

Master of Science Programs





SUMMARY

"Believe in yourself and all that you are! If you hear a voice within you say 'you are powerless to improve society,' then by all means come to IÉSEG, that voice will be silenced and you will be empowered."

Dr. Jonas DEBRULLE
Director of Postgraduate Programs

IÉSEG is member of:



IÉSEG KEY FIGURES



International accreditations
EQUIS
AACSB
AMBA



in the 2018 FT global ranking
of the top 100
Masters in Management
programs



in terms of French Business
Schools in the 2018 Financial
Times global ranking of Masters
in Management



5,500
Students
2,400
International students



285
Partner universities
in **69** countries



100%
of permanent faculty members
have a PhD/Doctorate



2,500
Partner companies



8,000
Graduates



130
Student clubs

► "EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY", MISSION AND VALUES

IÉSEG 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.

OUR VALUES

ACCOMPLISHMENT

IÉSEG's educational mission aims to provide students with the opportunity to go the 'extra mile' and achieve great things.

RESPONSIBILITY

This is a crucial value when educating responsible managers who will run organizations in a complex and global environment, while paying particular attention to issues such as corporate social responsibility, sustainable development, ethics and transparency.

INTEGRITY

We expect both students and staff to act ethically in all their personal and professional activities.

SOLIDARITY

No one can perform and fulfill their potential alone. Solidarity (and teamwork) is an increasingly important value, both in the work place and in daily life, and is at the core of the School's mission/activities.

ENGAGEMENT

The IÉSEG community is fully and collectively committed to achieving the School's ambitious mission.

► IÉSEG TEACHING AND LEARNING STRATEGY

IÉSEG's teaching and learning strategy is designed to enable faculty members, administrative staff, students, graduates and partner companies to work together.

CORNERSTONE 1

ACTIVE LEARNING

Objective: to foster student engagement and involvement in their learning through individual and group activities (e.g. flipped classrooms, co-construction of courses with students).

CORNERSTONE 2

A 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 (e.g. TALENT Program).

CORNERSTONE 3

INTERDISCIPLINARY LEARNING

Objective: to enable students to connect and give meaning to the knowledge acquired during courses through multiple internships, non-profit projects and group projects. Students also take cross-curricular courses and study material that helps them develop useful skills in a variety of fields.

CORNERSTONE 4

LEARNING FOCUSED ON SKILLS ACQUISITION

Objective: to continually increase the focus of learning to align it with business issues as closely as possible. Each program is reviewed by a panel of professionals working in the concerned fields to ensure the relevance of the content to companies' expectations.



- 6 buildings – **22,500 m²** – (240,000 sq ft)
- **3,000** students
- Classrooms/Computer rooms/Trading rooms
- Member of the Université Catholique de Lille, at the heart of a neighbourhood with **30,000** students
- Library (IÉSEG, university and online)

OPEN
CAMPUS
24/7

PROFILE

- Region: Hauts-de-France
- Population in the Lille area: 1.2 million including 114,000 students
- Lille: France's third-largest student city
- Location: 35 minutes from Brussels, 60 minutes from Paris, 80 minutes from London

▶ PARIS-LA DÉFENSE CAMPUS



- **3 buildings – 15,500 m² – (167,000 sq ft)**
- At the heart of Europe's largest business district
- **2,500** students
- Classrooms/Computer rooms/Trading rooms
- Library (IÉSEG and online)

PROFILE

- Region: Île-de-France
- Population: 10.7 million, including 655,000 students
- Paris: France's largest student city
- Location: 60 minutes from Lille,
90 minutes from Brussels, 140 minutes from London

CAREER SERVICES



At IÉSEG, we believe that a successful student is one who flourishes. The IÉSEG Career Services team strives to help everyone find their way both personally and professionally.

TALENT program

The TALENT program refers to the whole support system for the construction of the professional project of IÉSEG students. It comes in many forms and evolves continuously.

First, TALENT allows students to question their professional orientation and identify their target market. During workshops with Career Coaches, students will determine, via specific tools and tests, their personal and professional motivations and values.

The TALENT program continues to build on the student's personal and professional reflection to allow them to have the necessary tools to effectively enter the professional world. Workshops are led by certified Career Coaches, HR and recruitment professionals.

They include various topics such as:

- Improving your resume;
- How to communicate successful stories;
- Personality and motivation tests;
- Building your pitch;
- How to network;
- Skills assessments, etc.

Mock interviews

The Career Center also organizes mock interviews in English and French with partner companies several times per semester.

These 'Mock Interviews' are 30-minute one-to-one sessions between the student and the facilitator, in order to help the student to improve his/her CV and receive feedback on the pitch.

Meet companies and develop your personal network



In addition, IÉSEG and IÉSEG Network organize business conferences and networking evenings with international managers, on both campuses, who present their job and career path.

Each student can therefore benefit from detailed knowledge on various businesses and organizations to better define their own professional project.

Moreover, several career fairs, lectures, company visits and student/business challenges are organized on a regular basis so that students can gradually form their own network.

Students can also benefit from individual coaching sessions, at their request, to clarify and enrich their professional project and career plan.

Finally, the IÉSEG Career service allows our students to know more about:

- market and business cultures;
- their personality, interests and motivations;
- necessary skills and know-how.

IÉSEG Network is also in contact with alumni to get internship offers, internationally and in France.

More information:
www.ieseg.fr/en/student-services/career-services/

STUDENT SERVICES



Living abroad can be fun and adventurous at the same time. IÉSEG is helping every student to make this experience as smooth as possible.

Orientation Week

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 IÉSEG and its facilities, the program that they have chosen to study, the staff in charge of their teaching/schedule, IT procedures, the public transportation system and different administrative procedures, such as accessing a government housing subsidy, opening a bank account, etc. International students are provided with tips and guidelines on how to successfully integrate into the school, the city and the country.

Accommodation

IÉSEG provides different housing options: student 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 400 and 800 EUR/month
- Paris: between 450 and 950 EUR/month

International students in France have access to a housing subsidy provided by the French Government, which reimburses approximately 30% of the rent paid each month.

Buddy System

IÉSEG also offers a Buddy System, which pairs new international students with current students who provide a friendly face, and a helping hand. The Buddy System helps hundreds of new international students to settle into IÉSEG on both Paris and Lille campuses every year. Typical "buddy" activities might include: showing international students around campus, locating banks and grocery stores near the university or chatting over a cup of coffee, and much more, to help them get acquainted with their new surroundings. Buddies can offer linguistic support, cultural guidance and information about life at IÉSEG.

Volunteers and new students are paired from the end of August onwards for the fall academic semester, and from January for the spring semester.

▶▶ 9 MASTER OF SCIENCE PROGRAMS



MSc in Fashion Management – PARIS



MSc in International Business – PARIS & LILLE



MSc in International Business Negotiation – PARIS



MSc in Finance – PARIS



MSc in Investment Banking & Capital Markets – LILLE



MSc in International Accounting, Audit & Control – PARIS



MSc in Big Data Analytics for Business – LILLE



MSc in Digital Marketing & CRM – LILLE



MSc in Business Analysis & Consulting – PARIS



Duration:
1 year – 3 terms



Language:
English



Intake:
September 2019
(and an intake in
January 2019 for
MSc in International
Business in Lille)



Credits:
90 ECTS



Programs are offered on a full-time basis and consist of 2 consecutive semesters of courses (September – May) commonly followed by an internship or a work experience. Each curriculum is developed around core courses and specialized courses. French language lessons (for all levels) are included.

▶▶ STRONG RELATIONSHIPS WITH OUR PARTNER COMPANIES

At IÉSEG, our goal is to train future managers who perfectly meet the needs of companies. The programs that we offer are thus built in partnership with prestigious companies and institutions in order to be as close as possible to the needs of the market.

MSc in Fashion Management
Istituto Marangoni

MSc in Business Analysis & Consulting
HICT

MSc in International Accounting, Audit & Control
CMA

MSc in Investment Banking & Capital Markets
CISI, Bloomberg and Thomson Reuters

MSc in International Business
Microsoft's Ad Ultima Group

MSc in International Business Negotiation
AKAM

MSc in Digital Marketing & CRM
Arvato

MSc in Finance
CFA Institute

MSc in Big Data Analytics
CAPGEMINI and SAS

All our students will also benefit from the School's network of 2,500 business partners, which include:

3M, AB INBEV, ACCENTURE, ACCOR, ADEO, ADIDAS, AG2R LA MONDIALE, AIR LIQUIDE, AIR FRANCE, ALLIANZ, AMAZON, AMERICAN EXPRESS, AMUNDI, ARCELOR MITTAL, ARMÉE, ARVAL, ARVATO, ATOS, AUCHAN, AXA, BANQUE ACCORD, BANQUE POPULAIRE, BLABLACAR, BMW, BNP PARIBAS, BOLLORE TRANSPORT LOGISTICS, BOULANGER, BOUYGUES CONSTRUCTION, BPI FRANCE FINANCEMENT, BRIDGESTONE, CAPGEMINI, CAISSE D'EPARGNE, CALZEDONIA, CAMAÏEU, CARMIGNAC GESTION, CARREFOUR, CASTORAMA, CERBA, CHANEL, CIC, CGI, CITY ONE, CLUB MED, COCA COLA, COLOMBUS CONSULTING, CREDIT AGRICOLE, CREDIT SUISSE, CRIT, CULTURA, DANONE, DECATHLON, DELOITTE, DHL INTERNATIONAL, DIOR, DUVEL, EDMOND DE ROTHSCHILD, ETAM, EULER HERMES, EUROGROUP CONSULTING, EUROTUNNEL, EY, FAST RETAILING, FERRERO, FNAC, GALERIES LAFAYETTE, HAYS, HEINEKEN, IBM, ID KIDS, LG ELECTRONICS, GENERAL ELECTRIC, GRAND STERIA, SUPERMARCHES MATCH, TAPE A L'OEIL, TEREOS, THALES, THE ADECCO GROUP, TOTAL, UNILEVER, VEOLIA, VERBAUDET-CYRILLUS, VINCI, VIVENDI, WILO SALMSON.



► MSc
IN FASHION
MANAGEMENT

**Dr. Barbara
SLAVICH**
Academic Director,
Management Department



*"A top program
for talented and
passionate individuals
looking for an
international career in
the management of
fashion and luxury."*

Where Fashion meets Management

OBJECTIVES

The MSc in Fashion Management prepares future managers of fashion and luxury companies to work confidently in competitive global environments. After the program, participants will be able to share their acquired knowledge and experiences while promoting best practices in the international fashion world. The program offers participants the opportunity to interact with a dedicated professional faculty, 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 right for you if:

- > You aspire to a managerial role in the fashion and luxury industries;
- > You are interested in launching your own start-up of high-end products and services;
- > You are looking for an insider's view of the fashion and luxury world;
- > You want to work with an international faculty specialized in fashion and luxury and an international network of students;
- > You need an international qualification to further your career.

ADVANTAGES

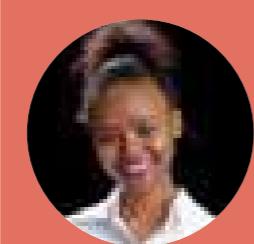
- > A specialized fashion management education in Paris, one of the world's fashion and design capitals.
- > Relevant international partnerships and network.
- > Mix of case studies, company visits, and guest speakers from the fashion and luxury industry.

2018 Class Profile



ON... LEARNING TRIPS AND COMPANY VISITS

Several learning trips will be made throughout the program to deepen students' learning experience, including a three-day study tour in Italy. Visits carried out during the previous editions of the Master include: Bottega Veneta, Gucci, Versace, La Perla, La Rinascente, Ferragamo Museum, Armani Silos, Gianfranco Ferré, Fondazione Prada, Premiere Vision, Ecole Lesage and Atelier Chanel, Tranoi, 10 Corso Como.



Testimonial

Change is the only constant in life and this could not have been made clearer by the adventure I embarked on after deciding to study in the M.Sc. in Fashion Management. Before joining the program, I was working as a management trainee at L'Oréal South Africa. My role at the company, touched on diverse business fields, such as marketing, sales as well as supply chain, but I knew nothing would be as satisfying as working in Fashion. Having worked at a retail company in the women's wear division, my affair with fashion was love at first sight. When I discovered the Fashion Management program, which was being offered by IESEG School of Management, I immediately applied without any reservations. Three months later, I flew from the southernmost point of Africa to commence my studies in Paris. The experience was as equally challenging and rewarding, offering specialized knowledge on fashion management. Today I am proud to be engaging, as an intern, over three million South African Sunday Times readers on the subject of fashion, which touches on the business of African fashion with an international appeal.

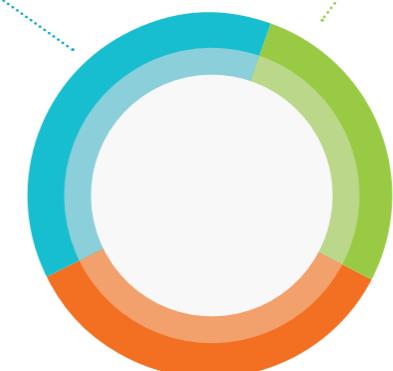
Keneilwe - South Africa

PROGRAM STRUCTURE

The curriculum is developed around core management courses with a specific focus on fashion and luxury industry and specialized courses on fashion products.

FASHION AND LUXURY MANAGEMENT - 38%

- > Marketing in Fashion Companies
- > Digital Marketing and E-Commerce
- > Brand Management
- > Sales and Retail Management
- > Entrepreneurship
- > Supply Chain Management
- > Operations & Information Systems
- > Quantitative Methods and Data Analysis
- > People Management. Talent Attraction, Management and Retention
- > Business Administration
- > Corporate Finance in the Luxury and Fashion Industry
- > Accounting and Managing Control Systems
- > Strategy and CSR in the Fashion Industry
- > Organization Design: Structural Choices for Organizational Effectiveness
- > Customer Psychology and Consumer Behavior
- > Leadership & Negotiation
- > Managing Communication and Events in Fashion Companies



FASHION AND LUXURY PRODUCTS - 27%

- > History of Fashion and Dress
- > Visual Merchandising
- > From the Idea to the Product: Styles, Creativity and Design Elements in Fashion Companies
- > Design Research and Creativity Direction
- > Use of Fabrics and Materials in Garment-Making, Fabric Knowledge
- > The Global Fashion Industry: Recent Changes, Challenges and Trends Forecasting
- > Fashion Design: Pattern Making, and Cutting
- > Analysis of the Fashion-Related Industries: Fragrance, Cosmetics and Accessories
- > Business Ethics and Managerial Behaviors for Fashion Roles
- > Semiology and Sociology of Fashion
- > Fashion Industry Law: IP/Trademark Issues, Copying and Counterfeiting
- > In-store Communication and "Etiquette"

HANDS-ON EXPERIENCE - 35%

- > 4–6 month internship or Consulting Project anywhere in the world.

Alongside the courses, the program includes additional workshops and corporate events to develop participants' personal and professional skills further and to meet professionals of the fashion and luxury industry.

Partnership

Career Opportunities

Students/Alumni found internships/jobs in companies such as:

ACNE STUDIOS
ALEXANDER WANG
BALMAIN
BALENCIAGA
CAROLINA HERRERA
CELINE
CHANEL
CHRISTIAN DIOR
CHLOÉ
DIESEL
EMILIO PUCCI
ESTÉE LAUDER
FENDI

GIVENCHY
GIORGIO ARMANI
HERMÈS
KENZO
ISABEL MARANT
JEANNE LANVIN
LA PERLA
LOUIS VUITTON
LVMH
MAISON KITSUNÉ
MICHAEL KORS
NIKE
PUIG

RICHEMON HOLDING FRANCE
SALVATORE FERRAGAMO
SERGIO ROSSI
THE KOOPLES
TOMMY HILFIGER
VAN CLEEF & ARPELS
YVES SAINT LAURENT

Location of our Alumni



Functions

Business Development
Buying
Commercial/Wholesale
Customer Relationship Management
Digital Project Management
E-Commerce
Human Resources Management
International Communication
Marketing
Merchandising
Product Management
Project Management
Retail
Visual Merchandising

For more information: www.istitutomarangoni.com



▶▶ MSc
IN INTERNATIONAL
BUSINESS



Dr. Neri
KARRA

Prof. Dr. Johan
MAES

Dr. Jimena
RAMIREZ MARIN

Academic Directors – One per intake/campus

*“A unique program,
global outlook and real-life
experience.”*

Manage with a Global Perspective

OBJECTIVES

The Master in International Business provides the skills and mindset required to succeed in international business. We draw on our sound understanding of business practices and cultures to give students the fundamental skills necessary to manage corporations in different international contexts.

The MIB program will strengthen your theoretical foundations in management, even without an academic background in business. It provides new and different perspectives that will enrich your knowledge, and hands-on applications that consolidate learning. All of this happens in a challenging environment where the participants' diversity provides an opportunity to sharpen your intercultural skills.

ADVANTAGES

- > Compact program in an international context.
- > Possibility to customize part of the curriculum to your needs.
- > Interactive educational approach.

ZOOM ON... AMBA ACCREDITATION

Our Master of Science in International Business has been evaluated and accredited by AMBA in 2016. The AMBA auditors underlined the School's commitment to internationalization, which promotes a positive learning experience, both culturally and pedagogically. They also noted the School's efforts in terms of pedagogic innovation and development, the emphasis on support for research, and student diversity across the program.

The Association of MBAs (AMBA) uses rigorous assessment criteria to ensure that only the highest calibre programs that demonstrate the best standards in teaching, curriculum, and student interaction achieve accreditation.



Testimonial



Before IÉSEG, I completed a Bachelor's degree in SME-Management at the University College Ghent. I finished this degree with an internship at BMW Belgium Luxembourg, where I was responsible for an audit and consulting project.

I chose IÉSEG because it is a very international school with a strong reputation and because of the School's close ties to international firms like Deloitte, Accenture, etc. I was also attracted by this program, as it offered me the possibility to combine compulsory courses in different domains of business and management with electives in areas that are relevant for our future career.

The MIB Program in a nutshell: a great, well-rounded program with a variety of courses that are important for working in the business world.

For me, one of IÉSEG's strongest assets is the quality of the professors, as you feel they really want you to learn and they do everything they can to prepare you as much as possible for the business world. International Business Strategy was one of my favorite courses because it was so hands-on.

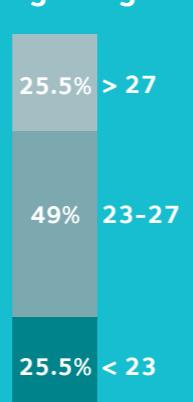
Since the end of my courses, I have been completing my internship for the company 4BetterResults as a Business Analyst. This company is specialized in Strategic Repositioning of SMEs, Interim Management and General Management Consulting.

Jordy - Belgium

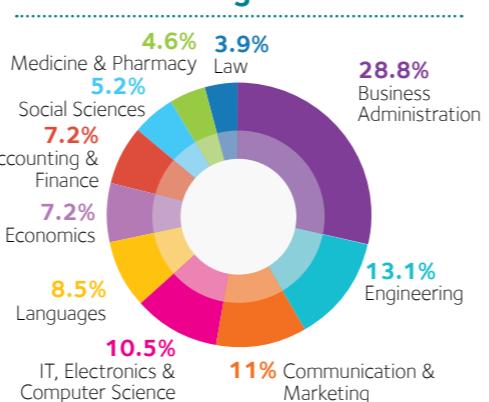
2018 Class Profile



Age range



Academic Background



PROGRAM STRUCTURE

INTERNATIONAL BUSINESS ENVIRONMENT ESSENTIALS - 15%

- > International Economics
- > European Union Relations Management
- > Global Finance

INTERNATIONAL MANAGEMENT SKILLS - 15%

- > International Human Resources Management
- > International Marketing
- > Principles of Accounting and Management Control
- > Project Management
- > Negotiation for International Managers

HANDS-ON EXPERIENCE - 30%

- > 4–6 month internship or Consulting Project anywhere in the world.

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

- ANALYTICAL AND STRATEGIC SKILLS - 15%**
- > Research Methods for Business
 - > International Business Strategy and CSR
 - > Business Game
 - > Trends in Digital Innovations
 - > Managing Consultancy

- PROFESSIONAL AND INTERCULTURAL DEVELOPMENT - 10%**
- > Intercultural Management
 - > Business Ethics and Managerial Behavior
 - > Talent: Career Support Program
 - > Authentic Leadership

- ELECTIVES - 15%**
- > 6 to 8 to be chosen from the IÉSEG catalogue

Career Opportunities

Partnership

MICROSOFT'S AD ULTIMA GROUP

The MIB program has recently developed the new course BUSINESS CONSULTANT @ MICROSOFT'S AD ULTIMA GROUP. This course is taught by four top IT consultants, who help students understand how to use software to identify IT needs from companies. As the course unfolds, the students use data to build a project architecture and a project breakdown structure for a virtual company created for the purpose of this class. The four professionals evaluate students' proposals and provide their feedback as to how to improve them.

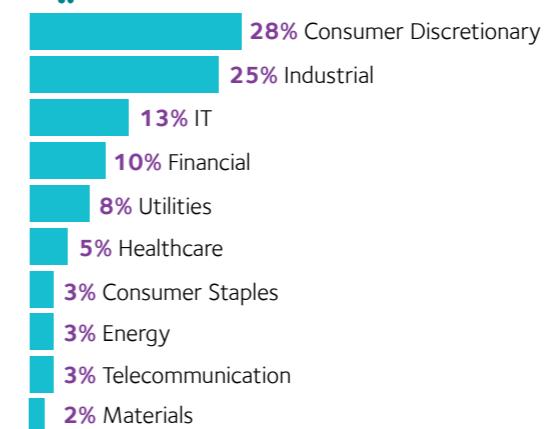
Location of our Alumni



Companies that have recruited Alumni

AIR LIQUIDE	HAVAS MEDIA
ALIBABA	HEWLETT PACKARD
ALTEN	L'ORÉAL
AMAZON	MICROSOFT
APPLE	PERNOD RICARD
BIOMERIEUX	PROCTER & GAMBLE
CAPGEMINI	RENAULT NISSAN SAP
CGI	SUZUKI
CITIBANK	TATA CONSULTANCY
CNP ASSURANCES	TOYOTA MOTOR EUROPE
DECATHLON	UNILEVER
ERNST & YOUNG	
EULER HERMES	

Sectors



Functions

Account Manager
Auditor
Business Analyst
Buyer
Consultant
CRM Analyst
Data Strategist
Economist
Financial Analyst
International Product Manager
Marketing Director
Pricing Analyst
Sales Manager

For more information: www.ieseg.fr/msc-international-business-mib/

A photograph of three people standing in front of a large vertical green wall made of plants. A man on the left in a dark suit and tie is pointing towards the camera. A woman in the center wearing a black blazer over a white top is looking towards the camera. A man on the right in a light blue denim jacket and jeans is also looking towards the camera.

▶▶ MSc
IN INTERNATIONAL
BUSINESS
NEGOTIATION

**Dr. Fawaz
BADDAR**
Academic Director,
Marketing Department



"A program with global relevance, tailored for the managers who want to lead and bridge the divide!"

To Negotiate Effectively in Diverse Environments

OBJECTIVES

The MSc in International Business Negotiation aims to educate effective, versatile and ethical managers, with strong negotiation skills to work in an international context. It offers participants the opportunity to understand all elements of a negotiation process, and to fully engage in an interdisciplinary analysis of negotiation in a global environment.

Participants learn about their own negotiation style and master the art of communication and relational skills, which are both of key importance for constructive negotiation processes. They also develop the ability to effectively drive change, generate creative solutions, and to engage with divergent perspectives. Furthermore, students will gain an understanding of how to apply these negotiation skills to specific international business contexts, such as sales management, human resources and dispute resolution.

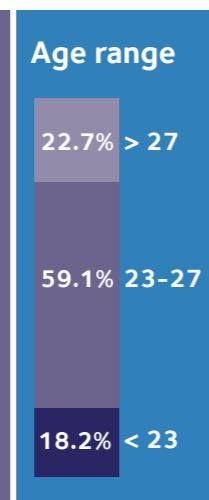
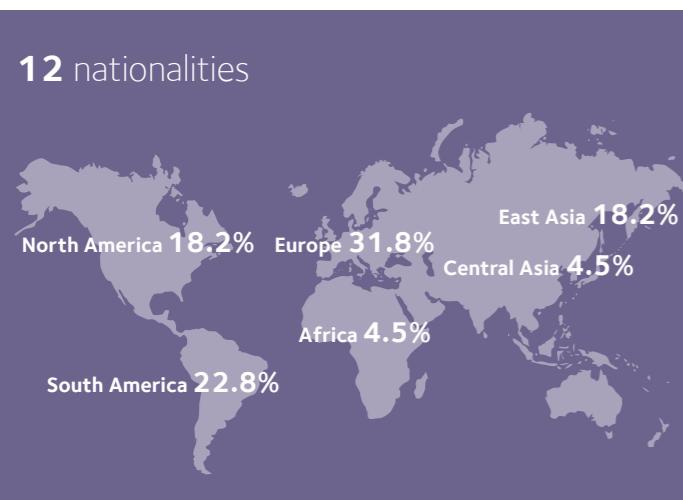
ADVANTAGES

- > An entire year of experience in negotiation and related fields: business management, communication, leadership and conflict management, etc.
- > A toolkit to develop global negotiation skills, strategies and approaches, including an awareness and appreciation of cultural differences.
- > Access to an essential network of contacts in companies through our practitioners' series and the IÉSEG International Center on Negotiation (ICoN).

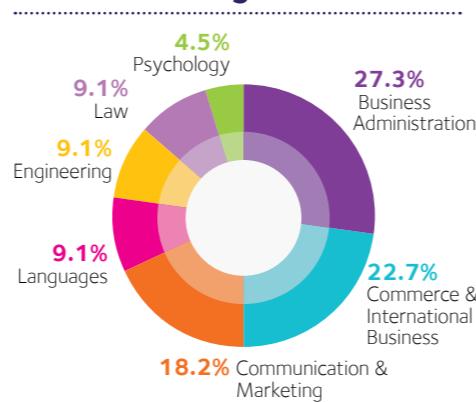
ZOO ON... A HANDS-ON LEARNING STYLE

The program focuses on a hands-on learning style. Courses are taught by consummate tutors who come with a wealth of experience from industry and academia that aim to make you world-class negotiators. Our courses are a mix of theory and practical applications, where students practice negotiation in a risk-free environment and leave the program with an action plan for their future. When you join the program, you will find yourself in one of the most culturally diverse programs that promotes openness and intercultural skills. We help our students to reach their full potential, encourage them to build their confidence, and apply their knowledge and skills that they gained in their daily activities, such as participating in local and international negotiation competitions (IÉSEG - winner of 2018 Warsaw Negotiation Round).

2018 Class Profile



Academic Background



PROGRAM STRUCTURE

NEGOTIATION ESSENTIALS - 20%

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

NEGOTIATION IN PRACTICE - 5%

- > Meet the Practitioners Series
- > Negotiation Strategy and Company Observation
- > Mediation in Business and Workplace
- > Talent: Career Support Program

INTERNATIONAL NEGOTIATION - 15%

- > Culture and Negotiation Strategies
- > Negotiation Skills Practice: A Multi-Party EU Relations Framework
- > Negotiating in New Market Countries
- > International HRM
- > Leadership and Innovative Negotiations
- > International Conflict Resolution and Peace Building

BUSINESS NEGOTIATION - 15%

- > Key Account Management
- > Sales Techniques
- > Sales Management
- > Business Ethics in Negotiation

THE NEGOTIATOR AS A MANAGER - 15%

- > Fundamentals of Human Behavior
- > Contract and Law
- > Strategic Management
- > Change Management
- > Effective Leadership
- > Project Management
- > Accounting for the Decision Makers
- > Employment Relations

HANDS-ON EXPERIENCE - 30%

- > 4–6 month internship or Consulting Project anywhere in the world

Alongside the courses, the program includes additional workshops and corporate events to develop your personal and professional skills further. These cover a range of topics, such as conflict management in cross-cultural environments and intercultural communication.

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 multi-skilled employees. To support our graduates' careers, IÉSEG has partnered with the Association of Key Account Management (AKAM) to give our students a competitive edge in the job market by earning a professional diploma in KAM. This Diploma represents a leap forward for candidates wanting to demonstrate their credentials.

Internship Opportunities

Location of the internships

25% EUROPE	41.6% ASIA
16.7% NORTH AMERICA	16.7% SOUTH/CENTRAL AMERICA

Companies where students have done internships

- PWC TAIWAN
- WAVEBYTES
- BOSCH GMBH
- EY
- DECATHLON
- TUI GROUP
- OGLOBA LTD.
- DEJI PLAZA CO., LTD
- UNITED NATIONS, etc.

Functions

- Account Executive
- Assistant Supervisor
- Business Developer
- Event Management Intern
- Merchandising Intern
- Purchasing Intern
- Recruitment Intern
- Sales Director Assistant
- Store Department Manager

For more information: www.ieseg.fr/msc-negotiation



►► MSc IN FINANCE



**Dr. Mieszko
MAZUR**
Academic Director,
Finance, Audit &
Control Department

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

Sharpen your Financial Intelligence

OBJECTIVES

The MSc in Finance is designed for students who wish to enhance their understanding of financial analysis and asset management in a very practical environment. Apart from technical skills, students also acquire soft skills by enrolling in management disciplines aimed at preparing them for senior positions in their chosen career path, as with all Postgraduate programs at IÉSEG.

The program is fully taught in English, making its international application one of its major strengths. The curriculum puts a particular emphasis on ethics, responsibility and sustainability issues, thereby acknowledging that an ethical attitude is critical for successful investment managers and financial analysts. Through the observation of professional practices and case studies, students are given a unique opportunity to learn the ethics of the profession. Theory is put into practice in the financial markets lab, where students may also earn professional certifications.

ADVANTAGES

- > Privileged use of the financial markets lab, where students get full access to the Bloomberg Professional service and Thomson Reuters Eikon.
- > A curriculum designed to help students obtain the Chartered Financial Analyst (CFA) designation, the most prestigious and widely recognized investment credential in the world.
- > Professional seminars bridging the gap between theory and market practices.

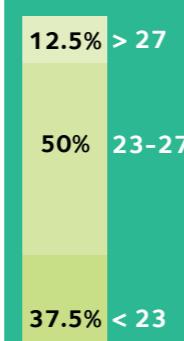
ON... THE CHARTERED FINANCIAL ANALYST (LEVEL 1) EXAMINATION

 Our program prepares students for the Chartered Financial Analyst (CFA) level 1 examination that leads to the attainment of the charter awarded to investment and finance professionals by the world-renowned CFA Institute. The CFA charter offers a permanent advantage in the job market and distinguishes your profile from others throughout your career path. Furthermore, our program gives students the possibility to participate in the global CFA Research Challenge that constitutes an intensive training in the area of financial analysis.

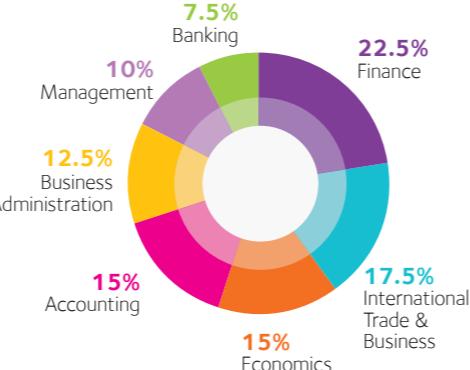
2018 Class Profile



Age range



Academic Background



PROGRAM STRUCTURE

MANAGEMENT SKILLS - 25%

- > Business Game
- > Ethics in Finance
- > Ethics, Skills and Behavior
- > Consultancy Management
- > Project Management
- > Professional Seminars Series
- > Electives-students choose 2 from:
 - Mergers and Acquisitions
 - Capital Structure
 - Technical Analysis
 - Working Capital Management
 - Credit Risk Management
- > Talent: Career Support Program

- QUANTITATIVE & ECONOMIC ANALYSIS - 10%**
- > Financial Econometrics
 - > Macroeconomics
 - > Microeconomics
 - > Quantitative Methods

- FINANCIAL ANALYSIS - 15%**
- > Corporate Investments
 - > Corporate Finance
 - > Financial Accounting
 - > Financial Reporting and Analysis - Part I
 - > Financial Reporting and Analysis - Part II

ASSET MANAGEMENT - 5%

- > Active Portfolio Management
- > Advanced Portfolio Diversification
- > Portfolio Management and Analysis

HANDS-ON EXPERIENCE - 30%

- > 4-6 month internship or Consulting Project anywhere in the world

Alongside the courses, the program includes additional workshops and corporate events to develop your personal and professional skills further. These cover a range of topics, such as conflict management in cross-cultural environments and intercultural communication.

FINANCIAL INSTRUMENTS: ANALYSIS AND EVALUATION - 15%

- > Bloomberg Certification
- > Bond Markets and Instruments
- > Financial Markets
- > Firm Valuation
- > Options, Futures and Swaps
- > Visual Basic for Applications (VBA) for Finance

Partnership



The School's MSc in Finance program has been acknowledged as incorporating at least 70 percent of the CFA Program "Candidate Body of Knowledge" (CBOK) and placing emphasis on the CFA Institute Code of Ethics and Standards of Practice within the program. This MSc program ideally positions students to obtain the Chartered Financial Analyst® designation, which has become the most respected and recognized investment credential in the world.

Through participation in the CFA Institute University Affiliation Program, IÉSEG School of Management is also eligible to receive 16 student scholarships for the CFA Program each year. The students who choose to participate to this CFA Exam are offered 32 hours of coaching sessions to adequately prepare them. MSc in Finance students are also offered a unique opportunity to represent IÉSEG in the CFA Institute Research Challenge, an international student contest aiming at promoting best practices in equity research.

In 2017, IÉSEG team won the French final of this prestigious competition and represented France in the regional EMEA final in Prague.

Internship Opportunities

Location of the internship



Companies where students have done internships:

- AUDI
- DATAYES
- ADVINDA INVESTOR CLOUD
- INDUSTRIAL SECURITIES CO.LTD.
- HUAJING SECURITIES
- BANK OF AMERICA MERRILL LYNCH
- QUILVEST ASSET MANAGEMENT SA
- LANGHAM HALL
- ALTER DOMUS
- THOMSON REUTERS
- AMUNDI ASSET MANAGEMENT, etc...

Functions

- Business Development Intern
- Depository Analyst
- Financial Analyst
- Financial Risk Manager
- Operation Analyst
- Research Content Manager
- Risk Management Specialist
- S&M Controlling Intern
- Strategy & Corporate
- Talent Acquisition Partner

For more information: www.ieseg.fr/en/msc-finance/



▶▶ MSc
IN INVESTMENT
BANKING &
CAPITAL MARKETS

Dr. Renaud
BEAUPAIN
Academic Director,
Finance, Audit &
Control Department



"Through a unique design where theory becomes real, this program enables students to develop the technical skills required for a successful career in the financial industry."

Explore the Inner Workings of Capital Markets

OBJECTIVES

Through its unique design, the MSc in Investment Banking and Capital Markets takes your knowledge of equity and debt capital markets to a higher level. Interactive lessons by academic and industry experts provide strong technical skills in capital markets securities, financial data, and computer programming (VBA, Python and R).

In a fast-moving global financial environment, this program further explores the most recent developments in capital markets regulation and compliance. Our students graduate with a set of quantitative tools and with a solid knowledge of the regulations and ethics in investment banking and capital markets. The program is specifically targeted towards recent graduates in finance or business administration willing to develop their technical skills and knowledge in finance.

ADVANTAGES

- > Acquire key technical skills in quantitative methods, computer programming, investment management, and advisory activities.
- > Learn how and from where to source accurate, consistent data; navigate across financial products on the Bloomberg and Thomson Reuters Eikon terminals; and build connected spreadsheet models in Excel.
- > Understand how banking and capital markets regulations affect daily financial practices while developing strong professional ethics.

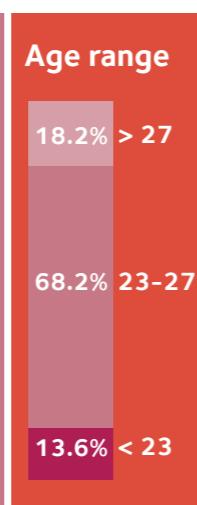
ZOOM

ON... CASE STUDIES WITH CRÉDIT AGRICOLE

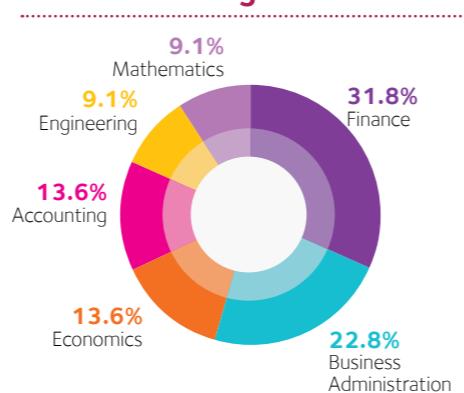
In a context where banks as we know them are undergoing profound changes, our Digital Banking and FinTech course educates our students about the challenges and opportunities for creating value.

In 2017-2018, students had the opportunity to work on Credit Agricole Corporate and Investment Bank (CIB) case studies focusing on blockchain technology. The winning team of students developed a cryptocurrency trading platform and had the opportunity to pitch at the Innovation Lab of Credit Agricole Nord de France in front of 25 digital and innovation experts from the bank.

2018 Class Profile



Academic Background



PROGRAM STRUCTURE

QUANTITATIVE METHODS - 15%

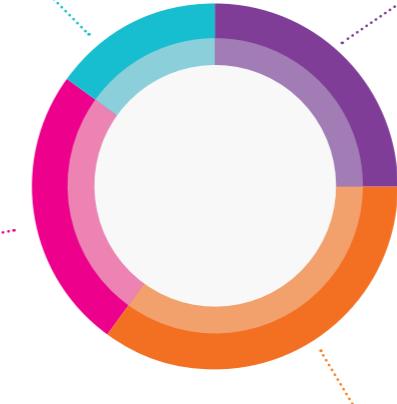
- > Financial Problem-Solving Strategies
- > Quantitative Financial Analysis with R
- > Computer Programming (VBA and Python)

INVESTMENT BANKING - 25%

- > Banking and Financial Intermediaries
- > Digital Banking and FinTech
- > Corporate Financing Strategies
- > Investment Banking
- > Mergers and Acquisitions
- > Business Ethics and Managerial Behavior
- > Financial Regulations and Compliance
- > Advisory Services
 - Managing Consultancy
 - Project Management: A Corporate Banking Perspective
 - Banking Simulation

CAPITAL MARKETS - 25%

- > Capital Markets Securities
- > Financial Statements Analysis
- > Investments
- > Risk Management
- > Equity Capital Markets (ECM)
 - Equity Analysis
 - Portfolio Management: Equity Securities
- > Debt Capital Markets (DCM)
 - Fixed Income Securities Analysis
 - Portfolio Management: Fixed Income Securities
- > Derivative Securities Analysis



HANDS-ON EXPERIENCE - 35%

- > 4–6 month internship anywhere in the world

Alongside the courses, the program includes additional workshops and corporate events to develop your personal and professional skills further. These cover a range of topics, such as conflict management in cross-cultural environments and intercultural communication.

Partnerships



Chartered Institute for Securities and Investment (CISI)



Bloomberg
Experiential Learning Partner



Thomson Reuters

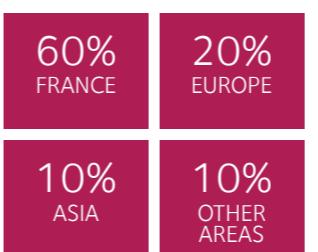
The Chartered Institute for Securities and Investment (CISI) – Our MSc in Investment Banking and Capital Markets partners with the London-based Chartered Institute for Securities and Investment (CISI). Under this education partnership, our courses embed the contents of CISI's International Introduction to Securities and Investment and our students are given the opportunity to take the corresponding Level 3 qualification.

Bloomberg – IÉSEG is part of the select group of Bloomberg Experiential Learning Partners, which stands as a global recognition of the excellence that our faculty has developed in incorporating the Bloomberg terminal in lectures. The Bloomberg Market Concepts (BMC) exam is a central piece of our MSc in Investment Banking and Capital Markets.

Accessing capital markets from our Bloomberg and Thomson Reuters labs is a unique hands-on experience where you will sharpen your technical skills on the terminals of the 2 leading global providers of financial data.

Internship Opportunities

Location of the internship



Companies where students have done internships:

- AMUNDI ASSET MANAGEMENT
- SOCIETE GENERALE CORPORATE AND INVESTMENT BANKING
- NATIXIS
- JP MORGAN
- QUILVEST ASSET MANAGEMENT
- FXCM
- LANGHAM HALL
- ALTER DOMUS
- EUROPEAN STABILITY MECHANISM
- EY/PWC, etc.

Functions

- Assistant Portfolio Manager
- Credit Risk Trainee
- Depository Analyst
- Equity Derivatives Analyst
- Financial Risk Manager
- Junior Auditor
- Sales
- Structuring Analyst, etc.

For more information: www.iese.fr/msc-banking-capital-markets



▶▶ MSc
IN INTERNATIONAL
ACCOUNTING,
AUDIT & CONTROL

**Dr. Raul
BARROSO**
Academic Director,
Finance, Audit &
Control Department



*"Empowering future
managers to make the
difference from
a financial position."*

Where Accounting meets Leadership

OBJECTIVES

The MSc in International Accounting, Audit and Control is based on a solid foundation in financial reporting and analysis, in management accounting and decision-making and financial advisory services, and prepares candidates for leading roles in these professions.

The program provides participants with an understanding of modern financial reporting functions from both a technical and an institutional point of view, enabling them to work in a wide variety of industries.

Graduates also benefit from the preparation for admission to global professional accountancy bodies (Complete CMA Exam preparations allowing exemptions towards the ACCA Professional Examinations and alignment with the CIMA's Masters Gateway).

ADVANTAGES

- > Experience a comprehensive accounting foundation and develop leadership skills.
- > Excel peers through a blend of theory and practice delivered by experts in the discipline.
- > Stay at the forefront of techniques and technologies in the field and develop your critical thinking.
- > Incorporates complete CMA Exam preparations (parts I and II, scholarships and individual coaching) during the year.
- > Experience a truly international immersion in the financial heart of Paris.

ZOO ON... DATA ANALYTICS

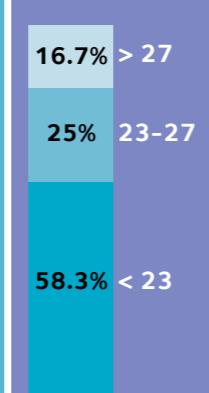
The evolution of the accounting profession is fundamental for the program. The Data Analytics course allows participants to get involved with advanced data analytics techniques through real-life examples (clustering, link analysis, tag cloud and text mining, etc.). Participants get acquainted with the main steps in a forensics data analytics approach and gain knowledge on the use of some available data analytics software.

2018 Class Profile

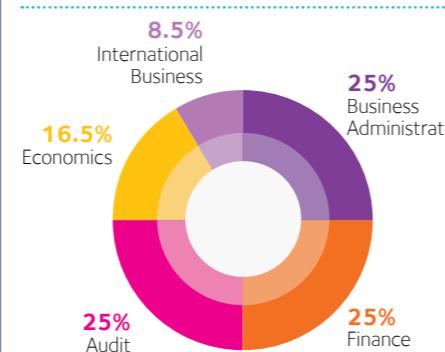
11 nationalities



Age range



Academic Background



PROGRAM STRUCTURE

FINANCIAL REPORTING AND ANALYSIS - 15%

- > International Corporate Financial Reporting and Consolidation
- > International Financial Accounting
- > International Financial Reporting and Analysis I
- > International Financial Reporting and Analysis II
- > Operational Audit Techniques
- > Risk Based Internal Audit

MANAGEMENT & STRATEGY - 15%

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

HANDS-ON EXPERIENCE - 30%

- > 4-6 month internship or Consulting Project anywhere in the world

Alongside the courses, the program includes additional workshops and corporate events to develop your personal and professional skills further. These cover a range of topics, such as conflict management in cross-cultural environments and intercultural communication.

Partnership AN IMA HIGHER EDUCATION ENDORSED PROGRAM AND THE CMA®

The Higher Education Endorsement Program

The IMA (Institute of Management Accountants) Higher Education Endorsement Program is a program that identifies business curricula that meet the quality educational standards required to enable students to earn the CMA® (Certified Management Accountant) designation, and it helps other schools develop such programs.

The CMA® (Certified Management Accountant)

IMA's globally recognized CMA® (Certified Management Accountant) program is a relevant assessment of 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 www.imanet.org/certification.



CORPORATE FINANCE, TAXATION AND GLOBAL ECONOMY - 15%

- > Corporate Finance
- > Financial Econometrics
- > Visual Basic for Applications
- > Accounting and the Global Economy
- > Corporate Governance: a Financial Perspective
- > International Taxation
- > Working Capital Management

AUDIT & INTERNAL CONTROL - 20%

- > Audit Techniques
- > Management Accounting
- > Quantitative Methods
- > Accounting Information Systems
- > Controlling and Auditing Corporate Social Responsibility
- > Forensic Accounting and Fraud Risk Management
- > Management Control and Decision Making
- > Data Analytics

CERTIFIED MANAGEMENT ACCOUNTANT (CMA) - 5%

- > CMA 1
- > CMA 2

Career & Internship Opportunities

Sectors

- Aeronautics
- Auditing
- Banking
- Financial Services
- Insurance
- Management Consulting
- Music
- Nonprofit Organization
- Management
- Oil & Energy
- Pharmaceuticals

Students/Alumni found internships/jobs in companies such as:

- AXA
- BAIN & COMPANY
- BMW BANK
- CAPGEMINI
- DELOITTE
- GRANT THORNTON
- HSBC
- KPMG
- PWC
- SANOFI
- EDF TRADING
- EY
- SIDDHARTHA BANK LIMITED
- SUNSHINE KAIIDI NEW ENERGY
- SCHNEIDER ELECTRIC

Functions

- Auditor
- Business Intelligence & Steering
- Cost Accountant
- Financial Analyst
- Financial Consultant
- Financial Management Consultant
- Forensic Accountant
- Internal Auditor
- M&A Consultant

- Risk Analyst
- Treasurer
- Credit Controller
- Trade Support Analyst

For more information: www.iese.fr/en/msc-accounting/



►► MSc IN BIG DATA ANALYTICS FOR BUSINESS

**Prof. Dr. Kristof
COUSSEMENT**

Academic Director,
Marketing & Negotiation Department



*"Data Science
is the new gold.
We educate you how
to dig for it!"*

Crunch Big Data, Take Control of Your Future Through Data Science!

OBJECTIVES

The MSc in Big Data Analytics for Business is a unique and international program that trains data scientists in the field of marketing, finance, and operations.

Participants are exposed to the leading-edge fundamentals in data-driven decision-making by extracting knowledge and insights from big data, including customer transactional databases, streaming data, social media data, call center data, and inventory process logs. Participants 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).

ADVANTAGES

- > Exposure to leading data science methodologies (descriptive and predictive modeling, statistical and machine learning algorithms, forecasting, social network analysis, social media mining, process mining, optimization tools, amongst others).
- > Exposure to leading data science technologies (Python, R, SAS, GIT, GITHUB, JupyterLab, Jupyter Notebooks, Hadoop, Hyve, Spark, Kaggle, IBM SPSS Statistics, Tableau, Excel, amongst others).
- > Exposure to industry-based learning through a hackathon, workshops, recruitment meetings with industry experts.
- > Based on the quality of the IÉSEG research team and its marketing analysis center, the participants are exposed to cutting-edge innovations in the field of data science.

ZOOM... A REAL-LIFE CAPSTONE PROJECT

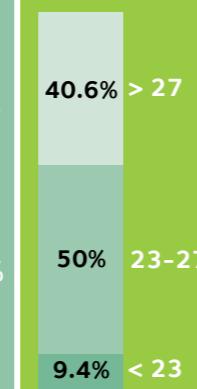
The MSc in Big Data Analytics for Business offers its participants a real-life capstone project at the end of the academic year. This project has the intention to put the competences and skills absorbed over the academic year into practice. In collaboration with a company, participants have the opportunity to solve real business problems using the various techniques and methods that they have acquired. Last academic year, the capstone project was organized in the form of a data science hackathon with Crédit Agricole, a leading French financial services provider. More information: <https://www.ieseg.fr/en/news/big-data-hackathon-credit-agricole/>.

2018 Class Profile

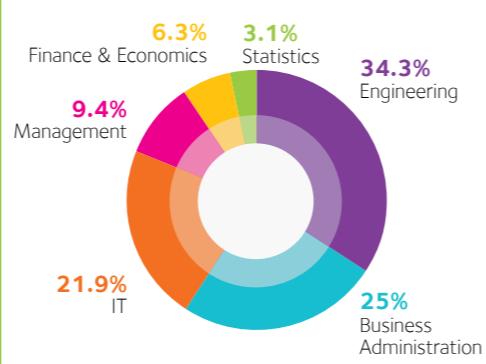
19 nationalities



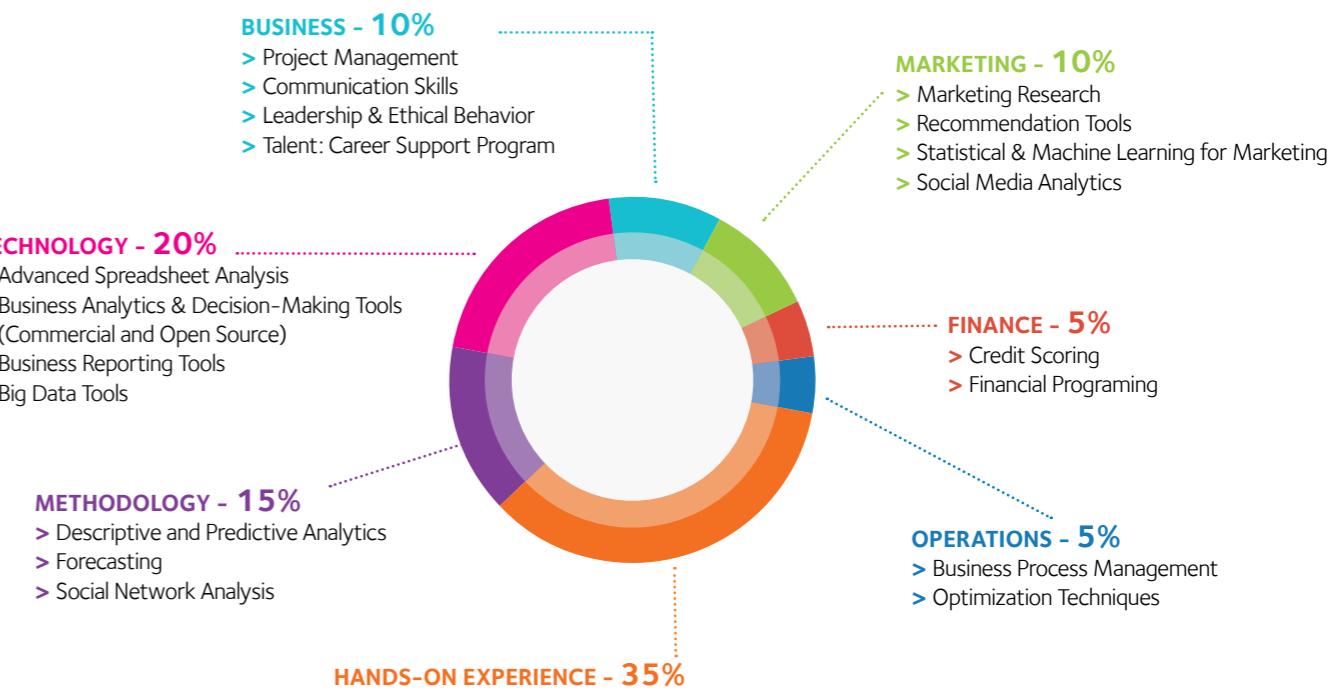
Age range



Academic Background



PROGRAM STRUCTURE



Alongside the courses, the program includes additional workshops and corporate events to develop your personal and professional skills further and to meet professionals of the Big Data industry.

Partnerships



IÉSEG is proud to be partners with Capgemini and SAS for its MSc in Big Data Analytics for Business program. These partnerships with some of the world's foremost leaders in data science and analytics enrich participants' views on big data analytics for business. Partners will share their expertise, professional perspectives and insights on current trends in their field of expertise with participants through coaching sessions, guest lectures, real-life case studies and company visits. The opportunity to learn about concrete professional issues from business leaders, and to gain exposure to the real-world experience of successful practitioners, is a key asset for participants.

Internship Opportunities

Location of the internships

75%
EUROPE

25%
ASIA

Companies where students have done internships:

TRIVAGO
ACCENTURE
TERADATA
HONDA EUROPE
BOMBARDIER
KBC
MATERIALISE
PIPECANDY
MCAFEE
CAPGEMINI
ALLIANZ
SODEXO
BNP PARIBAS
BLOOMON
AUCHAN
AXA

Functions

Big Data Engineer
Credit Scoring Analyst
Customer Data Analyst
Data Analyst
Data Architect
Data Quality Engineer
Data Science Researcher
Data Scientist
Online Marketing Analyst
Performance Analyst
Pricing Intelligence Analyst



▶▶ MSc IN DIGITAL
MARKETING & CRM

Dr. Véronique
PAUWELS DELASSUS
Academic Director,
Marketing Department



"Match your digital passion with your innovative mindset, to optimize digital marketing strategies based on smart use of customer data."

Boost Online Business by Optimizing Digital and CRM Strategies

OBJECTIVES

The main objective of the MSc in Digital Marketing & CRM is to prepare future managers to work in Digital Marketing & CRM, two rapidly emerging and complementary marketing fields that represent new ways of conducting marketing and improving relationships with clients.

The program focus is on theory and practical knowledge. This is the foundation for the development of professionals who can improve their effective digital marketing strategy by capitalizing on customers' data. Students will also gain an understanding of the importance of managing customer relationships in a day-to-day business environment.

ADVANTAGES

- > Specialized and innovative program designed by our experts.
- > Interactive approach with academics and professionals.
- > The possibility to obtain relevant Google certificates.
- > A real experience of webstore development (hackathon, coding, and mobile apps).



Testimonial

Before coming to IÉSEG, I completed a Bachelor program in Business Administration and Management at Bocconi University in Milan, Italy. I chose IÉSEG for two main reasons: the school's position in the international rankings, and the fact that I wanted to pursue my studies in France.

I decided to enroll in the MSc in Digital Marketing & CRM as I believe that marketing will be totally digital-driven in the future and this program would enable me to acquire the necessary skills. I really enjoyed the New Trends and Technologies course, which gave me a broad overview of all latest digital trends, including how they evolve over time and the potential opportunities and threats they provide. I also really liked the CRM and Big Data courses as they helped me to better understand the link between CRM and Big Data from a marketing perspective. The Career Support Program was also very helpful. The highly involved coaches and their knowledge of the French job market, prepares students well for interviews and shows them how to network effectively. I will do my internship for an online travel agency (OTA). Once I have finished my degree and my internship, I would like to work in CRM for a pure player company.

Alice - Italy

ON... CLICKSTREAM AND WEB ANALYTICS COURSE

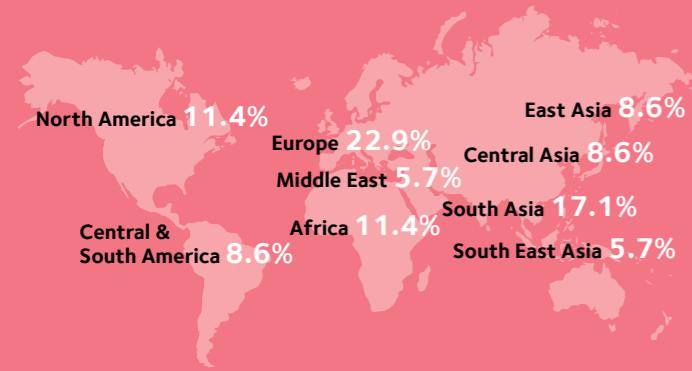
The Clickstream and Web Analytics course gives students the opportunity to take the Google Analytics Certification, a recognized industry certification that will help students get the most out of digital analytics.

In addition to obtaining the Google Analytics certification, participants of the program will work in the Google Analytics accounts of international non-profit organizations in order to accumulate real-time experience by analyzing and reacting to the data these companies accumulate.

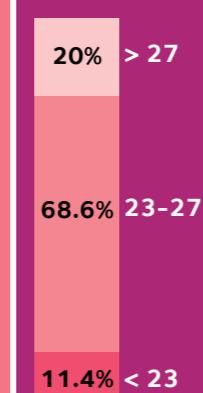
Students will be divided into groups and assigned an organization in order to analyze a significant amount of data before presenting their recommendations. Along the way, the students will be taught best practices for integrating analytics data into current marketing efforts, understanding key metrics and mastering advanced functionalities of Google Analytics in order to grasp the added value of web analytics for companies with an online presence.

2018 Class Profile

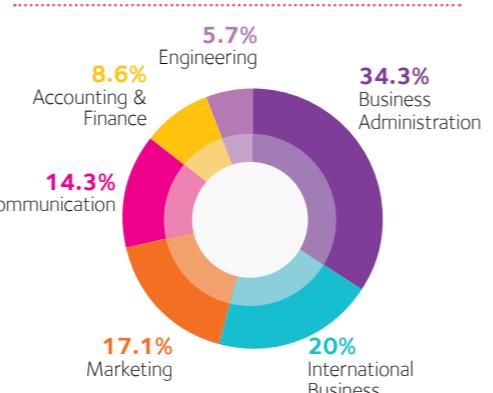
21 nationalities



Age range



Academic Background



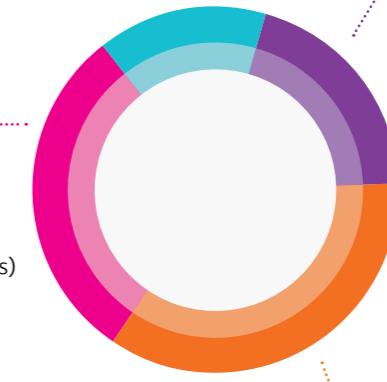
PROGRAM STRUCTURE

MARKETING AND MANAGEMENT ESSENTIALS - 15%

- > Offline and Online Marketing Research Methods & Online Panels
- > Brand Communications
- > Project Management
- > Business Ethics and Managerial Behavior
- > Omni-Channel Distribution
- > New Trends and New Information Technologies
- > Talent: Career Support Program

CUSTOMER RELATIONSHIP MANAGEMENT - 20%

- > Strategic CRM:
 - Relationship Management and CRM
 - CRM in Business to Business
- > Operation CRM:
 - E-CRM
 - Loyalty Program and CRM
 - Customer Service & Complaint Management
 - CRM and Sales
- > Analytical CRM:
 - Introduction to Analytical CRM
 - Customer Intelligence 1: Descriptive Analytics
 - Customer Intelligence 2: Predictive Analytics



DIGITAL MARKETING - 30%

- > Consumer Behavior in a Digital World
- > E-Commerce
- > Building an Online Presence:
 - Website Design & Development
 - Web Store Development (coding and mobile apps)
- > Digital Marketing Strategy
- > Online Communication Channel:
 - Search Engine Marketing
 - Direct & Email Marketing
 - Affiliate Marketing - Programmatic Advertising
- > Social Media Marketing:
 - Social Media, Conversation, Community Management and Viral Marketing
 - Innovation Through Social Media
 - Mobile Marketing
 - Online Reputation Management
- > Accountability & Optimization:
 - Clickstream and Web Analytics
 - Measuring Marketing Performance & ROI

HANDS-ON EXPERIENCE - 35%

- > 4-6 month internship anywhere in the world

Alongside the courses, the program includes additional workshops and corporate events to develop your personal and professional skills further. These cover a range of topics, such as conflict management in cross-cultural environments and intercultural communication.

Partnership



"Being a partner for the MSc in Digital Marketing & CRM is very interesting, and above all an obvious choice for Arvato given our ambition: to develop the business of our clients by giving their customers the best possible brand experience all over the world. Arvato is a leading international service provider and part of Bertelsmann AG, Europe's largest media and service group. We specialize in customer relationship management fueled and boosted by the power of data. From lead generation to loyalty and churn prevention, Arvato manages all aspects, including E-Commerce, Social Media, Marketing, Print, Financial, Logistics and Customer Services. We welcome this opportunity to meet students and to share with them CRM and digital marketing topics through lectures, business case studies, company visits, internship offers and career opportunities. Participants will benefit from the expertise of a leading CRM company, its international network of customers and experienced, knowledgeable professionals."

Dominique DECAESTECKER, Board Member, Arvato CRM

Career Opportunities

Location of our Alumni

77.8% EUROPE

22.2% ASIA

Sectors

- Apparel & Fashion
- Automotive
- Consumer Goods
- Cosmetics
- Food & Beverages
- Health, Wellness and Fitness
- Individual & Family Services
- Information Technology
- Marketing & Advertising

Companies that have recruited Alumni

- 360DIALOG
- ARKADIN
- AUCHAN
- AXA
- BUZZFEED
- GOOGLE
- H&M
- NISSAN MOTOR CORPORATION
- PIZZA HUT INTERNATIONAL (MENA)
- THE ESTÉE LAUDER COMPANIES INC.

Functions

- Community Manager
- Content Officer Marketing
- CRM Manager
- Customer Experience Manager
- Digital & Operational Marketing Coordinator
- Digital Account Executive
- Digital Marketing Director
- Digital Producer
- Event Coordinator
- Growth Hacker
- Performance Marketing Manager
- Social Media Strategist
- Web Analyst
- Web Project Manager

For more information: www.iese.fr/en/programs/msc-digital-marketing-crm/



▶▶ MSc
IN BUSINESS
ANALYSIS &
CONSULTING

Dr. Christine
DI MARTINELLY,
Academic Director,
Management Department



*"A challenging program
to prepare you for a
challenging career."*

Translate Strategic Plans into Tangible Performances

OBJECTIVES

The aim of the MSc in Business Analysis & Consulting is to provide future managers and consultants with the managerial and communication skills required to act as change agents and to create sustainable performance for companies operating in a global environment. Participants are trained to acquire the necessary knowledge and competencies to translate strategic plans into tangible outcomes. The program not only focuses on a financial perspective, but allows you to study company performance from many angles, such as human resources management, IT, operations management, risks, etc.

ADVANTAGES

- > Exposure to the business world through seminars and conferences led by professional consultants.
- > Study key performance indicators from different, yet complementary perspectives.
- > International learning environment.



Testimonial

Before coming to IÉSEG, I acquired my previous academic qualifications in Financial Accounting and Auditing and worked at PwC India in Audit and Assurance.

The thing that initially attracted me to IÉSEG was its multicultural and international environment and the fact that it is situated in the La Defense business district of Paris.

When I came across the program in Business Analysis and Consulting, I realised that this would be the perfect bridge for me from a career in auditing to one in consulting.

Although all of the courses were brilliantly structured and we all could understand their relevance to our future consulting career, a few courses stood out to me: Supply Chain Management, Project Management, Generating Business Value with IT, CSR and Communication Skills. The program courses exposed us to a number of real-life case studies on which we were asked to brainstorm. A lot of this was done through extensive use of decision-making frameworks, which I am sure will be useful to us in our future careers.

Overall, I have developed an improved skill set, with more knowledge, and gained valuable international experience, which I believe shall definitely help shape my career. I am glad to be a part of the IÉSEG family.

I am currently doing an internship with GlaxoSmithKline in the Supply Chain Management Department in Belgium.

Barbie - India

ZOOM... A CAREFUL MIX OF THEORY AND PRACTICE

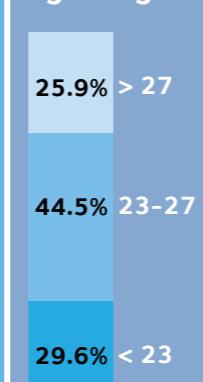
The MSc in Business Analysis and Consulting is based on a careful mix of theory and practice to prepare students to start a career as a consultant or business analyst. Professors teaching in the program have experience in consulting or related areas. Professionals are also invited as guest speakers in some courses to demonstrate how theory can be put into practice. Additionally, a series of seminars "Meet the Experts" is organized. These seminars can be course-specific such as the seminar organized in the "Business Process Modelling" course or they can be program specific. In this case, professionals assign students with a real case that requires them to put into practice what they have learned in the different areas of the program. It is a unique opportunity for the students to benchmark what they suggest versus what is done by professionals.

2018 Class Profile

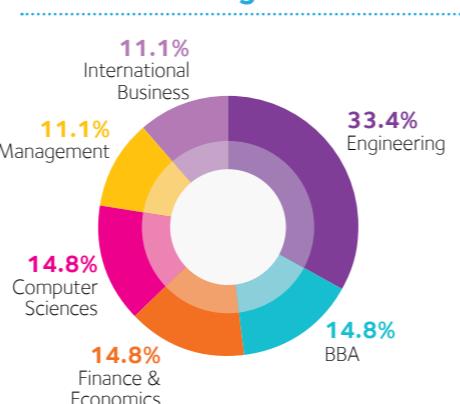
14 nationalities



Age range



Academic Background



PROGRAM STRUCTURE

MANAGEMENT - 25%

- > Managing People and Teams
- > Economics of Firm Strategy
- > Project Management
- > International Business Strategy
- > Change Management
- > SC Management and Performance
- > Generating Business Value with IT
- > Talent: Career Support Program

AUDIT & FINANCE - 10%

- > Financial Statement Analysis
- > Management Accounting I
- > Management Accounting II

ELECTIVES - 4%

- > Introduction to Financial Data Analysis & Firm valuation
- > SAP for Business Process Management
- > Excel VBA

HANDS-ON EXPERIENCE - 35%

- > 4-6 month internship anywhere in the world

Alongside the courses, the program includes additional workshops and corporate events to develop your personal and professional skills further. These cover a range of topics, such as conflict management in cross-cultural environments and intercultural communication.

CONSULTING - 13%

- > Consulting Tools
- > CSR and Communication Skills
- > Ethics, Skills and Behavior
- > Business Process Modeling
- > Managing and Leading the Professional Service Firm

QUANTITATIVE METHODS - 13%

- > Statistics for Consulting
- > Benchmarking and Performance Analysis

Partnership



The opportunity to learn about concrete professional issues from business leaders and to gain exposure to the real-world experience of successful practitioners is a key asset for participants.

Students from this program benefit from the collaboration with HICT, a management and consulting company in the healthcare market, to enrich their view on consulting.

HICT participates in the Professional Advisory Board (PAB) of IÉSEG, represented by Jan Demey, Managing Director who explains, "I'm convinced Consulting is a multi-dimensional profession where soft and hard skills need to be combined to assist your customer in the realization of his or her ambition. This MSc program offers a set of skills needed to become a successful Consultant. Combined with an internship to develop hands-on experience, we support this great program". Then, he shares the company's expertise and insights on current trends with participants through educational interventions.

HICT also offers internships to IÉSEG students in their offices in Bruges, Belgium.

Career Opportunities

Location of our Alumni



Sectors

- Apparel & Fashion
- Banking
- Computer Software
- Information Services
- Insurance
- Management Consulting
- Marketing and Advertising

Companies that have recruited Alumni

- 99 ADVISORY
- CHARLES & KEITH GROUP
- ILIADE CONSULTING
- INSPUR GROUP
- JCDECAUX
- KPMG
- MAZARS
- MC21 GROUPE
- PWC
- SHANGHAI GO CO.LTD
- SOCIÉTÉ GÉNÉRALE

Functions

- Advisor
- Business Analyst
- Business Process Analyst
- Consultant
- Digital Transformation Consultant
- Management Consultant
- Marketing Promotion Manager
- Pre-Sales Consultant
- Product Marketing Manager
- Risk Consulting
- Strategy & Operations Consultant
- Strategy Consultant

For more information: www.ieseg.fr/msc-business-analysis-consulting/

► ADMISSION PROCESS

Application Process

Admission is via an online application at <http://apply.ieseg.fr>, the review of the supporting documents and a mandatory interview with the recruitment team. Rolling admission is offered to qualified students starting in **October 2018**.

Application Checklist

For all the MSc Programs

- Online application form;
- English proficiency test (IELTS 6.5, TOEFL IBT 85, TOEIC 800, Cambridge exam C1 or Duolingo 61) for non-native English speakers;
- Transcripts and diploma (see below)
- CV/Resume;
- Copy of passport;
- €80 application fee.

For the MSc in Fashion Management, MSc in International Business and MSc in International Business Negotiation

- Undergraduate degree in any field from a recognized university (transcripts and diploma)

For the MSc in International Accounting, Audit & Control and the MSc in Investment Banking and Capital Markets

- Undergraduate degree in Finance, Business Administration, Economics, Mathematics or similar from a recognized university (transcripts and diploma).
- GMAT is an asset

For the MSc in Business Analysis and Consulting

- Undergraduate degree in business-related areas or engineering from a recognized university (transcripts and diploma). Professional experience of 2 years, or more, is a plus.
- GMAT is an asset

For the MSc in Finance

- Undergraduate degree in Accounting, Economics, Business Administration, Mathematics or similar from a recognized university (transcripts and diploma)
- GMAT is an asset

For the MSc in Digital Marketing & CRM

- Undergraduate degree in Business, Marketing, Communication, Engineering, IT or similar from a recognized university (transcripts and diploma)

For the MSc in Big Data Analytics for Business

- Undergraduate degree in Business Administration, Engineering, Science, Computer Science, IT, Statistics or similar from a recognized university (transcripts and diploma)
- GMAT is an asset

Application Deadlines

January 2019 intake (MSc in International Business in Lille only):

- > Nov 16th 2018 for non-European candidates
- > Nov 23rd 2018 for European candidates

September intake:

- > May 31st 2019

Tuition Fees & Scholarships

> €14,000 for the MSc in International Business Negotiation

> €15,000 for the MSc in International Business; Investment Banking and Capital Markets; Business Analysis and Consulting; International Accounting, Audit & Control; Digital Marketing & CRM

> €16,000 for the MSc in Fashion Management, Finance; Big Data Analytics for Business

> IÉSEG offers a large number of scholarships such as **early-bird scholarship, partner university tuition waiver, GMAT/GRE/CAT scholarships according to the score, merit-based scholarships (up to 50%)**. No separate application is needed. Please check the program website for more information.

> Other mandatory fees can go up to €500 (including, for example, the Alumni Association fee).

CONTACTS



FRANCE

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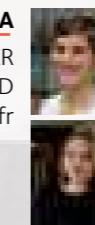
OTHER COUNTRIES

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and Viktorija BAUBLYTÉ
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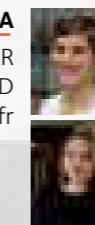
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EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY

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