATION:** 4 terms

- Academic courses: 3 terms (30 ECTS each)
- Capstone project: 4-to 6-month (30 ECTS)

■ **LANGUAGE:** English

■ **INTAKE:** September 2025 (as well as an intake in January 2025 for the Master in International Business in Lille)

■ **ADMISSION REQUIREMENTS:** 3- or 4-year Bachelor's degree, Master's degree\*

■ **CREDITS:** 120 ECTS\* – Please see the Regular Track and Fast track details page 22

IESEG is authorized by the French Ministry of Higher Education and Research to deliver the State-recognized 'Grade de Master' for its Specialized Masters ("*Diplôme d'Études Spécialisées en Management International-DESMI*") and to provide a registered title with the French RNCP (the National Registry of Professional Certification).

\*Programs are offered on a full-time basis and consist of 3 consecutive terms of courses commonly followed by a Capstone Project. Each curriculum is mainly developed around core courses and includes program-related specialized courses

# SPECIALIZED MASTERS' STRUCTURE

IÉSEG's Specialized Masters portfolio is designed for students who are eager to live a multicultural and international experience, and offers two different tracks based on participants' academic background:

- > **Regular Track\***: for all participants. Mandatory for participants who have 3 years of higher education (3-year Bachelor, Licence/«Bac+3») validated by an official degree equivalent to 180 ECTS credits).
- > **Fast Track\*\***: Participants who have 4 years of higher education (4-year Bachelor, Master or «M1» validated by an official degree equivalent to at least 240 ECTS credits) may request exemption from the 3<sup>rd</sup> term.

## PROGRAM STRUCTURE

<i>September to December</i>	<i>January to May</i>	<i>June to mid-July</i>	<i>Mid-July to November</i>	<i>From November</i>
<b>1<sup>ST</sup> TERM</b>	<b>2<sup>ND</sup> TERM</b>	<b>3<sup>RD</sup> TERM</b>		<b>4<sup>TH</sup> TERM</b>
> Courses on campus	> Courses on campus	> Courses on campus	> Courses on asynchronous/online mode	> Capstone Project
30 ECTS	30 ECTS	14 ECTS	16 ECTS	30 ECTS

The second part of the third semester will be delivered in an online asynchronous mode, allowing students to start their capstone project in early September of the second academic year.

\*Due to a bilateral agreement between India and France, Indian students are required to take the regular track, regardless of the duration of the Bachelor's degree obtained.

\*\*IÉSEG reserves the right to admit candidates with a 4-year degree into the regular track depending on the quality of their application. The Fast Track is not available for the Master in Impact Entrepreneurship.

## DEGREE AWARDED

Upon successful completion of the 4 terms (120 ECTS), students obtain **the state-recognized 'Grade de Master' ("DESMI - Diplôme d'Études Spécialisées en Management International")**, with mention of their specialization (International Business / Fashion Management / Strategy & Digital Transformation / International Accounting Audit & Control / Finance/Business Analysis & Consulting / Digital Marketing & Customer Experience Management / International Sales Management & Negotiation / AI & Data Analytics for Business / Management for Sustainability / Impact Entrepreneurship / Cyber Security Management). This degree is delivered by the French Ministry of Higher Education and Research and registered in the **French RNCP (National Registry of Professional Certification) under the reference number RNCP37390**.

For more information: [www.ieseg.fr/en/specialized-masters/](http://www.ieseg.fr/en/specialized-masters/)  
Contact: [international.admissions@ieseg.fr](mailto:international.admissions@ieseg.fr)

All information concerning the degrees contained in this brochure is subject to the re-evaluation of our programs by the French Ministry of Higher Education and Research.

A woman with dark hair, wearing a black t-shirt and a white headset, is shown in profile from the chest up. She is sitting at a desk and typing on a laptop. The background is a bright window with a view of a city skyline. A thick yellow border frames the image, starting from the top right and curving around the woman's head and shoulders.

**OUR SPECIALIZED  
MASTERS IN  
DETAIL**



## CLASS PROFILE

### ACADEMIC BACKGROUND

<b>29%</b> Management	<b>11%</b> Marketing & Communication
<b>23%</b> Fashion, Design & Arts	<b>5%</b> Social Sciences
<b>16%</b> Business Administration	<b>4%</b> Finance & Economics
<b>11%</b> Languages	<b>1%</b> Hospitality

### AGE RANGE

<b>61%</b>	<b>&lt; 23</b>
<b>27%</b>	<b>23-27</b>
<b>12%</b>	<b>27+</b>



## CAREER OPPORTUNITIES\*

### ROLES

- > Brand Manager
- > Digital Marketing & Brand Specialist
- > E-commerce Manager
- > Fashion Advisor
- > Fashion Analyst
- > Marketing Manager
- > Merchandiser
- > Product Manager
- > Visual Merchandiser Coordinator
- > Wholesale Business Manager

### POST-MASTER SALARY

> **€52,673** Average Annual Salary (bonus included)

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI/STUDENTS

- > CHANEL
- > CHRISTIAN DIOR
- > CHRISTIAN LOUBOUTIN
- > BALenciAGA
- > BALMAIN
- > BURBERRY
- > ESTEE LAUDER
- > GIVENCHY
- > HUGO BOSS
- > ISABEL MARANT
- > LANVIN
- > LA PERLA
- > L'ORÉAL
- > LOUIS VUITTON
- > MAISON MARGIELA
- > SHISEIDO
- > STELLA MCCARTNEY
- > ZADIG & VOLTAIRE

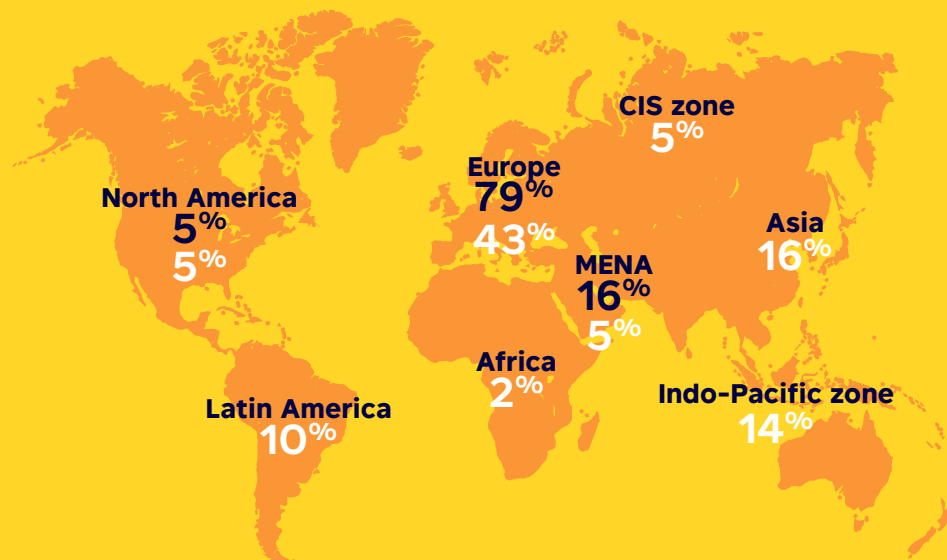
## THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



### ORIGIN OF OUR CURRENT STUDENTS



### LOCATION OF OUR ALUMNI



\*2024 Survey led by the *Conférence des Grandes Écoles* with graduates from the 2021, 2022 and 2023 classes of the program which was cross-referenced with LinkedIn and the IÉSEG Network database



# MASTER IN FASHION MANAGEMENT

## PREMIUM PREPARATION FOR YOUR CAREER IN FASHION AND LUXURY



### OBJECTIVES

**The Master in Fashion Management prepares future responsible managers of Fashion and Luxury companies to work confidently in competitive global environments.** The program offers participants the opportunity to interact with a dedicated international faculty and guest speakers, specialized in Fashion and Luxury management; to visit companies including their ateliers, showrooms, and flagship stores; and to learn about new trends and successful business models in Fashion and across segments, from luxury companies to fast-fashion retailers.

### This program is a good fit for those who:

- > aspire to a managerial role in the Fashion and Luxury industry,
- > are interested in launching their own start-up of high-end products and services,
- > are looking for an insider's view of the Fashion and Luxury world,
- > wish to work with an international faculty specialized in Fashion and Luxury and an international network of students and graduates,
- > need an international qualification to further their career.



### ADVANTAGES

- > A specialized fashion management education in Paris, one of the world's fashion and design capitals
- > Relevant international partnerships and network
- > A combination of case studies, company visits, and guest speakers from the Fashion and Luxury industry



### IÉSEG CAMPUS

- > PARIS-LA DÉFENSE



### ADMISSION REQUIREMENTS

- > Minimum: Bachelor's degree in any field from a recognized university with strong academic performance.



### EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

GUERLAIN | GUCCI | PUIG | CHRISTIAN DIOR | LOUIS VUITTON | LOUBOUTIN | MESSIKA

For more information: [www.ieseg.fr/en/master-fashion/](http://www.ieseg.fr/en/master-fashion/)

*“A top program for talented and passionate individuals looking for an international career in the Fashion and Luxury industry.”*

Dr. Barbara SLAVICH ,  
Academic Director



#### ■ ZOOM ON... COMPANY VISITS

**Throughout the year students have the opportunity to participate in several visits and attend events related to the luxury industry.**

Previous visits included: Galerie Dior, Vuitton (LV Dream), 19M (Chanel and Ecole Lesage), Musées des Arts Décoratifs, Fondation Azzedine Alaïa, Musée Yves Saint Laurent, among others. They also visited iconic places of fashion shows and attended prestigious fairs, such as Premiere Vision.

#### ■ PARTNERSHIP



Istituto Marangoni was founded in 1935 in Milan as 'Istituto Artistico dell'Abbigliamento Marangoni', and has been a top educational choice for creatives in the worlds of fashion, art, and design for over 85 years. With four generations of students from 5 continents, it has been a springboard for over 45,000 luxury professionals, including Domenico Dolce, Alessandro Sartori, Paula Cademartori, Gilda Ambrosio, Julie de Libran and Nicola Brognano. Istituto Marangoni currently welcomes about 5,000 students from 108 different countries every year in its schools in the world capitals of fashion, art, and design, including Milan, Florence, Paris, London, Mumbai, Shanghai, Shenzhen, Miami, and Dubai. Istituto Marangoni is ranked among the 100 best universities in the world in its fields according to QS World University Ranking 2023.

For more information: [www.istitutomarangoni.com](http://www.istitutomarangoni.com)



Zhen,  
Graduate – China

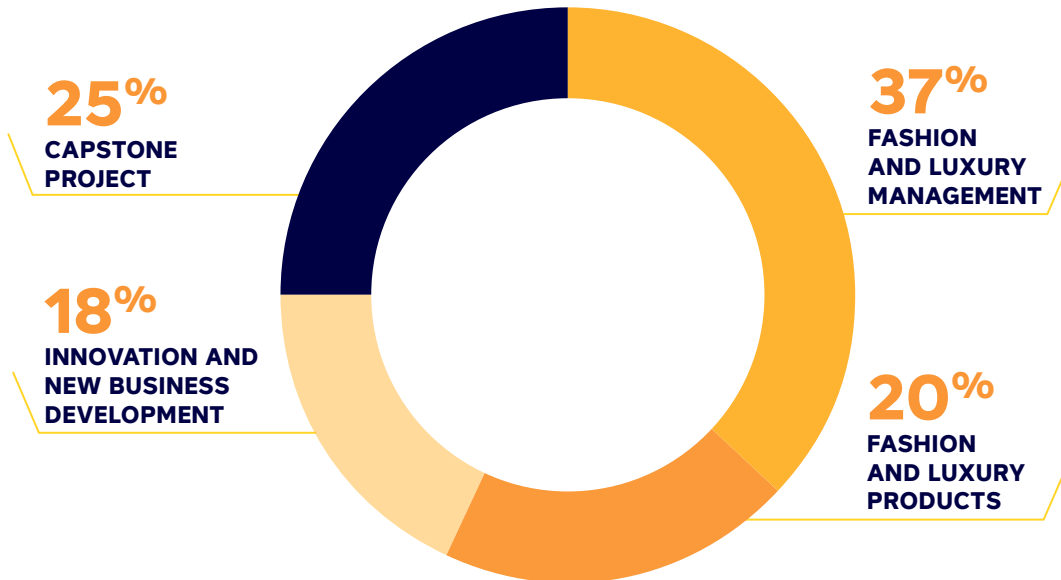
*Before joining IÉSEG, I worked for several years in China as an Export Zone Manager - Europe. I chose IÉSEG for its Master in Fashion Management due to its global ranking and its industry expert-led courses.*

*The School's location in the capital of Fashion, more precisely in La Défense, a major European business district, represented a great opportunity for my professional career. I particularly enjoyed the diversity of the content provided in class and the networking opportunities, such as the Yves Saint Laurent exhibit.*

*My favorite courses included Brand Management, Sales, Customer Psychology, and Industry Analysis. France's culture, diversity, and architectural beauty captivated me. The Master in Fashion Management at IÉSEG greatly helped me out with creating my own company: ZHEN BIJOUX, a pearl-centric jewelry brand. I highly recommend this program to anyone who loves Fashion and wants to live in Paris.*

# PROGRAM STRUCTURE

The curriculum has been developed around core management courses, with a specific focus on the Fashion and Luxury industry and specialized courses on fashion products.



## FASHION AND LUXURY MANAGEMENT

37%

- > Accounting and Managing Control Systems
- > Brand Management
- > Corporate Finance in the Luxury and Fashion Industries
- > Customer Psychology and Consumer Behavior
- > Digital Marketing
- > Digital Transformation
- > Diversity and Inclusion
- > Digital Organizations in the Fashion Industry
- > Leadership and Negotiation
- > Management of Sales Distribution Channels
- > Managing Communication and Events in Fashion Companies
- > Marketing in Fashion Companies
- > Omnichannel Strategy, Clienteling and CRM
- > Organization Design: Organizing for Effectiveness and Creativity in Luxury Design
- > Running and Managing Fashion Shows
- > Quantitative Methods and Data Analysis
- > Strategy
- > Supply Chain Management and Operations in Fashion
- > Sustainability in Fashion: Digging Deeper, Thinking Harder, Planning Further
- > Talent Management

- > Design Research and Creativity Direction
- > Fashion Design: Pattern Making and Cutting
- > Fashion Industry Law: IP/Trademark Issues, Copying and Counterfeiting
- > From the Idea to the Product: Styles, Creativity and Design Elements in Fashion Companies
- > History of Fashion and Dress
- > Leading store experience: Coaching teams on the job
- > Merchandising and Buying
- > Semiology and Sociology
- > The Global Fashion Industry: Recent Changes, Challenges and Trends Forecasting
- > Use of Fabrics and Materials in Garment-Making, Fabric, Knowledge
- > Visual Merchandising

## INNOVATION AND NEW BUSINESS DEVELOPMENT

18%

- > 2 courses to be chosen from: Mastering AI for Strategic Business Success / Leading for Creativity and Design Thinking / Strategic People Management
- > Career Program
- > Entrepreneurship and New Business Development
- > Language Courses

## CAPSTONE PROJECT

25%

- > 4-to 6-month internship or work experience anywhere in the world. Alternatively, students can opt for a consulting project or a thesis

## FASHION AND LUXURY PRODUCTS

20%

- > An Analysis of the Fashion-Related Industries: Fragrance, Cosmetics and Accessories

Alongside the courses, the program includes various workshops and corporate events to further develop students' personal and professional skills and to allow them to meet professionals in the Fashion and Luxury industry.



## CLASS PROFILE

### ACADEMIC BACKGROUND

<b>41%</b>	Business Administration & Management	<b>6%</b>	Law
<b>12%</b>	Finance & Economics	<b>6%</b>	Sciences
<b>10%</b>	Languages	<b>5%</b>	HR
<b>9%</b>	Engineering	<b>2%</b>	Hospitality
<b>9%</b>	Marketing & Communication		

### AGE RANGE

<b>46%</b>	<b>&lt; 23</b>
<b>34%</b>	<b>23-27</b>
<b>20%</b>	<b>27+</b>



## CAREER OPPORTUNITIES\*

### ROLES

- > Account Manager
- > Business Analyst
- > Business Manager
- > Business Insight & Strategy
- > Deputy Head of Digital Change
- > Data & Analytics Analyst
- > Marketing & Sales Associate
- > Product Manager/Digital Product Manager
- > Project Manager
- > Recruitment partner EMEA
- > Supply Chain Manager
- > Strategy Analyst
- > Talent Acquisition

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > ALSTOM
- > AMAZON
- > BACK MARKET
- > CAPGEMINI
- > DECATHLON
- > DEEZER
- > DELOITTE
- > EY
- > KPMG
- > MCKINSEY
- > NISSAN
- > PWC

### POST-MASTER SALARY

> **€64,509** Average Annual Salary (bonus included)

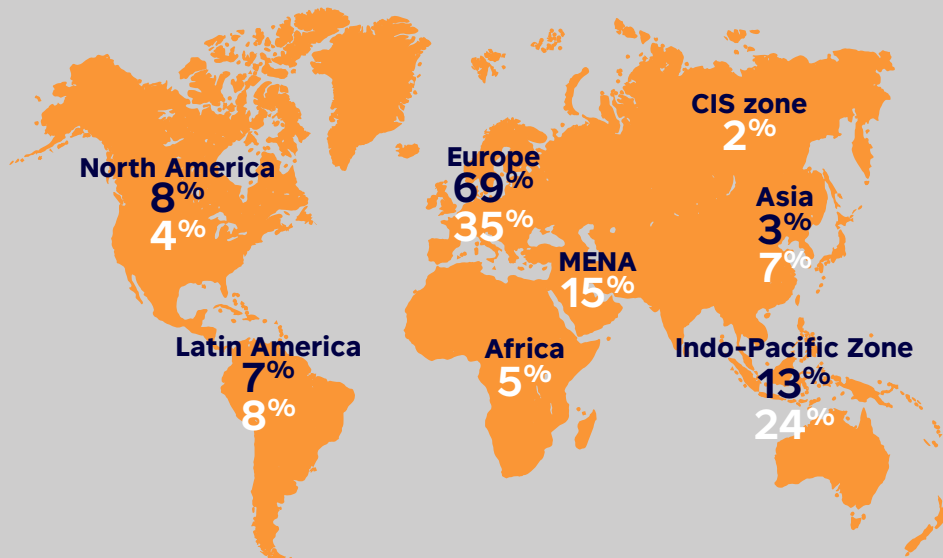
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# MASTER IN INTERNATIONAL BUSINESS

## PREPARING VERSATILE LEADERS WITH A GLOBAL MINDSET FOR INTERNATIONAL BUSINESS



### OBJECTIVES

**The Master in International Business provides students with the skills and mindset required to succeed in international business.**

We draw on our sound understanding of diverse business practices and cultures to give students the fundamental skills necessary to manage responsible corporations in different international contexts.

The program will strengthen students' theoretical foundations in management, even without an academic background in business. It provides fresh perspectives that will enrich students' knowledge, and hands-on applications that consolidate learning. All of this happens in a challenging, multinational environment that provides participants with an opportunity to sharpen their intercultural skills.



### ADVANTAGES

- > A broad and intensive management program delivered in an international context
- > The possibility of customizing part of the curriculum in accordance with individual needs
- > An interactive educational approach
- > Accredited by national and international organizations such as AMBA



### IÉSEG CAMPUS

- > PARIS-LA DÉFENSE or LILLE



### ADMISSION REQUIREMENTS

- > Minimum: Bachelor's degree in any field except Management from a recognized university with strong academic performance.



### EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

DECATHLON | ALPHASIGHTS | FÉDÉRATION DES BANQUES ALIMENTAIRES

For more information: [www.ieseg.fr/en/master-international-business/](http://www.ieseg.fr/en/master-international-business/)

*“An intercultural program to develop a global mindset.”*

Dr. Paulami MITRA,  
Prof. Dr. Johan MAES,  
& Dr. Martin STORME,  
Academic Directors,  
One per intake/campus



## ■ ZOOM ON... CORPORATE INVOLVEMENT IN THIS PROGRAM

Companies are an integral part of the academic life of students' specialized master. Throughout the program, they will have the opportunity to meet and network with companies of all sizes on topics related to their master, during conferences, in-class interventions, challenges or tailor-made recruitment. Partnerships may vary and new opportunities may be proposed based on needs and availability.

Examples of previous events organized for this program\*:

- Company presentation, job opportunities - DECATHLON
- Company presentation, workshop on the art of persuasion, and job opportunities in a 2-year associate program in knowledge sharing and mock interviews: ALPHASIGHTS
- In-class intervention from professional experts in international supply chain management - FÉDÉRATION DES BANQUES ALIMENTAIRES
- International Study Tour to Rotterdam, Netherlands: workshops and discussions led by a host of companies such as BAIN AND COMPANY, ASML, WORLD BANK GROUP, MINDBASE, etc.

\*Non-exhaustive list

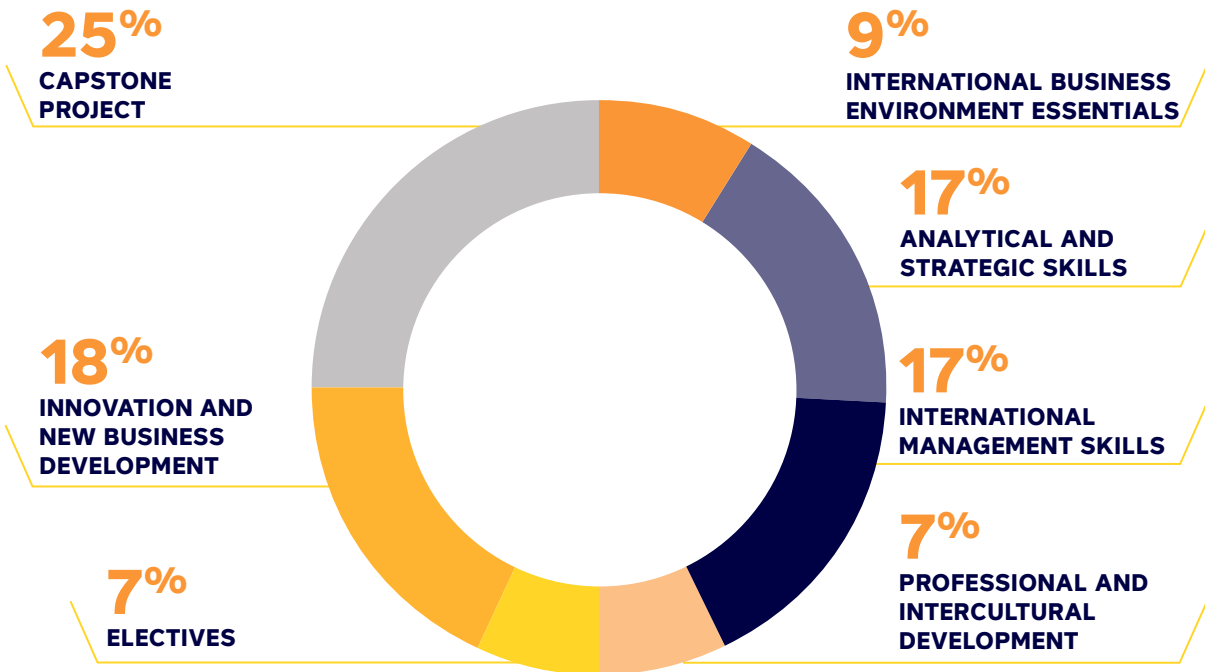


Sakshi,  
Graduate - India

*What I enjoyed the most at IÉSEG was the multicultural aspect. I could meet so many people from different countries and understand the mindsets and diversity in general. The courses of the MIB offer a real opportunity for development by including components like presentations, objective/subjective examinations, research papers etc.*

*The course that I preferred was International Human Resources Management. I liked that course because I always envisioned myself working in the Human Resources sector but it was really important for me to understand the international aspect of HR. This course is now helping me concretely in my current role at Boston Consulting Group since we are very international in terms of Human Resources here.*

# PROGRAM STRUCTURE



## INTERNATIONAL BUSINESS ENVIRONMENT ESSENTIALS

- 9%**
- > Cybersecurity and International Business
  - > European Union Relations Management
  - > International Economics
  - > Global Finance

## ANALYTICAL AND STRATEGIC SKILLS

- 17%**
- > Business Game
  - > Financial Analysis
  - > International Business Strategy and CSR
  - > Managing Consultancy and Change
  - > SAP for International Business
  - > Social Media Analytics
  - > Statistics for Business
  - > Trends in Digital Innovations

## INTERNATIONAL MANAGEMENT SKILLS

- 17%**
- > International Human Resources Management
  - > International Marketing
  - > International Supply Chain Management
  - > Negotiation for International Managers
  - > Principles of Accounting and Management Control
  - > Professional Selling Skills and Personal Sales Performance
  - > Project Management

## PROFESSIONAL AND INTERCULTURAL DEVELOPMENT

- 7%**
- > Authentic Leadership
  - > Business Ethics and Managerial Behavior
  - > Intercultural Management

## ELECTIVES

- 7%**
- > Several electives from our course catalogue
  - > Electives cover a broad range of topics that include legal aspects of business, multi-channel marketing, customer experience management, blockchain for business, entrepreneurial finance, etc.

## INNOVATION AND NEW BUSINESS DEVELOPMENT

- 18%**
- > 2 courses to be chosen from: Mastering AI for Strategic Business Success / Leading for Creativity and Design Thinking / Strategic People Management
  - > Career Program
  - > Entrepreneurship and New Business Development
  - > Language Courses

## CAPSTONE PROJECT

- 25%**
- > 4- to 6-month internship or work experience anywhere in the world. Alternatively, students can opt for a consulting project or a thesis

Alongside the courses, the program offers various workshops and corporate events to further develop students' personal and professional skills. These cover a range of topics, from conflict management in cross-cultural environments to intercultural communication.

# MASTER IN STRATEGY & DIGITAL TRANSFORMATION



## CLASS PROFILE

### ACADEMIC BACKGROUND

53%	Business Administration
29%	Engineering
12%	Social Sciences
6%	Finance & Economics

### AGE RANGE

52%	< 23
24%	23-27
24%	27+



## CAREER OPPORTUNITIES\*

### ROLES

- > Data Operations Specialist
- > Product Manager

### POST-MASTER SALARY

- > **€54,096** Average Annual Salary (bonus included)

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > NOVARTIS
- > CARL ZEISS
- > ZALANDO

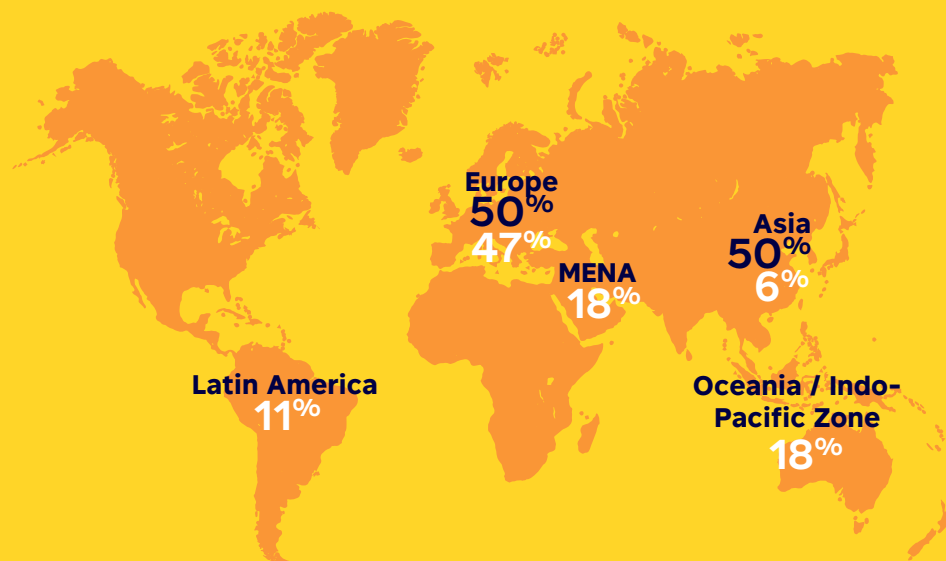
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# MASTER IN STRATEGY & DIGITAL TRANSFORMATION

## STRATEGY AND DIGITAL FOR AN INNOVATIVE FUTURE



### OBJECTIVES

**The Master in Strategy & Digital Transformation aims to develop digital experts who enable companies to transform digital technology into a business advantage.** While «digital transformation» is often viewed as a buzzword, real digital transformation is a holistic and complex endeavour that requires a systematic approach to its strategy and execution. Becoming a digital master entails not only digital ability, but also leadership skills to envision and drive responsible organizational change in systematic and profitable ways. Digital transformation is 20% tech and 80% human. This Master aims to equip students with knowledge of digital technologies, as well as the skills needed to design and successfully lead digital transformation across functions and at the corporate level.



### ADVANTAGES

- > A comprehensive and multidisciplinary approach to business and strategy
- > Cutting-edge courses on digital innovation and transformation
- > Strong focus on consulting skills (managing consultancy, business consultancy in a digital environment, transformation consulting)
- > A live business case on digital innovation and transformation through a hackathon



### IÉSEG CAMPUS

- > PARIS-LA DÉFENSE



### ADMISSION REQUIREMENTS

- > Minimum: Bachelor's Degree with a strong analytical background (e.g. STEM field but not limited to) from a recognized institution.



### EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

SOPRA STERIA | SAEGUS | PWC | BROTHER FRANCE BUSINESS SERVICES | CAPGEMINI

For more information: [www.ieseg.fr/en/master-strategy-digital-transformation/](http://www.ieseg.fr/en/master-strategy-digital-transformation/)

*“Our ambition with this exciting program is to cultivate digital leaders for business transformation.”*

Dr. Cyrine BEN-HAFAÏEDH  
Academic Director,  
Professor of Entrepreneurship,  
Innovation and Strategy



#### ■ ZOOM ON... INNOVATIVE PEDAGOGIES

**Every module delivered strikes the right balance between learning through cutting-edge research (theory) and learning-by-doing (practice). On top of these modules, three in particular aim at bringing all these different learning experiences together, like in real life.**

- ▶ A business strategy simulation where students work in teams to practice what they have learned in class. Understanding the complexity of global business operations is crucial to maximize results.
- ▶ A simulation focused on digital transformation. Students must lead a legacy business into a new digital paradigm, and introduce new technologies and data analytics.
- ▶ One or more of IÉSEG partner companies, will present students with one of their current issues related to strategy and digital transformation and the students will, in a hackathon format, develop responsible solutions and pitch them to the client.

#### ■ CORPORATE INVOLVEMENT IN THIS PROGRAM

Companies are an integral part of the academic life of the specialized master. Throughout the program, students will have the opportunity to meet and network with companies of all sizes on topics related to this master, during conferences, in-class interventions, challenges or tailor-made recruitment.

Examples of previous events organized for this program\*:

- ▶ In-Class Intervention in digital transformation business strategy: SOPRA STERIA
- ▶ Hackathon and company presentation – CAPGEMINI INVENT
- ▶ Conference “Leading with data in organizations”: SAEGUS – PWC – BROTHER FRANCE BUSINESS SERVICES

*\*Non-exhaustive list*



Noa,  
Student, France



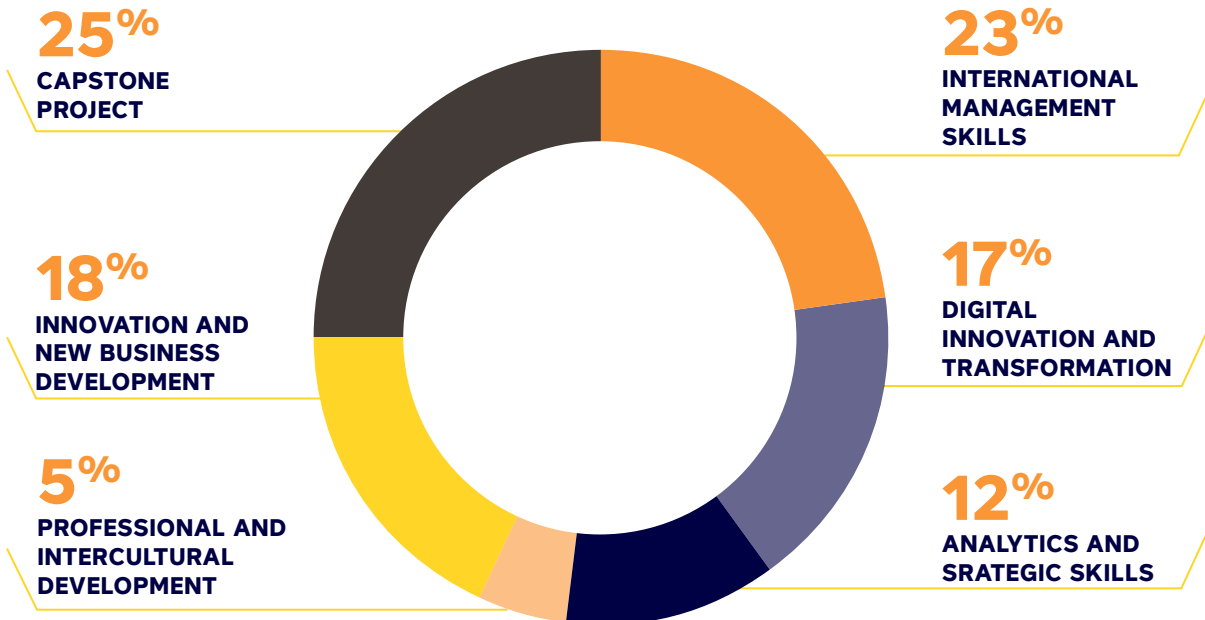
*The Master in Strategy & Digital Transformation allowed me to acquire a deep understanding of the industry, in order to complete my scientific profile and to develop a more strategic and operational view as well as a top experience in an international environment.*

*I particularly appreciated the courses in International Marketing and International Business Strategy and CSR. The International Marketing course was a real favorite for me, as I discovered and developed a real passion for this universe. The professor knew how to transmit his passion for his subject.*

*Currently, I am a Doctor of Pharmacy and Junior Product Manager at Advanced Accelerator Application (AAA), a Novartis company. I am very happy to be able to continue my career in the marketing sector, more specifically in the field of innovation and new technologies.*



# PROGRAM STRUCTURE



## INTERNATIONAL MANAGEMENT SKILLS

- 23%**
- > Agile Project Management
  - > Change Management
  - > Information Systems Management
  - > International Economics
  - > International Marketing
  - > Managing People and Teams
  - > Negotiation for International Managers
  - > Principles of Accounting and Management Control
  - > Principles of Corporate Finance
  - > Supply Chain Management

## DIGITAL INNOVATION AND TRANSFORMATION

- 17%**
- > Big Data Analytics
  - > Business Model Innovation
  - > Digital Marketing
  - > Digital Transformation
  - > Emerging Technologies for Business
  - > Hackathon
  - > Human Resources and Digital
  - > Industry 4.0
  - > Introduction to Machine Learning and AI
  - > Legal Aspects of Innovation and Digitization

## ANALYTICS AND STRATEGIC SKILLS

- 12%**
- > Business Simulation
  - > International Business Strategy and CSR
  - > Managing Consultancy
  - > Quantitative Methods for Business
  - > Transformation Consulting

## PROFESSIONAL AND INTERCULTURAL DEVELOPMENT

- 5%**
- > Authentic Organizational Leadership
  - > Business Ethics
  - > Intercultural Management

## INNOVATION AND NEW BUSINESS DEVELOPMENT

- 18%**
- > 2 courses to be chosen from: Mastering AI for Strategic Business Success / Leading for Creativity and Design Thinking / Strategic People Management
  - > Career Program
  - > Entrepreneurship and New Business Development
  - > Language Courses

## CAPSTONE PROJECT

- 25%**
- > 4-to 6-month internship or work experience anywhere in the world. Alternatively, students can opt for a consulting project or a thesis

Alongside the courses, the program offers various workshops and corporate events to further develop students' personal and professional skills. These cover a range of topics, from conflict management in cross-cultural environments to intercultural communication.

# MASTER IN INTERNATIONAL SALES MANAGEMENT & NEGOTIATION



## CLASS PROFILE

### ACADEMIC BACKGROUND

52%	Business Administration & Management	10%	Finance & Economics
14%	Marketing & Communication	10%	Languages
14%	International Relations		

### AGE RANGE

57%	< 23
33%	23-27
10%	27+



## CAREER OPPORTUNITIES\*

### ROLES

- > AML/KYC Officer
- > Consultant
- > Customer Success Manager
- > Digital Project Manager
- > International Business Developer
- > Marketing Project Manager
- > Product Manager
- > Project Manager
- > Sales & Partnership Manager

### POST-MASTER SALARY

> **€48,445** Average Annual Salary (bonus included)

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > AGICAP
- > BRIGAD
- > DANONE
- > EY
- > EUROBANK
- > LIVESTORM
- > LUCCA
- > TOP EMPLOYERS INSTITUTE
- > REVERSO

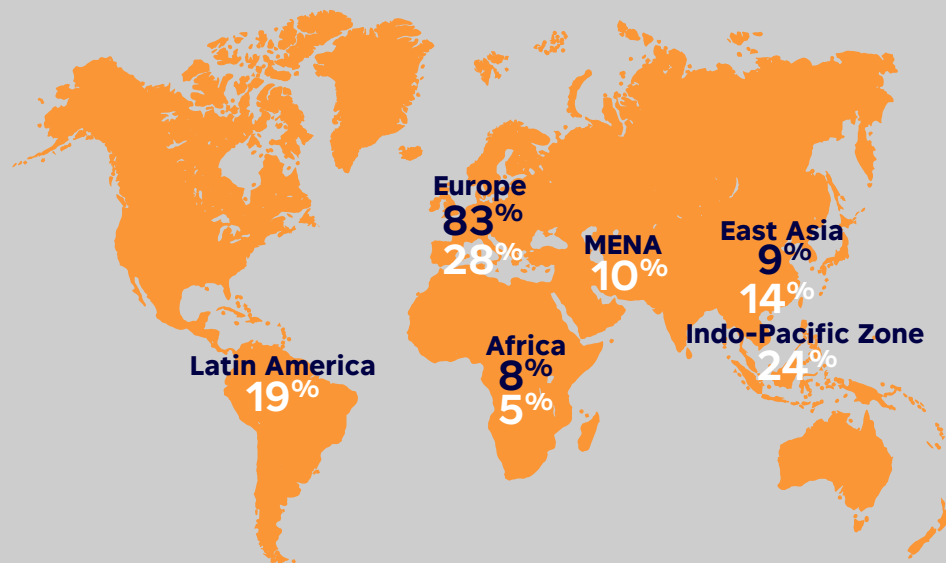
## THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



ORIGIN OF OUR CURRENT STUDENTS



LOCATION OF OUR ALUMNI



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# MASTER IN INTERNATIONAL SALES MANAGEMENT & NEGOTIATION

## DRIVE SALES SUCCESS THROUGH EXPERT NEGOTIATION



### OBJECTIVES

**The Master in International Sales Management and Negotiation aims to educate effective, versatile sales and key account managers, with strong negotiation skills to work in international contexts.** It offers participants the opportunity to understand all elements of a sales process and fully engage in an interdisciplinary analysis of negotiation in a global environment. Participants learn about the changes in the world of sales and key account management, understand how their own sales and negotiation styles are vital for professional success. The participants will also master the art of communication, and develop relationship-building skills, which are essential for their career progression.

They will develop the ability to effectively understand the needs of their customers by better engaging with them, use their skills to provide creative customer centric solutions, and ensure win-win situations for both their customers and their organizations. Furthermore, students will learn how to apply these negotiation skills to international business settings, in sales, business development, and conflict resolution.



### ADVANTAGES

- > An entire year of experience in sales, key account management, customer success, negotiation, and related fields. Courses related to marketing, supply chain management, communication, leadership, and conflict management, etc.
- > A toolkit for global sales and negotiation skills, strategies, and approaches, including an awareness and appreciation of cultural differences
- > Access to an essential network of contacts in companies thanks to our practitioners and the IÉSEG Center of Excellence in Negotiation (ICoN)



### IÉSEG CAMPUS

- > PARIS-LA DÉFENSE



### ADMISSION REQUIREMENTS

- > Minimum: Bachelor's Degree in any field from a recognized institution with strong academic performance.



### EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

MOODY'S | PROCTER & GAMBLE FRANCE | AB INBEV | L'ORÉAL |  
GOOGLE FRANKFURT | OPTTEAMIS | HP FRANCE | ADAGIO CITY

For more information: [www.ieseg.fr/en/master-sales-negotiation/](http://www.ieseg.fr/en/master-sales-negotiation/)



*“A program with global relevance, tailored for sales and key account managers who want to lead and bridge the divide!”*

Dr. Deva RANGARAJAN  
Academic Director,  
Professor of Marketing and  
Sales

■ **ZOOM ON...  
A HANDS-ON LEARNING STYLE**

**The program emphasizes a hands-on learning style. Courses are taught by skilled instructors with a wealth of experience in the industry and academia, who aim to help students become world-class negotiators.**

Courses offer a combination of theory and practical applications, allowing students to practice negotiation in a risk-free environment. By the end of the program, students will leave an action plan for their future career. Upon joining the program students will immerse themselves in one of the most culturally diverse learning environments, which actively promotes openness and intercultural skills.

IÉSEG helps students to reach their full potential, encourage them to build their confidence, and apply the knowledge and skills that they have gained in their daily activities. This includes opportunities to participate in both local and international negotiation competitions.

■ **PARTNERSHIP**

**Key Account Management Professional Diploma**

Acquiring a professional qualification in Key Account Management® (KAM®) helps to demonstrate to companies that students are up-to-date and multiskilled. To support its graduates' careers, IÉSEG has partnered with the Association of Key Account Management® (AKAM®) to provide them with a competitive edge in the job market by earning a professional diploma in KAM®. This diploma represents a significant advantage for candidates wanting to demonstrate their credentials.



Ramiro,  
Graduate - Argentina



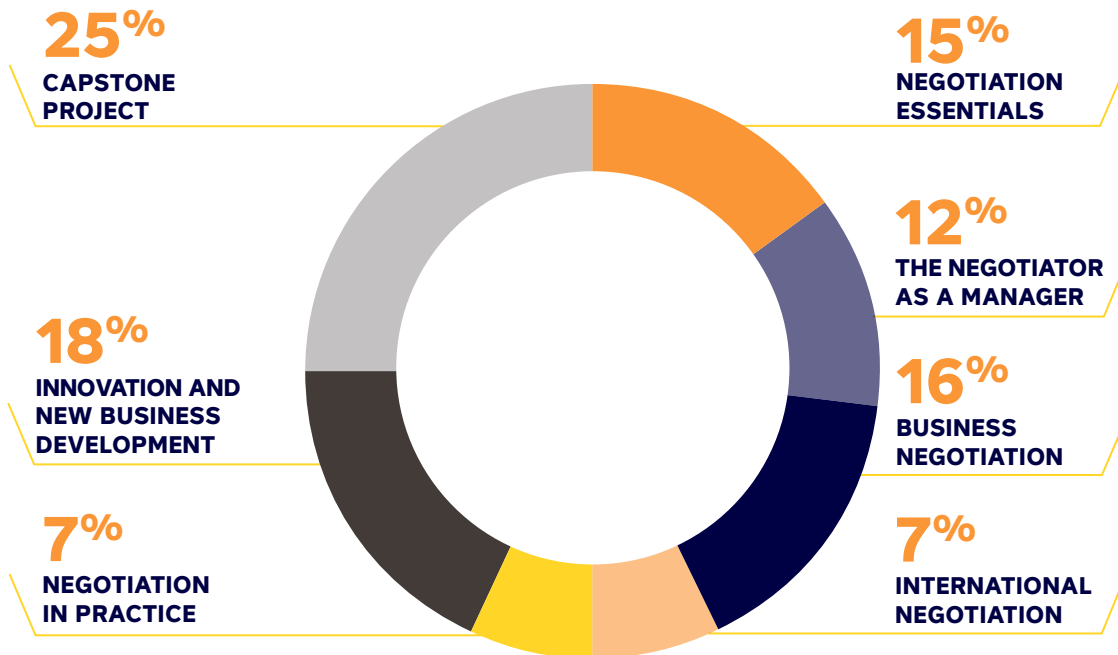
*I knew IÉSEG as it was a partner with my alma mater in Argentina. I chose the Master in International Sales Management & Negotiation as it was the only program focused on business negotiation in Europe. Most part of the program is related purely to negotiation. All the courses were taught in English, the School had a very interesting international approach and Paris is one of the most important business hubs in the world.*

*I would recommend any potential candidate for this program to see it as a career boost. This program teaches you skills you need to succeed. When I look back, I realize that the year I spent in Paris was the best year of my life. I made long lasting friends all around the world and learned a lot.*

*Today, I am a Regional Account Manager for Top Employers Institute in Brazil. I work closely with top accounts like Huawei, Google, Bytedance, Paypal...*



# PROGRAM STRUCTURE



## NEGOTIATION ESSENTIALS

15%

- > Communication Diversity in Negotiation
- > Complex Negotiation
- > Decision Games and Negotiation
- > Historical Perspectives on Diplomatic Negotiation
- > Mediation
- > Practical Negotiation Skills
- > Psychology of the Negotiator

## THE NEGOTIATOR AS A MANAGER

12%

- > Accounting for Decision Makers
- > Change Management
- > Negotiating Contracts and Law
- > Effective Leadership
- > Negotiating Employment Relations
- > Project Management

## BUSINESS NEGOTIATION

16%

- > Business Ethics and CSR for Negotiation
- > Customer Success Management
- > Key Customer Relationship Management
- > Purchasing
- > Sales Management
- > Sales Techniques
- > Supply Chain Coordination and Procurement

## INTERNATIONAL NEGOTIATION

7%

- > Culture and Negotiation Strategies
- > International HRM
- > Leadership and Innovative Negotiations
- > Negotiation Skills Practice: A Multi-Party EU Relations Framework

## NEGOTIATION IN PRACTICE

7%

- > Mediation in Business and Workplace
- > Sales Analytics
- > Negotiation Research Methodology

## INNOVATION AND NEW BUSINESS DEVELOPMENT

18%

- > 2 courses to be chosen from: Mastering AI for Strategic Business Success / Leading for Creativity and Design Thinking / Strategic People Management
- > Career Program
- > Entrepreneurship and New Business Development
- > Language Courses

## CAPSTONE PROJECT

25%

- > 4-to 6-month internship or work experience anywhere in the world. Alternatively, students can opt for a consulting project or a thesis

Alongside the courses, the program offers various workshops and corporate events to further develop students' personal and professional skills. These cover a range of topics, from conflict management in cross-cultural environments to intercultural communication.



## CLASS PROFILE

### ACADEMIC BACKGROUND

<b>29%</b>	Business Administration	<b>8%</b>	Accounting
<b>23%</b>	Finance & Economics	<b>6%</b>	Commerce & International Business
<b>21%</b>	Management	<b>2%</b>	Sales & Marketing
<b>11%</b>	Engineering		

### AGE RANGE

<b>44%</b>	<b>&lt; 23</b>
<b>50%</b>	<b>23-27</b>
<b>6%</b>	<b>27+</b>



## CAREER OPPORTUNITIES\*

### ROLES

- > Analyst / Financial Analyst
- > Consultant / Financial Consultant
- > Data Scientist
- > Financial Auditor / Controller
- > Finance Manager
- > Investment Advisor
- > Investment & Asset Manager
- > Investment Risk and Compliance Specialist
- > KYC Analyst

### POST-MASTER SALARY

> **€58,843** Average Annual Salary (bonus included)

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > AMUNDI
- > ARCELORMITTAL
- > BARCLAYS
- > BNP PARIBAS
- > BOOZ ALLEN HAMILTON
- > CREDIT AGRICOLE
- > DELOITTE
- > DEUTSCHE BANK
- > EY
- > GOLDMAN SACHS
- > GOINGVC PARTNERS
- > HSBC

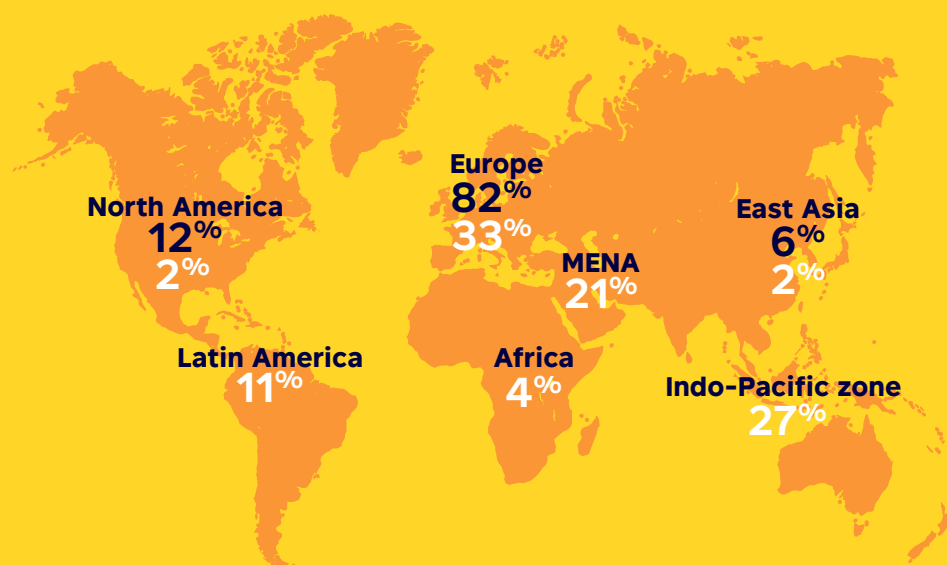
## THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



### ORIGIN OF OUR CURRENT STUDENTS



### LOCATION OF OUR ALUMNI



\*2024 Survey led by the *Conférence des Grandes Écoles* with graduates from the 2021, 2022 and 2023 classes of the program which was cross-referenced with LinkedIn and the IÉSEG Network database



# MASTER IN FINANCE

## YOUR PATH TO FINANCIAL LEADERSHIP AND INNOVATION



### OBJECTIVES

**The Master in Finance is designed for students who wish to enhance their learning experience and understanding of financial analysis, asset management, banking, capital markets and financial technology within a professional environment where theory meets practice.** Our program offers two distinct specializations, allowing students to tailor their studies to a career path in Financial Analysis or in Banking, Capital Markets, and Financial Technology.

By offering these two cutting-edge specializations, the Master in Finance program at IÉSEG enables students to acquire the flexibility and expertise needed to thrive in various sectors of the financial industry.

**QS Business Masters Rankings 2024:** IÉSEG is ranked 4<sup>th</sup> worldwide in Class & Faculty diversity for its Master in Finance.

**Financial Times Masters in Finance Ranking 2024:** IÉSEG is ranked 26<sup>th</sup> worldwide for its Master in Finance.



### ADVANTAGES

- > Privileged use of the Financial Markets Lab (Bloomberg) and access to data sources
- > A curriculum designed to help students obtain the Chartered Financial Analyst® (CFA®) designation—the most prestigious and widely recognized investment credential in the world—along with a partnership with CISI, offering Certificate Program opportunities in Ethical Artificial Intelligence
- > Flexibility to choose a finance area that fits with career aspirations

### IÉSEG CAMPUS

- > PARIS-LA DÉFENSE



### ADMISSION REQUIREMENTS

- > Minimum: Bachelor's degree in Business Administration, Finance, Accounting, Economics, Engineering, Mathematics or similar from a recognized university with strong academic performance.

### EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

EUROPEAN CENTRAL BANK | SOCIÉTÉ GÉNÉRALE | BANQUE DU LUXEMBOURG | RSM | ROTHSCHILD | ALLIANZE TRADE | CAPGEMINI | EY | MAZARS



For more information: [www.ieseg.fr/en/master-finance/](http://www.ieseg.fr/en/master-finance/)



*“A challenging program that offers unique and comprehensive insights into the world of finance.”*

Dr. Yulia TITOVA, CFA  
& Dr. Deniz ERDEMLIOGLU  
Academic Directors

■ **THE CHARTERED FINANCIAL ANALYST® - CFA® (LEVEL 1) EXAMINATION**

Our program prepares students for the Chartered Financial Analyst® (CFA®) Level 1 examination. This is the first step (out of 3) toward attaining the CFA® credential, awarded to investment and finance professionals by the world-renowned CFA® Institute. The CFA® charter offers a lasting advantage in the job market and distinguishes CFA® charterholders throughout their career paths. Furthermore, our program gives students the opportunity to participate in the global CFA® Research Challenge, which is an intensive training in the domain of financial analysis.

■ **ZOOM ON THE TWO SPECIALIZATIONS**

**Our program offers two distinct specializations, allowing students to tailor their studies to different career path:**

- **Specialization in Financial Analysis:** The Financial Analysis track focuses on the corporate finance pillar, equipping students with advanced technical skills necessary for in-depth financial analysis, corporate valuation, and strategic financial decision-making. This track prepares students for roles such as financial analysts, corporate finance advisors and financial managers.
- **Specialization in Banking, Capital Markets, and Financial Technology:** Our banking, capital markets and financial technology specialization targets the dynamic sectors of banking and capital markets, integrating the latest innovations in financial technology. The specialization prepares students for careers and leadership positions in investment banking, trading, financial technology and capital markets. Graduates of this unique specialization aim to work at leading international financial institutions and organizations.

**Students choose the specialization best suited to their career goals at the end of the first semester of joint courses.**



Alexandra,  
Graduate - Bulgaria



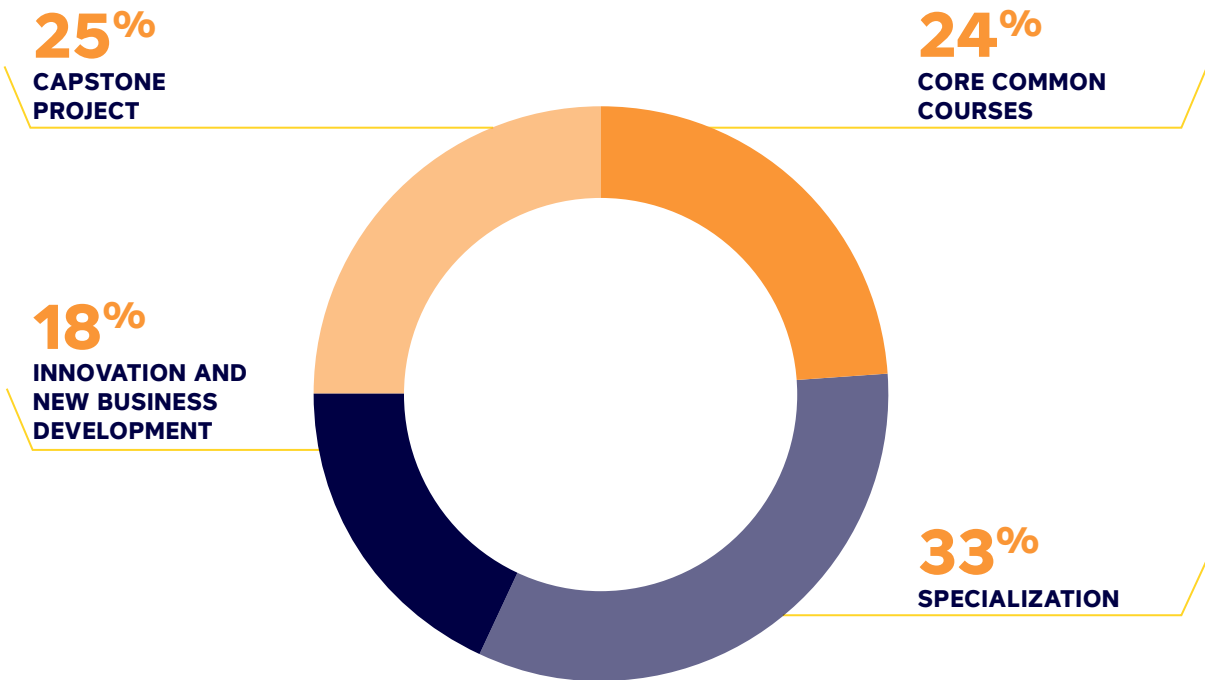
*Before IÉSEG, I graduated with a double degree in Business Administration and had internships at a major Bulgarian financial group, UniCredit’s financial markets division, and a private equity firm in renewable energy.*

*I chose IÉSEG for its English-taught Master in Finance including a CFA-aligned curriculum, which helped me pass CFA Level I, and also for its substantial merit-based scholarships. The professors’ passion was contagious; my Financial Accounting professor, for instance, changed my view of the subject with his enthusiasm.*

*Professors also cared about our success post-graduation, sharing opportunities even months after we finished. Now, I’m a Senior Consultant at EY in the Valuation and Modeling team, working across various industries and for different purposes, while participating in the ESG team for due diligence and strategy services.*



# PROGRAM STRUCTURE



## CORE COMMON COURSES

24%

- > **Quantitative Methods and Investments** (Quantitative Methods and Financial Mathematics, Financial Econometrics, Portfolio Management)
- > **Markets and Instruments** (Introduction to Financial Markets, Debt Markets and Fixed Income Securities, Derivatives)
- > **Finance and Sustainability** (International Finance, Ethics and CSR in Finance, Sustainable Finance)
- > **CFA Preparation Level 1**

- Financial Regulation and Compliance)
- > **Capital Markets** (Advanced Derivative Securities, Market Risk Analysis and Management, Advanced Asset Management and Factor Investing, Capital Markets and Investment Simulation)
- > **Financial Technology** (Computational Thinking, Advanced Programming with Python, Machine Learning for Finance, Connected Vision Tour - Hackathon)
- > **Advanced Topics in Capital Markets and Financial Technology** (Blockchain for Business, Artificial Intelligence for Capital Markets, Advanced Machine Learning for Finance, Data Analytics for Risk and Asset Allocation, The Trading Desk: Key Tools to Trade in Global Markets)

## SPECIALIZATION

33%

### TRACK 1: FINANCIAL ANALYSIS

- > **Financial Reporting and Analysis** (Financial Accounting, Financial Statement Analysis, Economics for Corporate Decisions, Data Visualization with Power BI)
- > **Corporate Finance and Valuation** (Corporate Finance, Mergers and Acquisitions, Firm Valuation, Business Game)
- > **Financial Data and Asset Management** (Python for Finance, Active Portfolio Management, Credit Risk Management)
- > **Advanced Topics in Financial Analysis and Management** (Private Equity, Advanced Firm Valuation, Alternative Investments, Private Wealth Management)

## INNOVATION AND NEW BUSINESS DEVELOPMENT

18%

- > 2 courses to be chosen from: Mastering AI for Strategic Business Success / Leading for Creativity and Design Thinking / Strategic People Management
- > Career Program
- > Entrepreneurship and New Business Development
- > Language Courses

### TRACK 2: BANKING, CAPITAL MARKETS AND FINANCIAL TECHNOLOGY

- > **Banking** (Investment Banking, Banking and Financial Intermediaries, Banking Simulation,

## CAPSTONE PROJECT

25%

- > 4-to 6-month internship or work experience anywhere in the world. Alternatively, students can opt for a consulting project or a thesis

Alongside the courses, the program offers various workshops and corporate events to further develop students' personal and professional skills. These cover a range of topics, from conflict management in cross-cultural environments to intercultural communication.

# MASTER IN INTERNATIONAL ACCOUNTING, AUDIT & CONTROL



## CLASS PROFILE

### ACADEMIC BACKGROUND

45%	Business Administration
22%	Finance & Economics
22%	Accounting
11%	Social Sciences

### AGE RANGE

55%	< 23
17%	23-27
28%	27+



## CAREER OPPORTUNITIES\*

### ROLES

- > Audit Manager
- > Consolidation Analyst
- > Consultant Accounting & Reporting
- > Financial Auditor
- > Financial Controller
- > Financial Reporting & Consolidation
- > FP&A Analyst
- > Fund Reporting Supervisor
- > Project Administration Manager
- > Senior Fund Accountant

### POST-MASTER SALARY

- > **€51,135** Average Annual Salary (bonus included)

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > ALLEN & OVERY
- > ALPINVEST PARTNERS
- > BDO
- > CISCO
- > CORUSCANT
- > DELOITTE
- > EY
- > KPMG
- > LANGHAM HALL
- > MANTRA INVESTMENT PARTNERS
- > M&G INVESTMENTS
- > VISTRA

## THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



### ORIGIN OF OUR CURRENT STUDENTS



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# MASTER IN INTERNATIONAL ACCOUNTING, AUDIT & CONTROL

## MAXIMIZE YOUR OPTIONS IN ACCOUNTING AND FINANCIAL MANAGEMENT



### OBJECTIVES

**The Master in International Accounting, Audit & Control provides students with a solid foundation in financial reporting and analysis, management accounting and decision-making, corporate finance and financial advisory services, preparing candidates for leading roles in these professions.**

The program provides participants with an understanding of modern financial functions from a technical, ethical and institutional perspective, enabling them to work in a wide variety of industries. It also emphasizes entrepreneurship, equipping students with the financial acumen and innovative thinking necessary to start and manage startups.

Graduates benefit from preparation courses for entrance exams to global professional accountancy bodies. These courses cover CMA exam preparation that allow exemptions from ACCA professional examinations, but also provide a pathway to CIMA membership through the Master's Gateway program.



### ADVANTAGES

- > Gain a comprehensive foundation in accounting and develop leadership skills
- > Excel through a blend of theory and practice delivered by experts in the discipline
- > Stay at the forefront of techniques and technologies through data analytics techniques for the accounting and audit fields and develop your critical thinking
- > Take part in comprehensive CMA Exam preparations (Parts I and II) during the year (scholarships available)
- > Experience a truly international immersion in the financial center of Paris



### IÉSEG CAMPUS

- > PARIS-LA DÉFENSE



### ADMISSION REQUIREMENTS


- > Minimum: Bachelor's Degree from a recognized institution, in Business Administration, Engineering, Finance, Accounting, Economics, Mathematics or similar. Applicants with a Bachelor's degree in another area will be considered alongside relevant professional experience.



### EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

SAIPEM | NEXIA | WOLRDLINE | EY | KPMG | PWC | DELOITTE | CAPGEMINI | MAZARS

For more information: [www.ieseg.fr/en/master-accounting-audit/](http://www.ieseg.fr/en/master-accounting-audit/)



*“Empowering future leaders to make the difference from a financial position leveraging the latest technologies.”*

**Dr. Raul BARROSO**  
Academic Director,  
Professor of Accounting,  
Audit and Control

#### ■ ZOOM ON... DATA ANALYTICS

The evolution of the accounting profession is fundamental to the program. The Data Analytics course allows participants to get involved with advanced data analytics techniques through real-life examples.

Participants get acquainted with the main steps of a forensics data analytics approach and gain knowledge of specialized data analytics software.

#### ■ PARTNERSHIP WITH THE IMA HIGHER EDUCATION ENDORSEMENT PROGRAM AND THE CMA®

##### **The Higher Education Endorsement Program**

The IMA (Institute of Management Accountants) Higher Education Endorsement Program identifies business curricula that meet the quality of educational standards required for students to earn the CMA® (Certified Management Accountant®) designation. IÉSEG is the first institution in France to receive this endorsement.

##### **The CMA® (Certified Management Accountant®) Program**

IMA's globally-recognized CMA® program is a tool to assess advanced accounting and financial management knowledge in critical areas such as financial planning, analysis, control, and decision support.

For more information about the CMA® certification program, please visit: [eu.imanet.org/en/IMA-Certifications/CMA-Certification](http://eu.imanet.org/en/IMA-Certifications/CMA-Certification)



**Frank,**  
Graduate - Cameroon



*I started with a scientific baccalauréat in Cameroon and later studied Accounting-Finance at the Catholic University of Central Africa. I joined IÉSEG through an exchange program, completing a Master's in International Accounting, Audit, and Control.*

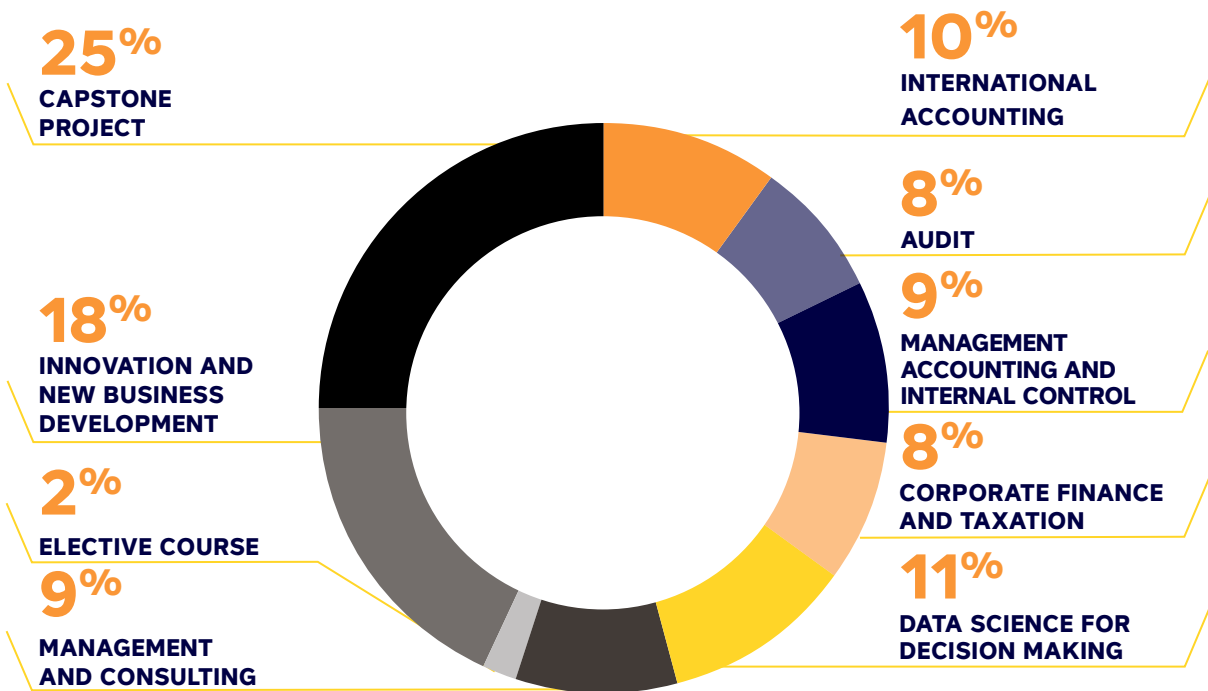
*Choosing IÉSEG was driven by its triple accreditation and strong reputation. The program offered dual skills and specialization in a dynamic sector, taught in English with flexible options. I valued the diverse student body and collaborative group work, which facilitated cultural exchange.*

*Favorite courses like Financial Markets and Frauds & Ethics provided practical insights and ethical foundations. Post-graduation, I worked as an Accountant at Accor Group in Paris before returning to Cameroon. Currently, I'm an Audit and Finance consultant for an international NGO and founded Frave Group in April 2022, focusing on consulting and investments. IÉSEG's support for entrepreneurship and vibrant community life, with diverse clubs and activities, enriched my educational journey.*



# PROGRAM STRUCTURE

# MASTER IN INTERNATIONAL ACCOUNTING, AUDIT & CONTROL



## INTERNATIONAL ACCOUNTING - 10%

- > Due Diligence
- > International Corporate Financial Reporting and Consolidation
- > International Financial Accounting
- > International Financial Reporting and Analysis

- > Data Analytics
- > Data Visualization
- > ERP
- > Quantitative Methods
- > Simulations for decision making
- > Visual Basic for Applications (VBA)

## AUDIT - 8%

- > Accounting Information Systems
- > Audit Techniques
- > Forensic Accounting and Fraud Risk Management
- > Operational Audit Techniques
- > Risk Based Internal Audit

## MANAGEMENT AND CONSULTING - 9%

- > Business Ethics and Managerial Behavior
- > Business Game
- > Managing and Leading a Professional Service Firm
- > Managing Consultancy
- > Project Management

## MANAGEMENT ACCOUNTING AND INTERNAL CONTROL - 9%

- > CMA 1
- > CMA 2
- > Controlling and Auditing Corporate Social Responsibility
- > Management Accounting
- > Management Control and Decision Making
- > Open Controlling

## ELECTIVE COURSE - 2%

- > An course to be selected by students from the following list: Introduction to Financial Data Analysis and Firm Valuation; Data Analysis in Python; SAP for Business Process Management; and Professional Seminar Series

## INNOVATION AND NEW BUSINESS DEVELOPMENT - 18%

- > 2 courses to be chosen from: Mastering AI for Strategic Business Success / Leading for Creativity and Design Thinking / Strategic People Management
- > Career Program
- > Entrepreneurship and New Business Development
- > Language Courses

## CORPORATE FINANCE AND TAXATION - 8%

- > Corporate Finance
- > Corporate Governance
- > Financial Econometrics
- > International Taxation

## DATA SCIENCE FOR DECISION MAKING - 11%

## CAPSTONE PROJECT - 25%

- > 4-to 6-month internship or work experience anywhere in the world. Alternatively, students can opt for a consulting project or a thesis

Alongside the courses, the program offers various workshops and corporate events to further develop students' personal and professional skills. These cover a range of topics, from conflict management in cross-cultural environments to intercultural communication.

# MASTER IN DIGITAL MARKETING & CUSTOMER EXPERIENCE MANAGEMENT



## CLASS PROFILE

### ACADEMIC BACKGROUND

<b>32%</b>	Business Administration	<b>9%</b>	Engineering
<b>23%</b>	Management	<b>4%</b>	Information Technology
<b>18%</b>	Communication & Marketing		
<b>14%</b>	Finance & Economics		

### AGE RANGE

<b>50%</b>	<b>&lt; 23</b>
<b>23%</b>	<b>23-27</b>
<b>27%</b>	<b>27+</b>



## CAREER OPPORTUNITIES\*

### ROLES

- > B2B Marketing & Sales
- > CRM Lead
- > Digital Advertising Specialist
- > Digital Analytics Consultant
- > Digital Content Officer
- > Digital Marketing Project Manager
- > E-commerce & Acquisition Project Manager
- > Marketing Acquisition Manager
- > Performance Marketing Manager
- > Senior Social Media Manager
- > SEO Expert

### POST-MASTER SALARY

> **€48,269** Average Annual Salary (bonus included)

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > ALLIANZ
- > BNP
- > HEWLETT PACKARD
- > L'ORÉAL
- > NISSAN
- > PERNOD RICARD
- > PUBLICIS GROUPE
- > SALESFORCE
- > SAINT LAURENT
- > SCRAPEHERO

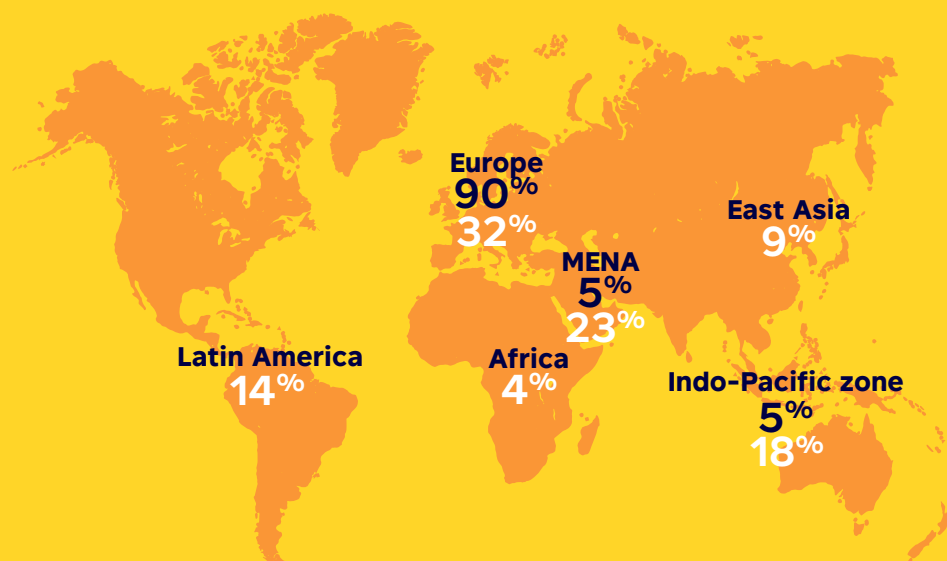
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### ORIGIN OF OUR CURRENT STUDENTS



### LOCATION OF OUR ALUMNI



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# MASTER IN DIGITAL MARKETING & CUSTOMER EXPERIENCE MANAGEMENT

## LEAD THE DIGITAL REVOLUTION, INSPIRE CUSTOMER EXPERIENCE



### OBJECTIVES

**The main objective of the Master in Digital Marketing & Customer Experience Management is to prepare future managers to work in these two rapidly emerging and complementary fields that introduce innovative approaches to marketing and improving customer experience.** The program focuses on combining theory with practical knowledge. This is the foundation for the development of all professionals who would like to improve their digital marketing strategy by leveraging customer data. Students will also gain an understanding of the importance of ethically managing customer experience in a day-to-day business environment.

**QS Business Masters Rankings 2024:** IÉSEG is ranked 6<sup>th</sup> worldwide in Class & Faculty diversity, 23<sup>rd</sup> worldwide in Alumni outcomes and 33<sup>rd</sup> worldwide out of 131 programs for its Master in Digital Marketing & Customer Experience Management.

### ADVANTAGES



- > A specialized and innovative program designed by academic and industry experts
- > An interactive approach integrating both academics and professionals
- > The possibility of obtaining various certifications, including Google, HubSpot, Hootsuite, etc.
- > Exposure to leading technologies and software such as Salesforce, SPSS, Python, Mention, Mailchimp and many others
- > The opportunity to engage in webstore development
- > A partnership with Le Wagon - a leading international coding School



### IÉSEG CAMPUS

- > LILLE



### ADMISSION REQUIREMENTS

- > Minimum: Bachelor's degree in Business, Marketing, Communications, Engineering, Computer Science, IT or similar from a recognized university with strong academic performance. Basic marketing knowledge is required (either from an academic and/or professional path).



### EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

L'ORÉAL | NARRATIVE 4 | PROCTER & GAMBLE | SMARKTIC | LOUIS VUITTON

For more information: [www.ieseg.fr/en/master-digital-marketing/](http://www.ieseg.fr/en/master-digital-marketing/)



*“Empower your innovative mindset to boost digital & CXM strategies!”*

Dr. Nicó HEUVINCK  
Academic Director,  
Professor of Marketing

■ **ZOOM ON...  
RECOGNIZED INDUSTRY CERTIFICATION**

**The Clickstream and Web Analytics course gives students the opportunity to take the Google Analytics® Certification, a recognized industry certification that will help students get the most out of digital analytics.**

To obtain the Google Analytics® certification, participants in the program will work with the Google Analytics accounts of international organizations in order to acquire real-time experience by analyzing and reacting to the data these companies collect.

In addition to the Google Analytics certification, students will obtain other certificates such as Google Ads Search certification, GDPR compliance certification, HubSpot Inbound marketing & Content Marketing certification, different Salesforce certifications, Hootsuite Social Marketing certification. Moreover, students will also be confronted with leading technologies in the digital marketing & CXM landscape such as Mention, Mailchimp, PrestaShop, Simbound, Python, IBM SPSS Statistics, Excel, to name a few.

■ **CORPORATE INVOLVEMENT IN THIS PROGRAM**

Companies are an integral part of the academic life of this specialized master. Throughout the program, students have the opportunity to meet and network with companies of all sizes on topics related to the master, through conferences, in-class interventions, challenges or tailored recruitment opportunities. Partnerships may vary and new opportunities may be proposed.

Examples of previous events organized\*:

- Company presentation: L'ORÉAL
- Conference “Digital Marketing : how can you build a powerful strategy?” - NARRATIVE 4 - PROCTER & GAMBLE - SMARKTIC
- Company presentation and Internship opportunities: LOUIS VUITTON

\*Non-exhaustive list



Priyanka,  
Graduate - India



*Before IÉSEG, I worked as a Creative Content Strategist in Mumbai. I chose IÉSEG for its Master in Digital Marketing & Customer Experience Management program and its international environment. Lille's cosmopolitan vibe and charm also appealed to me. I loved Lille's accessibility and friendly atmosphere. It's a melting pot of cultures, offering rich social interactions.*

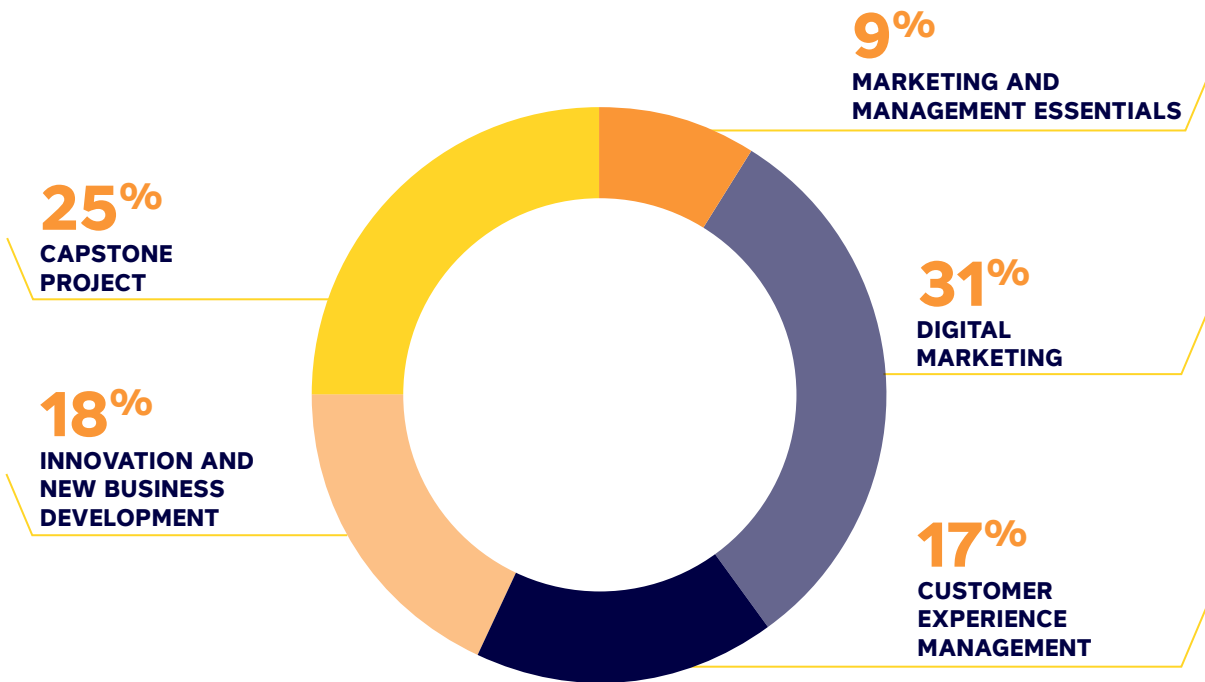
*The program stood out for its focus on digital marketing and CXM, crucial in today's market. Taught by industry professionals, it emphasized practical skills.*

*IÉSEG is an invaluable opportunity to grow academically and professionally. Embrace new experiences and utilize the robust network. The knowledge gained here still shapes my role as SEO and Content Marketing Lead at Harmonic, a leader in broadband and video streaming. Plus, I made lifelong friends at IÉSEG!*



# PROGRAM STRUCTURE

# MASTER IN DIGITAL MARKETING & CUSTOMER EXPERIENCE MANAGEMENT



## MARKETING AND MANAGEMENT ESSENTIALS

- 9%**
- > Brand Communications
  - > Business Ethics and Sustainability
  - > Innovative Project Management
  - > Marketing Research Methods with SPSS
  - > New Trends and New Information Technologies

## DIGITAL MARKETING

- 31%**
- > Clickstream and Web Analytics
  - > Consumer Behavior in a Digital World
  - > Data Marketing – Programmatic Advertising
  - > Data Protection for (Digital) Marketers
  - > Digital Marketing Strategy
  - > Direct and Email Marketing
  - > Innovation with Consumers
  - > Marketing Performance and ROI Optimisation
  - > Mobile Marketing
  - > Omni-Channel Strategy
  - > Online Reputation Management
  - > Search Engine Marketing
  - > Social Media Marketing
  - > Website Design and Development (UX, Coding)
  - > Web Store Development and Mobile Apps

## CUSTOMER EXPERIENCE MANAGEMENT

- 17%**
- > Customer Engagement
  - > Customer Intelligence 1: Descriptive Analytics
  - > Customer Intelligence 2: Predictive Analytics
  - > Customer Loyalty & Customer Success
  - > Customer Relationship & Sales
  - > Customer Service and Complaint Management
  - > CXM
  - > Data Analysis with Python
  - > Introduction to Customer Intelligence

## INNOVATION AND NEW BUSINESS DEVELOPMENT

- 18%**
- > 2 courses to be chosen from: Mastering AI for Strategic Business Success / Leading for Creativity and Design Thinking / Strategic People Management
  - > Career Program
  - > Entrepreneurship and New Business Development
  - > Language Courses

## CAPSTONE PROJECT

- 25%**
- > 4-to 6-month internship or work experience anywhere in the world. Alternatively, students can opt for a consulting project or a thesis

Alongside the courses, the program offers various workshops and corporate events to further develop students' personal and professional skills. These cover a range of topics, from conflict management in cross-cultural environments to intercultural communication.

# MASTER IN AI & DATA ANALYTICS FOR BUSINESS



## CLASS PROFILE

### ACADEMIC BACKGROUND

27%	IT & Data Sciences	14%	Engineering
27%	Business Administration	4%	Supply Chain & Logistics
24%	Finance & Economics	4%	International Business

### AGE RANGE

36%	< 23
23%	23-27
41%	27+



## CAREER OPPORTUNITIES\*

### ROLES

- > Business Intelligence Engineer
- > Data Analyst
- > Data Engineer
- > Data Scientist
- > Machine Learning Engineer
- > Data Manager
- > Data Solutions Owner

### POST-MASTER SALARY

> **€72,500** Average Annual Salary (bonus included)

## EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > ACCENTURE
- > AIR FRANCE - KLM
- > AMAZON
- > AUCHAN
- > BANCO POPULAR
- > DEEZER
- > DELOITTE
- > EY
- > VISA

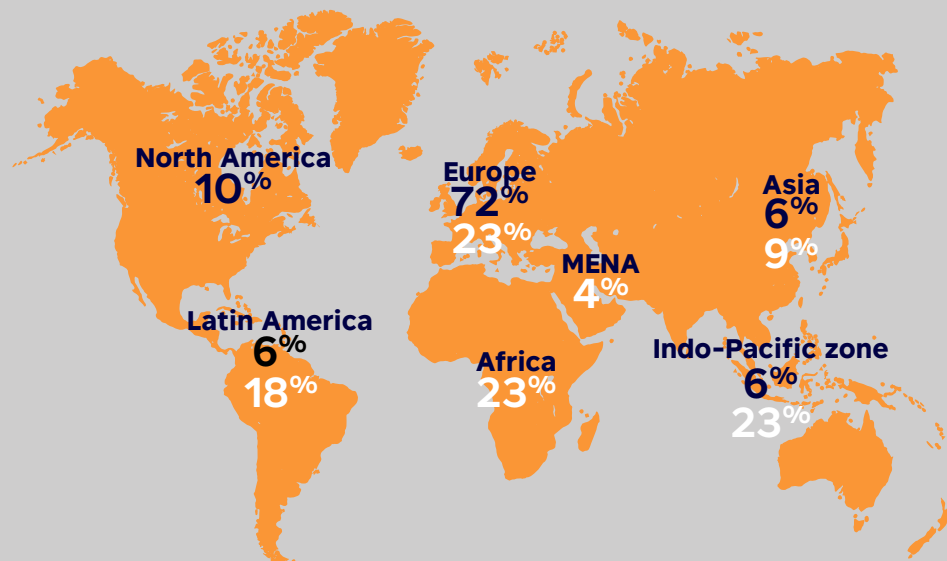
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### ORIGIN OF OUR CURRENT STUDENTS



### LOCATION OF OUR ALUMNI



\*2024 Survey led by the *Conférence des Grandes Écoles* with graduates from the 2021, 2022 and 2023 classes of the program which was cross-referenced with LinkedIn and the IÉSEG Network database

# MASTER IN AI & DATA ANALYTICS FOR BUSINESS

INNOVATE WITH ARTIFICIAL INTELLIGENCE, LEAD WITH ANALYTICS



## OBJECTIVES

**The Master in AI & Data Analytics for Business aims at training AI experts through data analytics.** Participants are exposed to the leading-edge fundamentals of AI and data-driven decision-making. They learn how to solve managerial problems by critically asking questions in the spirit of ‘What do we know?’ (data-driven) rather than ‘What do we think?’ (gut feeling), while solving them with the latest AI solutions. .

**QS Business Masters Ranking 2024:** IÉSEG is ranked 8<sup>th</sup> worldwide in Class & Faculty diversity for its Master in AI & Data Analytics for Business



## ADVANTAGES

- > All participants are offered an **online summer immersion program** included in their tuition fees, which them to sharpen their AI and data analytics skills over the summer preceding the start of the academic year.
- > Participants are exposed to **leading AI and data science methodologies and technologies.** This program offers a modern and state-of-the-art curriculum fully aligned with today’s industry requirements.
- > **Participants in this program will receive a personal laptop** included in their tuition fees. They will receive it at the beginning of the academic year with a full software setup, and they will keep it after the end of the program to support the start of their professional career.
- > Participants are exposed to industry-based learning through a **4-month hackathon with a real-life company.**
- > Flexibility to follow a 2- or 3-term academic program as the program offers a **fast track or regular track**, depending on the applicant’s academic background (see p.22).
- > Participants in this program **will be introduced to the Master in AI & Data Analytics for Business alumni network** through dedicated inspiration meetings with alumni and a large alumni-driven data science conference.



## IÉSEG CAMPUS

- > LILLE



## ADMISSION REQUIREMENTS

- > Minimum: Bachelor’s degree in Business Administration, Engineering, Computer Science, IT, Mathematics, Statistics or similar, with strong academic performance, from a recognized institution.



## EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

AIR FRANCE | SOPRA STERIA | DELOITTE | PWC

For more information: [www.ieseg.fr/en/master-ai-data-analytics](http://www.ieseg.fr/en/master-ai-data-analytics)



**“AI + ANALYTICS  
= BIG CAREER”**

**Prof. Dr. Kristof COUSSEMENT**  
Academic Director,  
Professor of Business Analytics

## ■ ZOOM ON... A KICK-START INTO YOUR PROFESSIONAL CAREER

The Master in AI & Data Analytics for Business offers participants a real-life consulting challenge during the second semester. This project aims to put the competences and skills acquired over the academic year into practice. In collaboration with a company, participants solve real business problems using the various technologies and methods that they have learned.

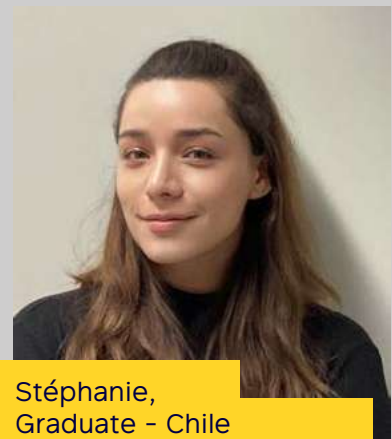
The project is organized in the form of a 4-month data science hackathon. Previous supporting companies are Microsoft, Graydon, Mealhero, Delaware Consulting, Oney, Cofidis, Crédit Agricole, Port of Antwerp-Bruges, The Royal Belgian Soccer Association, Enfocus, Mobly, Monabanq, Cinionic, Austrian National Bank, and many others.

## ■ RECOGNIZED PROFESSIONAL CERTIFICATIONS

To give its students a competitive edge in the professional market, this program not only prepares students to master data analysis and artificial intelligence to solve complex business challenges, but also offers the opportunity to earn recognized professional certifications in key areas.

Examples:

- Programming languages (Python, SQL)
- Visual analytics (Tableau)
- Cloud solutions (Microsoft Azure)
- Data science methods (Datacamp and Bluecourses)



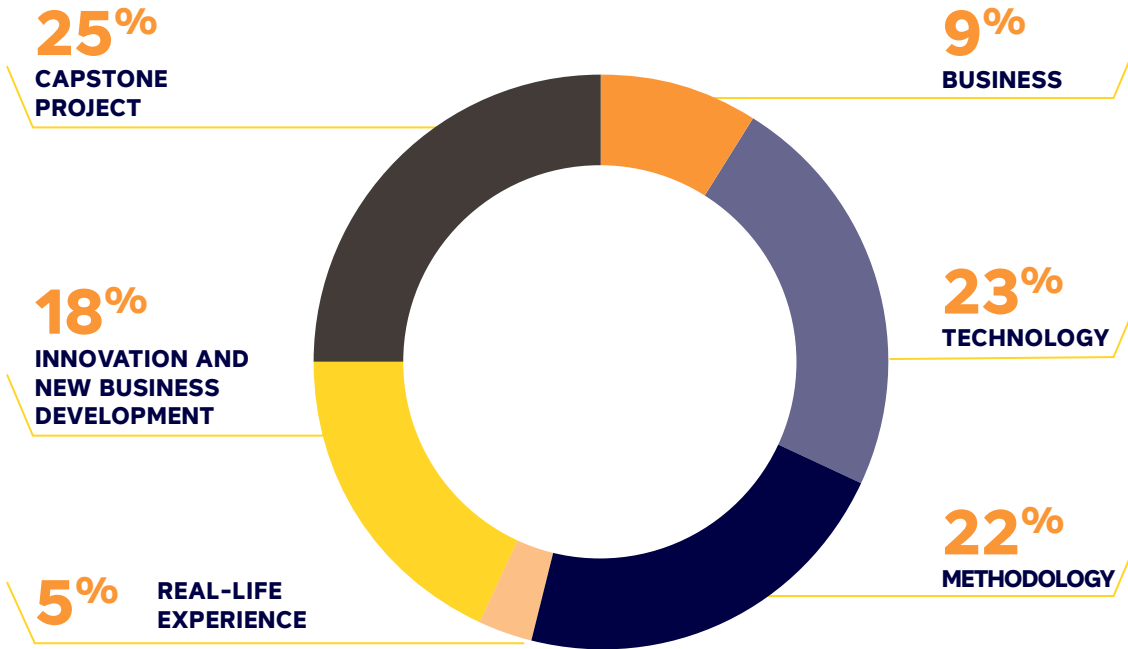
**Stéphanie,  
Graduate - Chile**

*Before joining IÉSEG, I obtained a Bachelor's degree in business and worked as a business analyst at a bank and in an e-commerce company. I chose to come to IÉSEG because of its strong reputation for academic excellence, and its international student body. Moreover, the Master in AI and Big Data Analytics for Business seemed well balanced for people who wanted to deepen their technical knowledge. The program also puts a strong focus on teamwork, which allows us to quickly learn how to collaborate with people from different cultures in order to achieve much better project results.*

*My studies at IÉSEG helped me discover my passion for data-driven solutions. Today, I am a Scientific Officer at the European Centre for Algorithmic Transparency (ECAT). I am part of the team ensuring Very Large Online Platforms (VLOPs) and Very Large Online Search Engines (VLOSEs) follow the provisions defined under the Digital Services Act (DSA). Ultimately, we aim to create a safer digital space in which the fundamental rights of all users of digital services are protected.*

*A very fond memory of my time at IÉSEG is winning the Hackathon with my team, at the end of the program. The Hackathon is carried out every year, so students are already aware of the challenge from the beginning, which creates a very fun and competitive atmosphere.*

# PROGRAM STRUCTURE



## BUSINESS

9%

- > AI & Data Strategy
- > Business Ethics & Managerial Behavior 1
- > Business Ethics & Managerial Behavior 2
- > Foundations of AI & Data Analytics
- > Industry Perspectives on AI & Data Analytics
- > Project Management

## TECHNOLOGY

23%

- > Advanced Spreadsheet Analysis
- > AI & Data Analytics Technologies
- > Big Data
- > Data Visualization
- > Python Programming for Data Science
- > SQL Essential for Business Reporting

## METHODOLOGY

22%

- > Descriptive and Predictive Analytics
- > Deep Learning
- > Foundations of Applied Optimization Models and Methods
- > Interpretable Data Science
- > Large-Scale Optimization Models and Methods
- > Natural Language Processing
- > Recommendation Tools
- > Social Network Analysis
- > Statistical and Machine Learning Algorithms
- > Time Series Forecasting

## REAL-LIFE EXPERIENCE

3%

- > AI & Data Analytics Hackathon

## INNOVATION AND NEW BUSINESS DEVELOPMENT

18%

- > 2 courses to be chosen from: Leading for Creativity and Design Thinking, Strategic People Management, Business Consultancy in a Digital Environment
- > Career Program
- > Entrepreneurship and New Business Development
- > Language Courses

## CAPSTONE PROJECT

25%

- > 4-to 6-month internship anywhere in the world or alternatively, participants can undertake a research mission in the Excellence Center for Marketing Analytics to write and defend a Master's thesis.

Alongside the courses, the program offers various workshops and corporate events to further develop students' personal and professional skills and to meet professionals of the AI & data analytics industry.

# MASTER IN BUSINESS ANALYSIS & CONSULTING



## CLASS PROFILE

### ACADEMIC BACKGROUND

32%	Commerce & International Business
23%	Business Administration & Management
23%	Engineering
13%	Finance & Economics
9%	IT

### AGE RANGE

23%	< 23
54%	23-27
23%	27+



## CAREER OPPORTUNITIES\*

### ROLES

- > Business Analyst
- > Analyst
- > Business Consultant
- > Consultant
- > CRM Analyst
- > Data Analyst
- > Pricing Data Analyst
- > Product Manager
- > Product Owner
- > Product Manager

### POST-MASTER SALARY

> **€49,910** Average Annual Salary (bonus included)

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > ACCENTURE
- > ALLIANZ
- > BARCLAYS
- > BOLLORE
- > CAPGEMINI
- > EY
- > HSBC
- > KPMG
- > NIKE
- > SANOFI
- > VINCI ENERGIES

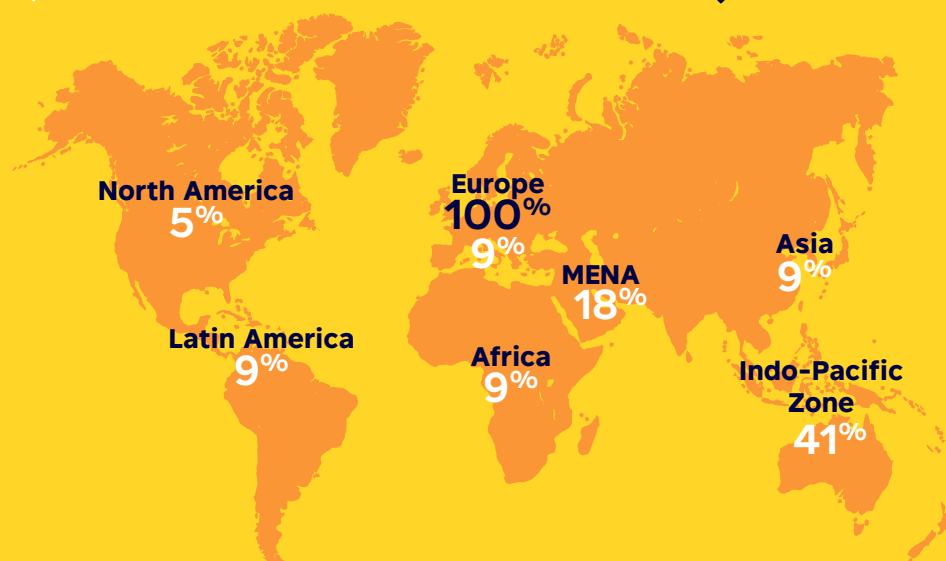
## THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



### ORIGIN OF OUR CURRENT STUDENTS



### LOCATION OF OUR ALUMNI



\*2024 Survey led by the *Conférence des Grandes Écoles* with graduates from the 2021, 2022 and 2023 classes of the program which was cross-referenced with LinkedIn and the IÉSEG Network database



# MASTER IN BUSINESS ANALYSIS & CONSULTING

## BUILD AND DEVELOP YOUR ANALYSIS SKILLS FOR CONSULTING



### OBJECTIVES

**The goal of the Master in Business Analysis & Consulting is to provide future managers and consultants with the managerial and communication skills required to become changemakers and drive sustainable performance for companies operating in a global environment.** Participants are trained to gain the necessary knowledge and competences to translate strategic plans into tangible outcomes. The program not only focuses on financial perspectives, but also allows participants to study company performance from many angles, such as Human Resources Management, IT, Operations Management, Risk Management, etc.



### ADVANTAGES

- > Exposure to the business world through seminars and conferences led by professional consultants
- > Analysis of key performance indicators from different yet complementary perspectives
- > Access to an international learning environment



### IÉSEG CAMPUS

- > PARIS-LA DÉFENSE



### ADMISSION REQUIREMENTS

- > Minimum: Bachelor's degree in Business-related fields or Engineering with strong academic performance



### EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

SOPRA STERIA | DXC TECHNOLOGY | VIATYS / GROUPE SQUARE | SAEGUS | KEPLER CONSULTING | ORESYS | WORLDLINE

For more information: [www.ieseg.fr/en/master-business-analysis/](http://www.ieseg.fr/en/master-business-analysis/)



*“A challenging program to prepare you for a future filled with challenging career opportunities.”*

**Dr. Caroline RIEU PLICHON**  
Academic Director,  
Professor of Human Resource  
and Change Management

■ **ZOOM ON...  
A DELIBERATE BLEND OF THEORY AND PRACTICE**

The Master in Business Analysis & Consulting is based on a mix of theory and practice, which is necessary to prepare students careers as consultants or business analysts. Professors teaching in this program have years of experience in consulting or related areas. Industry experts are also invited as guest speakers in some courses to demonstrate how theory can be put into practice. Additionally, the program offers a series of “Meet the Experts” seminars. These seminars can be course-specific, such as the seminar organized for the Business Process Modeling, or they can be program-specific. In the latter case, professionals assign students a real-life scenario that requires them to put into practice what they have learned in the different areas of the program. This offers a unique opportunity for students to benchmark their own recommendations against the options implemented by the professionals.

■ **CORPORATE INVOLVEMENT IN THIS PROGRAM**

Companies are an integral part of the academic experience in this specialized master. Throughout the program, students have the opportunity to meet and network with companies of all sizes on topics related to the master, thanks to conferences, in-class interventions, challenges or tailor-made recruitment. Partnerships may vary and new opportunities may be proposed. Examples of previous events organized as part of the MEET THE EXPERTS series\*:

- ▶ Company presentation: business talk and case study – SOPRA STERIA
- ▶ Company presentation: business talk and case studies on digital strategy in talent acquisition – DXC TECHNOLOGY
- ▶ Business game – VIATYS / GROUPE SQUARE
- ▶ Intervention in class - SAEGUS – KEPLER CONSULTING – ORESYS
- ▶ In-class intervention & interaction with students during real life exercise in corporate financial analysis – WORLDLINE

\*Non-exhaustive list



Laurène,  
Graduate - France

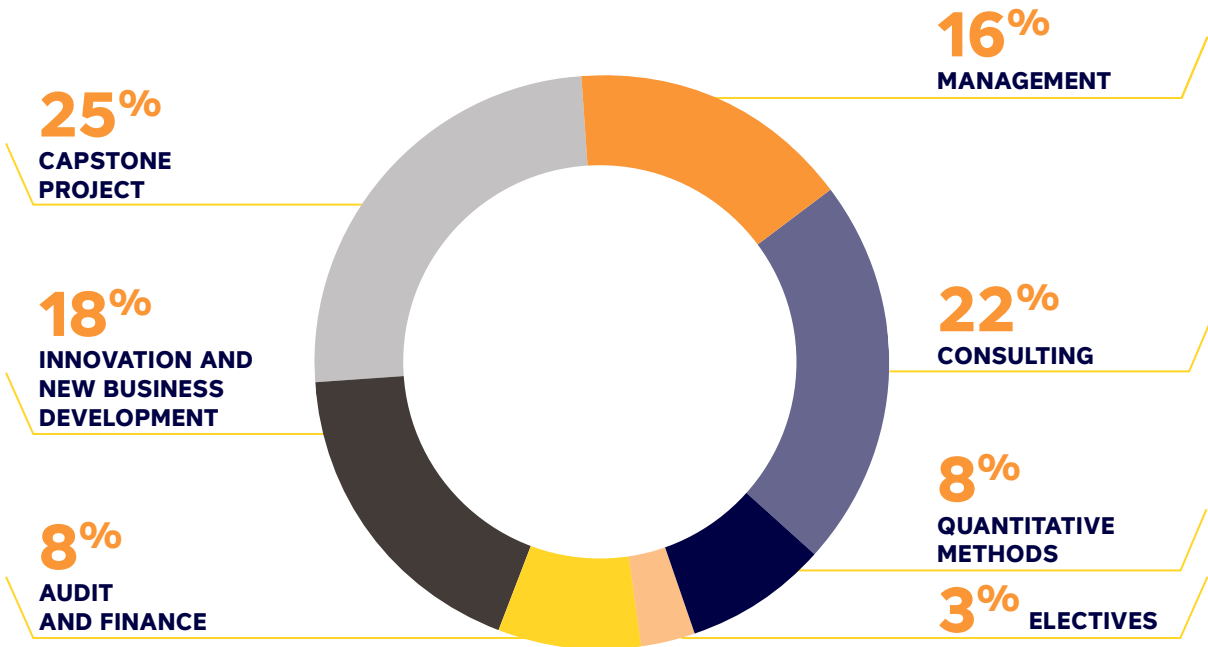
“

*Before joining the Master in Business Analysis & Consulting at IÉSEG, I worked for 4 years in the luxury hotel industry in Brussels. Then I decided to change career paths. I chose IÉSEG in particular for the content of its Master in Business Analysis & Consulting, which I felt was highly relevant, and for its reputation in France and internationally. I particularly appreciated the supervision we received during the course and the excellent quality of the course content taught by renowned professors. The mutual support between students was a great help to me.*

*Today, I'm a cybersecurity consultant at Wavestone Belgium, where I'm thriving and looking forward to progressing to a senior role. The Master in Business Analysis & Consulting provides essential knowledge for the current context and for the future, requiring a lot of hard work, but it's well worth it. It's been an unforgettable year for me!*

”

# PROGRAM STRUCTURE



## MANAGEMENT

16%

- > Business Games
- > Economics of Firm Strategy
- > Generating Business Value with IT
- > International Business Strategy
- > Managing People and Teams
- > Project Management
- > Supply Chain Management

## CONSULTING

22%

- > Business Ethics and CSR
- > Business Process Modelling
- > Change Management
- > Communication Skills
- > Consulting Tools Seminar
- > Data Analytics
- > Innovation for Management Consulting
- > Managing and Leading the Professional Service Firm

## QUANTITATIVE METHODS

8%

- > Benchmarking and Performance Analysis
- > Statistics for Consulting

## ELECTIVES

3%

- > Data Analysis with Python
- > Data Visualization
- > Excel VBA
- > Introduction to Financial Data Analysis and Firm Valuation
- > SAP for Business Process Management

## AUDIT AND FINANCE

8%

- > Financial Reporting and Analysis
- > Management Accounting
- > Management Control and Decision Making

## INNOVATION AND NEW BUSINESS DEVELOPMENT

18%

- > 2 courses to be chosen from: Leading for Creativity and Design Thinking, Strategic People Management, Business Consultancy in a Digital Environment
- > Career Program
- > Entrepreneurship and New Business Development
- > Language Courses

## CAPSTONE PROJECT

25%

- > 4- to 6-month internship or work experience anywhere in the world. Alternatively, students can opt for a consulting project or a thesis

Alongside the courses, the program offers various workshops and corporate events to further develop students' personal and professional skills. These cover a range of topics, from conflict management in cross-cultural environments to intercultural communication.



## CONTEXT AND MARKET

**\$4.34 million**

**AVERAGE COST OF A DATA BREACH FOR AN ORGANIZATION 2022**

*Source: IBM Security Cost of a Data Breach Report 2022*

**\$2.1 trillion**

**CYBERSECURITY GLOBAL COST TO THE ECONOMY IN 2019**

*Source: Juniper Research*

**10.5 trillion**

**EXPECTED GLOBAL COST BY 2025**

*Source: Cybersecurity Ventures*

**3,432,476**

**2022 GLOBAL CYBERSECURITY WORKFORCE GAP**

*Source: Source: (ISC)<sup>2</sup> Cybersecurity Workforce Study 2021*

Since 2021, a ransomware attack has occurred every 11 seconds. Increased cloud adoption and the advent of 5G networks create significantly increased vulnerability. New technologies such as the Internet of Things (IOT) are creating new targets as more devices are connected. Additionally, work-from-home policies have resulted in greater exposure to risk as employees have shifted to working on personal devices on home networks that are often shared with family members. Meanwhile, hackers are using artificial intelligence and machine learning to trigger automated attacks.

As cyber threats increase, organizations need business-oriented specialists with cybersecurity knowledge. Cyber risk goes beyond IT to incorporate legal issues, financial risk modeling, organizational behavior, and executive leadership. Cyber risk management combines the technical aspects of threats, vulnerabilities, and exploits with the business aspects of setting board-level objectives, implementing enterprise risk management strategies, and demonstrating strong organizational leadership.



## CLASS PROFILE

Technical skills are not the most important skills sought in today's market. In fact, employers indicate that skills such as problem solving (38%) and communication (32%) are as important as cybersecurity certifications (32%) and relevant cybersecurity experience (31%). This is due to the evolving nature of security roles, which are no longer solely technical. They also involve analysis, oversight, management, and governance – the types of skills that students develop in business schools. In fact, many cybersecurity roles don't require a strong technical background. Candidates do not need to have technical skills as this program will provide students with the foundational technology competences needed to build their knowledge of cybersecurity. Candidates may just have an academic background in fields like:

- > General Business
- > Auditing
- > Risk Management
- > Regulatory Compliance
- > Human Resources/Human Capital Management
- > Law
- > Criminal Justice/Law Enforcement

In addition, Cybersecurity today is now a field with great diversity. Women represent 32% of cybersecurity specialists under the age of 30 and 49% are ethnic minorities. Half of all cybersecurity professionals under 30 come from non-IT backgrounds.



## CAREER OPPORTUNITIES\*

### ROLES

- > Cyber Incident Responder
- > Threat Analyst
- > Cyber Forensics Expert
- > Information Assurance Analyst
- > Cybercrime Investigator
- > Cyber Legal Advisor
- > IT Auditor
- > Cyber Ops Manager
- > Cybersecurity Specialist

# MASTER IN CYBERSECURITY MANAGEMENT

**PROTECT YOUR ORGANIZATION BY BECOMING A LEADER IN  
THE EXCITING WORLD OF CYBERSECURITY**



## OBJECTIVES

**The Master in Cybersecurity Management is designed for participants who wish to master the technical and business knowledge, as well as the skills to manage organizational cyber risk. Interactive lessons by academic and industry experts provide fundamental technical knowledge in addition to managerial and leadership skills. Program participants will have the opportunity to earn two industry-recognized certifications to demonstrate their expertise.**

The Master in Cybersecurity Management offers both the non-technical business manager and the technical cybersecurity or IT manager the foundational knowledge to identify and manage organizational cybersecurity risk. This master delivers up-to-date knowledge for organizational leaders to excel in the governance and management of their IT risk, security, and compliance responsibilities.

The program views cybersecurity as a challenge that spans across an entire enterprise, affecting technical, organizational, and governance aspects. Our interdisciplinary program ensures that participants gain the essential technical knowledge to be fully operational.



## ADVANTAGES

- > **No need to have a technology background to enroll.** Students will learn the foundational technical skills to understand the nature of cyber threats and how to defend against them.
- > **Develop the knowledge, skills and abilities (KSAs) to embark on a technical, analytics, or managerial focused career in cybersecurity.** Regardless of your background and interests, this program will prepare you to steer your career in the direction you want.
- > **Earn industry-recognized certifications to set you apart from the crowd.** Each participant will have the opportunity to earn two CompTIA certifications as part of the program.



## IÉSEG CAMPUS

- > LILLE



## ADMISSION REQUIREMENTS

- > Minimum: Bachelor's Degree in any field from a recognized institution with strong academic performance.

## EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

CISCO

For more information: [www.ieseg.fr/en/master-cybersecurity-management/](http://www.ieseg.fr/en/master-cybersecurity-management/)



*“Combining foundational technology skills with risk assessment, legal, and management knowledge, this program prepares participants to protect their organizations from the myriad of risks that exist today and to anticipate the risks of tomorrow.”*

Dr. Jennifer L. ZIEGELMAYER  
Academic Director,  
Associate Professor of  
Information Systems

■ **ZOOM ON...**  
**SECURITY PRACTITIONERS COLLOQUIUM**

Cybersecurity is a vast and fast-paced field. To ensure that participants are exposed to the bleeding-edge issues facing practitioners, the program incorporates a Security Practitioners Colloquium.

During each session, we invite a cybersecurity practitioner to address specific topics, such as industry-specific challenges, emerging risks, and technological innovations that are shaping the industry. These sessions allow participants to connect the knowledge learned in class with the reality of the cybersecurity landscape. It is also a great opportunity for them to interact with professionals in the field and get their invaluable insights. Additionally, students attend the FIC (International Cybersecurity Forum), where they can participate in workshops, meet vendors, and network with potential employers.

■ **PARTNERSHIP**

**Courses will include training material created by CISCO, a global leader in networking, through our partnership with the CISCO Networking Academy.**

**Additionally, the curriculum will prepare students to earn industry-recognized certifications through our partnership with CompTIA, the leading vendor-neutral IT certifying body.** All participants will take the CompTIA Security+ exam and may take a second exam based on their preferred area of focus.

Certifications have great value in the job market and are prerequisite for some positions. IÉSEG students will gain a competitive edge by earning these industry-recognized professional certifications.



Seif,  
Grande École Program  
Graduate - France

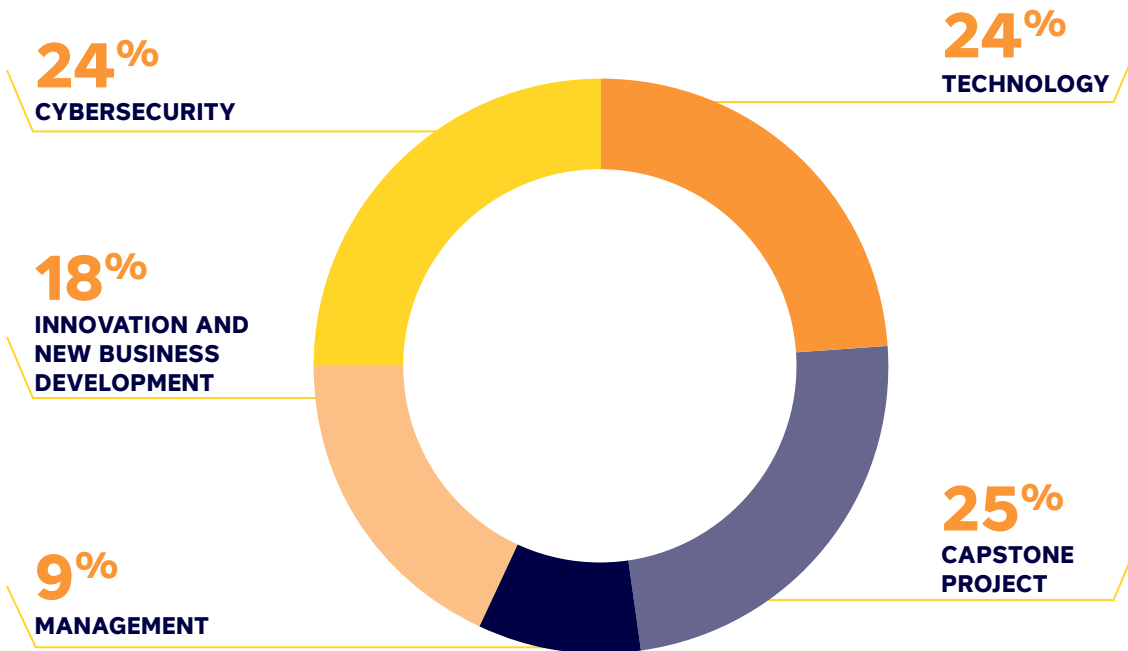


*I work in the cybersecurity field as an operational technology consultant in the industrial sector. Part of my job is accompanying said companies and providing them with the necessary and relevant security expertise. This includes technology integration, risk management, cybersecurity strategy, project governance, compliance with governmental regulations, etc. The list is non exhaustive because cybersecurity has become intertwined with our daily lives. Society is becoming increasingly digital by the minute and that has created a data and information driven world impacting almost all areas of it.*

*My job gives me the opportunity to be part of such change and has so far been filled with exciting challenges. I am learning every day and building on the wonderful experience I had at IÉSEG. The city is a mirror of the campus: vibrant, youthful, and friendly. It is a stunningly unique experience and one that I could not recommend enough.*



# PROGRAM STRUCTURE



## TECHNOLOGY

24%

- > Data Management Foundations
- > IT Infrastructure Foundations
- > Linux Foundations
- > Network Foundations
- > Programming Foundations

## CYBERSECURITY

24%

- > Current Issues in Cybersecurity
- > Cybersecurity Foundations
- > Governance & Compliance
- > Incident Response and Digital Forensics
- > Pen Testing
- > Risk Management
- > Security and Technical Controls
- > Security Practitioners Colloquium

## MANAGEMENT

9%

- > Cyber Law
- > Decision Analysis under Uncertainty
- > Positive Leadership

## INNOVATION AND NEW BUSINESS DEVELOPMENT

18%

- > 2 courses to be chosen from: Leading for Creativity and Design Thinking, Strategic People Management, Business Consultancy in a Digital Environment
- > Career Program
- > Entrepreneurship and New Business Development
- > Language Courses

## CAPSTONE PROJECT

25%

- > 4-to 6-month internship or work experience anywhere in the world. Alternatively, students can opt for a consulting project or a thesis

Alongside the courses, the program offers various workshops and corporate events to further develop students' personal and professional skills and to meet professionals of the Cybersecurity industry.

# MASTER IN MANAGEMENT FOR SUSTAINABILITY



## CLASS PROFILE

### ACADEMIC BACKGROUND

<b>33%</b>	Business Administration	<b>17%</b>	International Business & Relations
<b>25%</b>	Finance & Economics	<b>8%</b>	Engineering
<b>17%</b>	Sustainability		

### AGE RANGE

<b>50%</b>	<b>&lt; 23</b>
<b>17%</b>	<b>23-27</b>
<b>33%</b>	<b>27+</b>



## CAREER OPPORTUNITIES

This program is a good fit for you if you are interested in working with:

**Mainstream industries (e.g. banks, energy companies, consumer goods, strategy consulting) in a variety of roles:**

- > Management to advise and guide strategic decision making in a world where the need for sustainability continually imposes new and evolving challenges and opportunities to companies.
- > Human Resources to advance diversity, equality and inclusion in the workforce.
- > Finance and Accounting: to capture carbon tax or pricing of environmental risks.
- > Product Development to identify new, more sustainable materials, alternative packaging, or re-design to address under-served markets or alter existing markets.
- > Operations to improve sustainability characteristics throughout supply chains and production cycle.
- > Marketing: to promote products and services with more sustainable attributes and trigger market demands for more sustainable offerings.

**Specialized firms focused on sustainability (auditing firms, asset management, investment strategy, sustainability consulting) along the following lines:**

- > Certification, verification, and compliance around ESG (Environmental, Social, and Governance) data continues to be an important part of company practice as stakeholders seek wider and deeper validation of companies' supply chains and their product origins;
- > Sustainability, Green, or Impact investing has expanded significantly over the past five years to include strategies based on sustainability criteria.
- > Business model innovation, which involves rethinking and redesigning business models to tackle sustainability challenges.

**Civil society or non-governmental organizations in different positions:**

- > As professionals who can combine a solid business background with passion for environmental stewardship and social justice.
- > As project managers who are able to connect partners from different backgrounds in cross-sectoral collaborations.

## THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



### ORIGIN OF OUR CURRENT STUDENTS





# MASTER IN MANAGEMENT FOR SUSTAINABILITY

**LEAD THE CHANGE TOWARDS A SUSTAINABLE FUTURE!**



## OBJECTIVES

**The Master in Management for Sustainability has been designed for problem-solvers and purpose-driven people who want to implement solutions addressing the world's toughest sustainability challenges.**

Managing the full range of sustainability risks and challenges is top of mind for business leaders. This means incorporating sustainability both in long-term strategic planning and in making day-to-day decisions that, for example, ensure water quality, tackle climate change, advance green supply chains, engage with stakeholders, and validate social compliance for fair labor practices. The Master in Management for Sustainability equips students with the fundamental science, technology and policy know-how to meet today's sustainability challenges, combined with a strong command of management and strategy tools.



## ADVANTAGES

- > Acquire the basic science and technology awareness around issues like climate change, systems thinking, ecosystems or water management, and how this affects business decisions.
- > Roll up your sleeves and work with the practical and tactical tools that managers use every day to help them solve the world's and firms' thorniest sustainability problems. Some of the topics covered in the program: business models around circular economy, reporting and accountability requirements that capture performance metrics, 'green impact' investing strategies, and more.



## IÉSEG CAMPUS

- > LILLE



## ADMISSION REQUIREMENTS

- > Minimum: Bachelor's Degree in any field (prior knowledge in business is expected) from a recognized institution.



## EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

IDKIDS | UNIQLO | COVADIS | JCDECAUX

For more information: [www.ieseg.fr/en/master-sustainability/](http://www.ieseg.fr/en/master-sustainability/)



*“This program offers a unique blend of courses, designed to become a changemaker addressing pressing sustainability challenges. Combining fundamental insights from sustainability science and policy with relevant know-how for meeting today’s and tomorrow’s business sustainability challenges, this program is set to prepare you to lead the change towards sustainability.”*

Dr. Frank DE BAKKER  
Academic Director,  
Professor of Business & Society

## ■ PARTNERSHIPS

To help IÉSEG students in the Master in Management for Sustainability become fluent and competent in a sustainable business workplace, they will qualify for the GRI Professional Certification Program.

Successfully completing this program results in a recognized qualification for sustainability professionals: the ‘GRI Certified Sustainability Professional’ qualification. Such qualification of the leading Global Reporting Initiative has great value in the job market and is a key differentiator among job applicants. IÉSEG students will thus gain a competitive edge by showing their expertise and by earning a trusted recognition in sustainability reporting through this professional certification.

In addition, through our collaboration with B Lab France, students will have the opportunity to qualify for certification as a ‘B Leader’ — a sustainability professional who has been trained to guide businesses through B Corp certification. Another additional qualification students can obtain through this program.

## ■ ZOOM ON... SUSTAINABILITY AT IÉSEG

Educating innovative and responsible managers who are capable of initiating and managing change for a better society is at the heart of IÉSEG’s history. Since 2013, IÉSEG has included courses on sustainability and business ethics through its different programs and developed strong partnerships with companies and organizations working on sustainability, thus providing outstanding learning opportunities to its students.

At IÉSEG, sustainability goes beyond the classroom and all the community is committed to including sustainability and the UN Sustainable Development Goals in all of the School’s activities: in research, student life, and on campus. As a result of this commitment, IÉSEG is among the 38 UN PRME (United Nations Principles for Responsible Management Education) Champion Schools and ranked as a Top 30 School in sustainability by the Positive Impact Rating. It is also a member of the UN Global Compact, Campus Responsables, the B-Academy and a partner of the Global Reporting Initiative (GRI).

More information: [www.ieseg.fr/sustainability-at-ieseg/](http://www.ieseg.fr/sustainability-at-ieseg/)



Jonathan,  
Graduate, Australia

*The Master in Management for Sustainability is a great step towards a career in corporate sustainability. In fact, it played a crucial role in landing my position in corporate sustainability after my Master’s degree.*

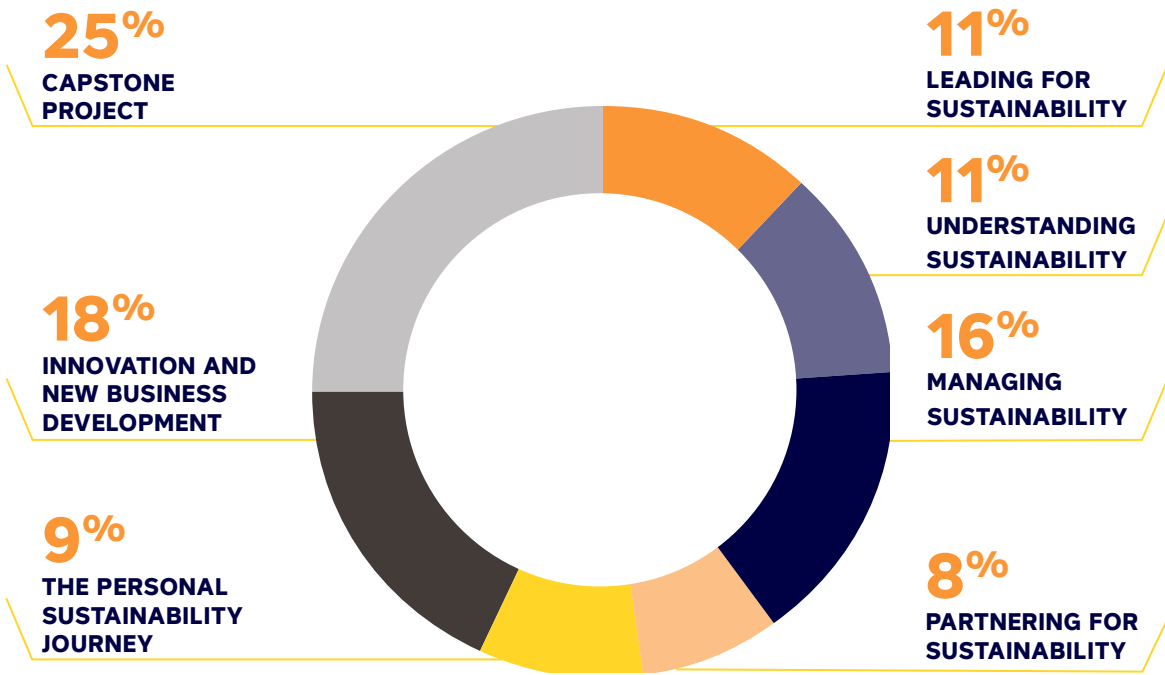
*The program offers a great range of core business functions with a sustainability lens, while also giving you strong fundamentals in both the technical and social science fields which are key.*

*It is delivered by excellent professors who are very engaged and really care about your learning experience.*

*I think it is a great fit for students who have a scientific or social sciences background and want to add on business knowledge, or for someone to bolster basic business knowledge with specialization in sustainability fields.*

# PROGRAM STRUCTURE

# MASTER IN MANAGEMENT FOR SUSTAINABILITY



## LEADING FOR SUSTAINABILITY

11%

- > Business Models for the Circular Economy
- > Business, Social Sustainability & Human Rights
- > Leading and Governing a Sustainable Business
- > Political Economy of Sustainability
- > Systems Thinking and Large System Change
- > Sustainability and Ethics

- > Social Entrepreneurship and Intrapreneurship
- > Sustainable Cities

## THE PERSONAL SUSTAINABILITY JOURNEY

9%

- > Bootcamp Becoming a Chief Sustainability Officer
- > Bootcamp Design, Creativity and Sustainability
- > Bootcamp Sustainability and Technology
- > Company Visits
- > Consulting Skills
- > MMS Scenario Week

## UNDERSTANDING SUSTAINABILITY

11%

- > Climate Change: Science and Policy
- > Decision-Making under Risk and Uncertainty
- > Development Economics
- > Ecosystems in the Anthropocene
- > Environmental Problems and Human Behavior

## INNOVATION AND NEW BUSINESS DEVELOPMENT

18%

- > 2 courses to be chosen from: Leading for Creativity and Design Thinking, Strategic People Management, Business Consultancy in a Digital Environment
- > Career Program
- > Entrepreneurship and New Business Development
- > Language Courses

## MANAGING SUSTAINABILITY

16%

- > Auditing, Managing and Reporting for ESG
- > Diversity, Equality and Inclusion
- > Environmental Management
- > Impact Investment and Sustainable Finance
- > Information Systems for Sustainability
- > Marketing & Communication for Sustainability
- > Responsible Supply Chains
- > The Big Three: Water, Waste and Energy

## CAPSTONE PROJECT

25%

- > 4-to 6-month internship or work experience anywhere in the world. Alternatively, students can opt for a consulting project or a thesis

## PARTNERING FOR SUSTAINABILITY

8%

- > Activism: Strategy and Tactics
- > Institutions, Partnerships and Grand Challenges
- > Law and Governance for Sustainability

Alongside the courses, the program offers various workshops and corporate events to further develop students' personal and professional skills. These cover a range of topics, from conflict management in cross-cultural environments to intercultural communication.



## CLASS PROFILE

### ACADEMIC BACKGROUND

30%	Communication
20%	Economics
20%	Social Sciences
10%	Management
10%	Information Technology
10%	Hospitality

### AGE RANGE

30%	< 23
30%	23-27
40%	27+



## CAREER OPPORTUNITIES

### ROLES

- > Consultant
- > Engineer
- > Account Manager
- > Key Account Manager
- > Web Developer

### POST-MASTER SALARY

- > **€67,987** Average Annual Salary (bonus included)

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > EY
- > PWC
- > VLAAMS ENERGIEBEDRIJF
- > DORG

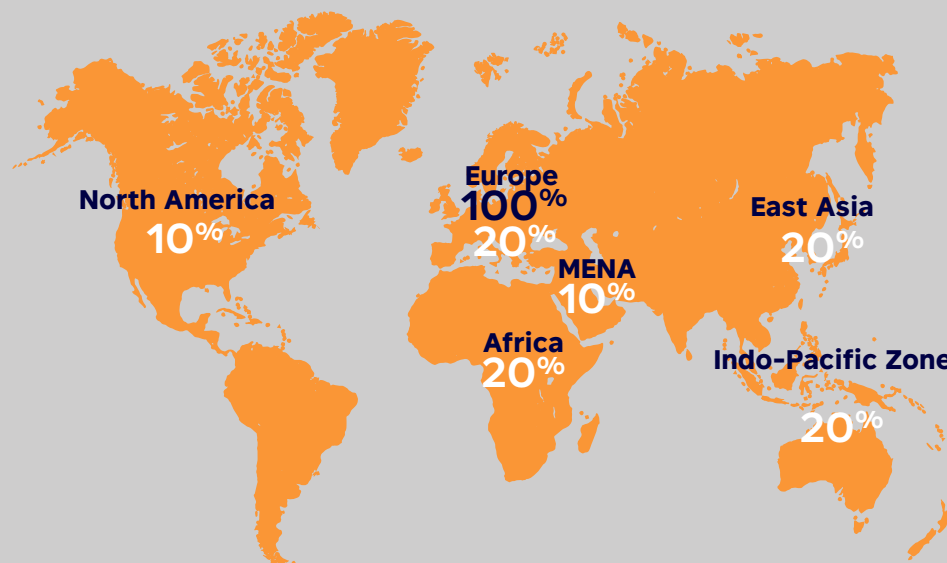
## THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



### ORIGIN OF OUR CURRENT STUDENTS



### LOCATION OF OUR ALUMNI



\*2024 Survey led by the *Conférence des Grandes Écoles* with graduates from the 2021, 2022 and 2023 classes of the program which was cross-referenced with LinkedIn and the IÉSEG Network database

# MASTER IN IMPACT ENTREPRENEURSHIP

## EMPOWERING ENTREPRENEURS: GLOBAL EXPOSURE, LOCAL IMPACT



### OBJECTIVES

**The Master in Impact Entrepreneurship is an intensive four-term program designed for aspiring entrepreneurial leaders who seek to integrate financial objectives with ethical and social value creation.**

The program deepens students' understanding of entrepreneurial mindsets and stresses the development of sustainable business models that boost environmental performance. Participants engage in action-based learning, immersing themselves in a world-class entrepreneurial ecosystem while tackling the global challenges of the 21<sup>st</sup> century.



### ADVANTAGES

- > **Experiential Learning:** Practice entrepreneurship to learn it.
- > **Thought Leadership:** Benefit from a curriculum shaped by the insights and expertise of leading academic and industry experts.
- > **Parisian Ecosystem:** Gain immersive experience in the vibrant entrepreneurial community of Paris.
- > **Global Exposure:** Collaborate with international partners, expanding your understanding and network across global markets.



### CAMPUS

- > Paris-La Défense



### ADMISSION REQUIREMENTS

- > Minimum: Bachelor's degree in any field from a recognized university with strong academic performance.

For more information: [www.ieseg.fr/en/master-entrepreneurship/](http://www.ieseg.fr/en/master-entrepreneurship/)



*“A unique program immersed in an enriching multicultural educational experience, allowing students to develop the critical skills to drive change in existing companies or to develop their own startup.”*

Dr. Tiago RATINHO  
Professor of Entrepreneurship & Innovation

■ **ZOOM ON...  
THE IÉSEG INCUBATOR**

**IÉSEG’s incubator is the to-go place for students and alumni who want to start a business.** The incubator assists entrepreneurs with business ideas who wish to test the validity of their value proposition. Additionally, there is a 12-month program for those who already have an operating company, as well as an option for those who wish to scale up their venture.

Since the beginning of its operation, IÉSEG’s incubator has supported 92 startups, which collectively raised over 3.5 M.EUR and created 13 jobs.

The Incubator is a talent pool full of energy, created for and by its members. Being part of it means being part of an exciting collaborative adventure.

■ **PARTNERSHIP WITH EAE BUSINESS SCHOOL**

**As part of the program, students will travel to Madrid, Spain to participate in bootcamps in collaboration with EAE Business School. Designed and taught by faculty of both schools, cross-school teams will work on impact entrepreneurship ideas that respond to needs of both ecosystems.**

At the end of the course, a team will be chosen to represent the schools in the prestigious Babson Collaborative Global Student Challenge. This Challenge involves a feasibility analysis of a new business concept that addresses the UN Sustainable Development Goals. The Challenge is completed in two phases: a local university-based competition, followed by a global competition among the top ranked team(s) from each institution.



Alexis,  
Graduate - Greece-Peru



*Before IÉSEG, I earned a degree in Business Administration and worked as a Market Planner Manager for P&G in Peru. I drove supply chain innovations across Latin America while sharpening my strategic skills. I chose IÉSEG’s degree in Impact Entrepreneurship because it matched my career goals. The opportunity to learn from top professors and collaborate with an international cohort was appealing, but it was the hands-on approach, with real-world projects and startup experience, that sealed the deal.*

*Now, as a Senior Key Account Manager at Amazon, I help partners in the video game sector succeed. My IÉSEG training gave me the strategic mindset and partner management skills that are crucial for my role. My best memory? Brainstorming a startup idea with my team, full of creativity and energy!*



# PROGRAM STRUCTURE

# MASTER IN IMPACT ENTREPRENEURSHIP



## IGNITING ENTREPRENEURS

23%

- > Fundamentals of Entrepreneurship
- > Entrepreneurial Marketing
- > Design Thinking
- > Introduction to Impact Entrepreneurship
- > Emerging Technologies
- > Entrepreneurship funding
- > Hackathon

## EXPANDING HORIZONS

22%

- > European Innovation Academy (in Porto)
- > Mastering AI for Strategic Business Success
- > Strategic People Management
- > Entrepreneurial placement
- > Innovation Sprint

## TESTING IDEAS

22%

- > Launching a business
- > Entrepreneurial pitching & selling
- > Creative business modeling
- > Leadership in entrepreneurship
- > Advanced business law
- > IP & Openness
- > Impact Venture Creation (with EAE)

## SUPPORT

8%

- > Career Program
- > Language Courses

## CAPSTONE PROJECT

25%

- > 4-to 6-month internship or work experience anywhere in the world. Alternatively, students can opt for a consulting project or a thesis

Alongside the coursework, the program includes various workshops and corporate events to further develop students' personal and professional skills. These cover a range of topics, from conflict management in cross-cultural environments to intercultural communication.

Please note that the Master in Impact Entrepreneurship is composed of 4 terms and that the Fast Track is not available for this program.



## ADMISSION PROCESS

Admission is based on the candidate's online application, submitted via the platform [candidate.ieseg.fr](https://candidate.ieseg.fr). The application and required documents are reviewed by an Admission Committee composed of IÉSEG Academic Directors and Ministry representatives.

### ■ APPLICATION PROCESS

- > 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

**There are specific requirements for each program. For more information, please refer to the individual program pages.**

#### Application Deadlines

##### January 2025 intake (Master in International Business in Lille only):

- > 4 application rounds. For more information about the calendar, please check the IÉSEG website

##### September 2025 intake

- > 9 application rounds. For more information about the calendar, please check the IÉSEG website





## TUITION FEES AND SCHOLARSHIPS

IÉSEG offers a large number of scholarships in the form of tuition fee waivers that can be combined up to 50% for students who meet the various criteria.

No separate application is needed. Decisions will be made by the Admission Jury and released along with the admission decision.

### ■ TUITION FEES (2025-2026)

- > €21,200 for all Specialized Master programs except for the Master in AI & Data Analytics for Business, the Master in Fashion Management and the Master in Impact Entrepreneurship for which the tuition fees are €22,700 (covering the provision of a personal laptop with a full software roll-out and the organization of a dedicated hackathon for the Master in AI & Data Analytics for Business, the company visits and the Marangoni partnership (learning trip not included) for the Master in Fashion Management, and the participation in bootcamps in collaboration with EAE Business School in Madrid, Spain and the European Innovation Academy in Porto, Portugal for the Master in Impact Entrepreneurship).
- > Please note that a reduction of €3,000 is possible for students who are eligible to the fast track. The Fast Track is not available for the Master in Impact Entrepreneurship.

Tuition fees are subject to change.

### ■ 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 (or before November 1<sup>st</sup>, 2024, for the Master in International Business, January intake).

#### 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.

# MEET WITH US!

## ■ OPEN DAYS ON LILLE AND PARIS CAMPUSES

Meet IÉSEG faculty and students to discuss your plans.

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

More information at: [www.ieseg.fr/en/discover-ieseg/meet-with-us](http://www.ieseg.fr/en/discover-ieseg/meet-with-us)

## ■ EDUCATIONAL FAIRS AND OTHER EVENTS

Discover the list of educational fairs and other events where IÉSEG will be present, in person or virtually:

[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.

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

## SOCIAL MEDIA



IÉSEG School of Management /  
Study at IÉSEG



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