



# RISE TO THE CHALLENGE, SHAPE A SUSTAINABLE FUTURE

- > Develop your capabilities for personal, organizational and societal transformations within a unique MBA community.

**MBA: EXECUTIVE | INTERNATIONAL | LEADERSHIP  
AND CODING**



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 humanism, will develop socially responsible organizations that redefine the international context.

Choosing IÉSEG means confronting 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

### TRAINING ADAPTED TO YOUR NEEDS

IÉSEG develops courses and programs that meet the training requirements of employees and companies, whatever their sector of activity or challenges:

- > **Tailor-made support** adapted to the objectives of both the employee and the company
- > Programs developed with **experts in the sector and pedagogy**

## 2

### LOOKING BEYOND BORDERS

The School's programs and courses enable participants to learn and benefit from successful experiences from around the world and open up to different strategic visions, for example via:

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

## 3

### A GLOBAL AND DIFFERENTIATING APPROACH

IÉSEG supports companies and professionals in defining and evaluating their requirements:

- > **Strong personalized support** with the objective of transforming participants both professionally and personally
- > Innovative teaching methods that provide a **unique, challenging and interdisciplinary learning experience**
- > 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, guaranteeing the School's excellence. Holder of the "Triple Crown" of international accreditations (EQUIS, AACSB and AMBA), IÉSEG is a member of the very select circle 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.







## KEY FIGURES



### ACCREDITATIONS AND RANKINGS

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**3** international accreditations:  
**EQUIS - AACSB - AMBA**

**Ranked 32<sup>nd</sup>** in the 2023 global  
ranking of **the best Masters in  
Management programs** (*Financial  
Times*)



### STUDENTS AND ALUMNI

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**8,000** current students and **1,000**  
**executives/managers** trained each year

**15,000+** graduates



### THE FACULTY

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**186 permanent professors**  
from 54 different countries

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



### PARTNERS

---

**331** partner universities  
in **74** countries

**2,500** partner companies



*“Training professionals, who are changemakers, means committing to companies’ transformation and performance.”*

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

# VISION, MISSION AND VALUES

Empowering changemakers for a better society

## ■ VISION

The IÉSEG vision that emerged from a collective effort, involving all the School's stakeholders, is that in 2025, IÉSEG will be **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.**



# THE IÉSEG ECOSYSTEM

Meaningful professional contacts throughout your life

## ■ IÉSEG NETWORK

Since 1971, IÉSEG Network, the network of IÉSEG graduates, has brought together more than 15,000 alumni and has continued to grow over the years. IÉSEG Network's main mission is to offer a range of practical solutions to the IÉSEG community in order to activate networks and take the right steps to achieve each graduate's professional project.

### The role of IÉSEG Network

#### For students

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

#### For alumni

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

IÉSEG Network contributes to IÉSEG's influence within companies and to the development of its graduates, both personally and professionally.

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, participating in courses and conferences, by offering internship or employment advertisements.

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

- > Lisbeth CACERES: Financial Director / L'ORÉAL
- > Christophe CATOIR: Executive Committee Member / THE ADECCO GROUP and President / ADECCO
- > 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)

## ■ IÉSEG INCUBATOR, A SPRINGBOARD FOR ENTREPRENEURIAL PROJECTS

The IÉSEG Incubator, based in Lille and in Paris, provides a number of new start-ups with a workspace and professional support, helping them to grow and develop. These companies receive free professional advice and support from a variety of academic and professional experts from within and outside of the School. The School's entrepreneurs (students and alumni) also have the opportunity to participate in activities related to entrepreneurship, organized by IÉSEG Network, such as the Entrepreneur Club. Depending on their projects and profiles, incubated start-ups may join one of the three existing programs (START – SPARK – SCALE).

Examples of professional support:

- > Coaching by a mentor
- > Brainstorming and mutual support workshops
- > Networking events
- > Advice from trade and industry experts
- > Community of entrepreneurs, etc.

For more information: [incubateur.ieseg.fr](http://incubateur.ieseg.fr)





**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, ACCENTURE, ACCOR, ADEO, ADSEARCH, ADVOLIS, AIR FRANCE, AIR LIQUIDE, AKZONOBEL, ALLIANZ TRADE, ALPHASIGHTS, ALTAREA, AMAZON, AMERICAN EXPRESS, ANAIK, AON, ARCELORMITTAL, ARKEMA, ARMÉE DE TERRE, ARVAL, ATOS, AUCHAN, AVANADE, AXA, BACCARAT, BACK MARKET, BANQUE DE FRANCE, BANQUES ALIMENTAIRES, BANQUE POPULAIRE, BATKA, BDO, BNP PARIBAS, BONDUELLE, BOULANGER, BPI FRANCE FINANCEMENT, BUTAGAZ, CAISSE D'EPARGNE, CALZEDONIA, CAPGEMINI, CARAMBAR, CARREFOUR, CASTORAMA, CATALINA, CBRE, CELIO, CELLNEX, CERBA, CHANEL, CHRISTIAN DIOR COUTURE, CIC, CISCO, CLARINS, CLINITEX, CLUSE, COCA-COLA EUROPEAN, PARTNERS, COFIDIS, COFINA, COHABS, COLOMBUS CONSULTING, CORA, COTY, COVEA, CREDIT AGRICOLE, CREDIT MUTUEL, CRIT, CULTURA, DANONE, DASSAULT SYSTEMES, DECATHLON, DELOITTE, DISNEY, DLPK, DOCTOLIB, DXC TECHNOLOGY, ECOVADIS, ECOVER, ELIS, EMMA, ENERGIZER, ESTEE LAUDER, ETAM, EURASANTE, EUROPCAR, EUROPEAN CENTRAL BANK, EURATECHNOLOGIES, EY, FAST RETAILING, FM LOGISTIC, FNAC DARTY, FOLIATEAM, 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, HERMES, HOZELOCK-EXEL, HP FRANCE, HSBC, HUGO BOSS, IBM, ICOM, IDKIDS, IGH HOTEL, INTERMARCHE, IVC EVIDENSIA, JACADI, JCDECAUX, JULES, JUNE PARTNERS, KENZO, KEYRUS, KIABI, KILOUTOU, KINGFISHER, KOOB, KPMG, KRONENBOURG, L'OCCITANE, L'OREAL, LA REDOUTE, LANGHAM HALL, LCL, LE BON MARCHÉ, LEROY MERLIN, LIDL, LIMAGRAIN, LINEUP7, LMH, LONGCHAMP, LOUIS VUITTON, LOUVRE HOTEL, LVMH, LVMH FRAGRANCE BRANDS, LYRECO, MAISONS DU MONDE, MAJOREL, MALAKOFF HUMANIS, MANPOWER, MAZARS, MC2I, MCCAIN, MICROSOFT, MOBIVIA, MOET HENNESSY, MONCLER, MONDELEZ, MONOPRIX, MOODYS, NATIXIS, NATURALIA, NESTLE, NIKE, NORAUTO, NOVETUDE, NUXE, ORACLE, ORANGE, OFI ASSET MANAGEMENT, PAGE GROUP, PARFUMS CHRISTIAN DIOR, PARTOO, PEPSICO, PERICLES, PERNOD RICARD, PLAYPLAY, PRINTEMPS, PROCTER & GAMBLE, PROJEXION, PROMOD, PWC, RABOT DUTILLEUL, RAKUTEN, RALPH LAUREN, RAMERY, RCBT/ BOUYGUES TELECOM, RH PERFORMANCE, RITUALS, ROUGE GORGE, ROXANE NORD, RSM, SAEGUS, SAINT GOBAIN, SAIPEM, SANEF, SAP, SAS, SEFICO NEXIA, SEPHORA, SFDC, SMCP, SOCIETE GENERALE, SODEXO, SOLLERS CONSULTING, SOLOCAL GROUP, STHIL, SUCRES ET DENRÉES, SWISSLIFE, TAPE A L'OEIL, TARKETT, TELEVISA, THE ADECCO GROUP, TOYOTA, UNICREDIT, UNILEVER, UNIVERS RETAIL, VAN CLEEF & ARPELS, VERTBAUDET, VERSPIEREN, VIATYS / GROUPE SQUARE, VILOGIA, VISA, WAVESTONE, WHIRLPOOL, WORLDLINE



# LIVING IN FRANCE: A THRIVING STUDENT DESTINATION

**France is a captivating destination for international students, offering a wealth of cultural experiences, exceptional cuisine, breathtaking architecture, and a vibrant student life. Let's explore all these aspects in more details.**

## ■ CULTURAL DIMENSION

**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 you come **to live in Lille or in Paris**, you will have the opportunity to discover many sites of interest and different architecture styles:

- > In the Vieux-Lille, the city hall belfry, which is **part of the UNESCO World Heritage**, symbolizes freedom for the Northern towns, and embodies the distinguishable Flemish architecture. Lille is one of the largest cities in France and was named the World Capital of Design in 2020.
- > **Paris is recognized as one of the most beautiful cities in the world:** its iconic Eiffel Tower, the Arc de Triomphe, Haussmann-style buildings, and the château de Versailles in the surrounding area will absolutely blow your mind.





## ■ GASTRONOMY: A CULINARY PARADISE

Apart from cultural activities, France is well-known 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. You will have many opportunities to taste different kinds of food and develop your 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 a plethora of live entertainment options.

**The 2024 Olympic Games** in France offer international students a remarkable opportunity to attend outstanding sporting events, creating unforgettable memories during their educational journey in France.

## ■ 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.





## THE PARIS-LA DÉFENSE CAMPUS

**IÉSEG has a dedicated space for professionals in training at the very heart of La Défense. This allows you to experience the best in Executive Education: group work, brainstorming, conversations, informal exchanges, etc.**

**This area is also adapted for different pedagogical methodologies (business games, role playing, simulations, etc.). The Executive Education space is just a few meters away from the rest of IÉSEG's Paris-La Défense campus. Participants therefore also have access to all school services and events (conferences, talks, networking, etc.).**

### ■ LA DÉFENSE: EUROPE'S LARGEST PURPOSE-BUILT BUSINESS DISTRICT

- 4<sup>th</sup> most attractive business district in the world with 3,600 companies
- 180,000 employees at the heart of La Défense, of which 60 % are in a higher management or executive position (Source: Paris La Défense website, [parisladefense.com](http://parisladefense.com))
- A nice neighborhood to work in (according to 93% of respondents / Source: BVA Barometer results, Paris La Défense, December 2019), home of 15 fortune 500 companies and the HQs of several icons of the French Economy (Société Générale, Total, etc.).



# PARTICIPANT SERVICES

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

## ■ ORIENTATION WEEK

**Every year, IÉSEG organizes an orientation week for international participants just before the start of the academic year. During this week, participants are introduced to IÉSEG and its 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 subjects such as how to navigate the public transportation system and how to handle various administrative procedures, including accessing a government housing subsidy, opening a bank account, and generally understanding the essentials of student life in France. In short, international participants 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 is 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:

**> 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 criteria, such as the address, the cost of rent, etc. (Plan your budget without including this subsidy).

## ■ EQUALITY / INCLUSION

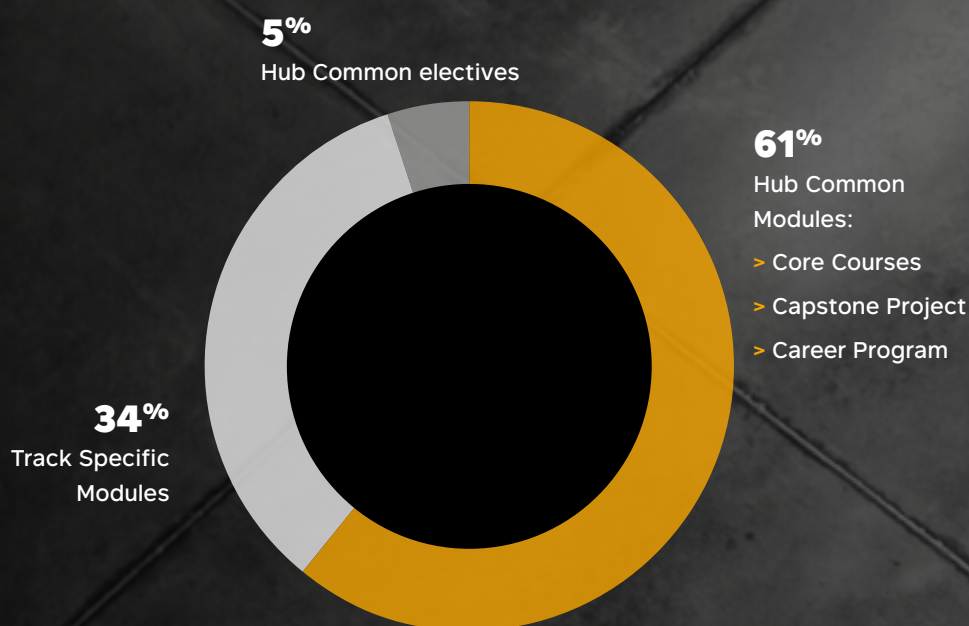
As IÉSEG is inclusive and values diversity in all its forms, it is committed to providing assistance to all students, and to oppose all types of discrimination, including those of a sexist, LGBTQIA+phobic or racist nature, as well as any incitement to hatred or discrimination.

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 our support unit.



## 1 MBA – 3 TRACKS: EXECUTIVE, INTERNATIONAL, LEADERSHIP AND CODING

- **DURATION**
  - > Executive track: part-time - 16 months
  - > International and Leadership and Coding tracks: full time - 13 months
- **LANGUAGE**
  - > English
- **INTAKES**
  - > Executive track: 2 intakes per year
  - > International and Leadership and Coding tracks: 1 intake per year
- **ADMISSION REQUIREMENTS**
  - > Executive track: minimum 3-year Bachelor's degree + 7-year professional experience at an executive level
  - > International and Leadership and Coding tracks: minimum 3-year Bachelor's degree + 3-year professional experience
- **CREDITS**
  - > Executive track: 90 ECTS
  - > International track: 90 ECTS
  - > Leadership and Coding track: 90 ECTS
- **ORGANIZATION**



Average of the courses of the three tracks. The details of each track (electives and courses) are detailed in the presentation of each path.

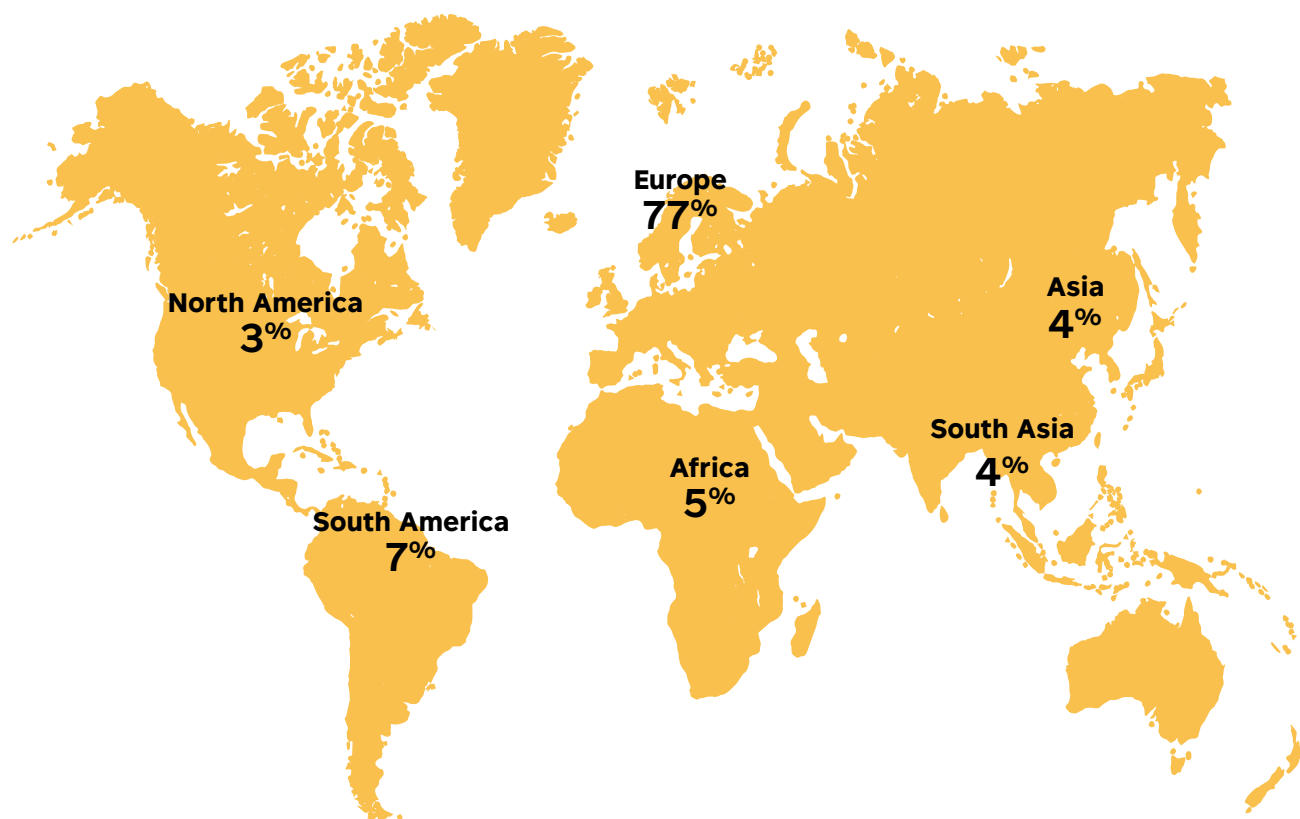






For more informations: [www.ieseg.fr/en/programs/mba/](http://www.ieseg.fr/en/programs/mba/)

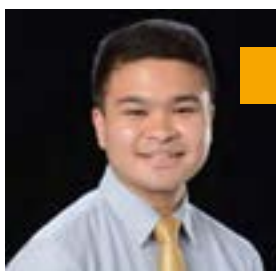
## OUR MBA ALUMNI



Information from the three MBA HUB tracks from 2019.



*Before coming to IÉSEG, I worked in Corporate Banking in the Philippines for four years as head of the credit team for conglomerates and multinational companies. After that, I wanted to expand my area of expertise in an international environment, and this was one of the main reasons why I decided to pursue the International MBA program of IÉSEG. This program was very enticing because of its holistic curriculum covering various fields such as finance, banking, marketing, entrepreneurship and many more. In addition to that, my colleagues and professors were very international and thus, I was exposed to a wide variety of cultures, opinions and business practices. Last but not least, I was very interested in the School's strong networking structure as I believed it could help me find an internship or job in France or in Europe.*



Thomas Matthew MANALAC,  
Business Analyst, Holcim,  
MBA – International track Alumnus

# IÉSEG'S MBA HUB

**By joining IÉSEG's MBA HUB, participants join a highly diverse community that facilitates collaboration and exchange across the three tracks.**

Participants develop expertise in their chosen track and widen their horizons by interacting with participants from other tracks during common courses and activities, enabling them to develop a broader outlook on tackling challenges.

Their learning experience via business games, live cases, simulations and entrepreneurial projects, equips them with the skills and the confidence to lead successful transformations in a variety of contexts. The HUB supports participants' future personal development and career objectives through a customizable personal and career growth program, corporate events, and learning expeditions.

## ■ INTEGRATE A NETWORK OF DYNAMIC ALUMNI

In registering for the MBA at IÉSEG, you immediately join a large community of more than 15,000 alumni. Within this network, you will find the values of mutual assistance and solidarity conveyed by the IÉSEG spirit and a pool of privileged contacts throughout your business life.

IÉSEG Network, the Alumni Association, aims to:

- > **Unite alumni**
- > **Be a career accelerator**
- > **Contribute to IÉSEG's reputation within companies**
- > **Assist participants with their professional project**

You will also have the opportunity to interact with MBA alumni during elective classes, which they can join for their lifelong learning objectives.



*This training helped me gain confidence and continues to allow me to grasp more important responsibilities within a global group. I would not have approached this challenge in such a calm way before having followed this MBA - Executive Track. Besides the "technical" skills, I have developed a new perspective on the world, on others and on myself. The conciliation of 3 lives (professional, personal and student) is not always easy, but paradoxically I have gained in serenity.*



Véronique JUNG,  
Head Pharmacist, OCP répartition,  
MBA – Executive track Alumna



# EXCELLENCE AND INNOVATION THROUGH THE IÉSEG FACULTY

## ■ ACADEMIC EXCELLENCE

All permanent faculty at IÉSEG carry out research and teaching as their key activities. They are actively engaged in research in all the different domains of management and economics, and these activities support both their teaching and the interaction with companies and other stakeholders.

## ■ IÉSEG RESEARCH

Applied and academic research is one of the faculty's main activities. IÉSEG professors are all active in their different fields of research and contribute widely to international academic publications, conferences and scholarly activities.

This ensures the relevance, the originality and the quality of content brought into the learning journey and when engaging with other stakeholders (for example, in the corporate sector or tertiary sector).

## ■ MBA HUB FACULTY

The MBA HUB faculty is a mix of professors and professionals combining diverse academic and professional backgrounds. They are experts in their fields, passionate about sharing cutting-edge ideas and practices, and renowned for their teaching. They provide support to participants so that they can achieve their full potential.

IÉSEG key figures:

- > **200 permanent professor-researchers**
- > **Permanent faculty with doctorates/PhDs : 100%**
- > **International permanent professors (54 different countries): 83%**
- > **Visiting professors per year: 80**
- > **Research articles published in the past 5 years: 780+**
- > **Research events organized by IÉSEG in the past 5 years: 380+**

## ZOOM ON IÉSEG INSIGHTS

IÉSEG Insights is the website developed by IÉSEG to share and disseminate the results of the research and expertise of the School's faculty. IÉSEG Insights aims to provide keys to understanding an increasingly complex, volatile and uncertain world and to be a platform for inspiration and reflection for the business world, students and the academic world. Thanks to articles, videos, podcasts and biographies, experts and professors from the School share their analyses and work, respond to social issues, and project themselves into the world of tomorrow.

To discover IÉSEG Insights: [insights.ieseg.fr](https://insights.ieseg.fr)

# ELECTIVES AND ENTREPRENEURSHIP

To personalize your learning experience beyond the core modules, you will be able to choose from a series of electives.

COURSE TITLE	TOPICS
PROJECT MANAGEMENT	Initiating a project, Defining project planning, Executing a project in line with a defined budget, Time and scope requirements, Control and management of project execution, Successful project result transfer.
LUXURY MARKETING	Luxury consumption patterns: segmenting the market, Understanding purchasing process, Developing a relationship with customers; Luxury brands development: brand extension, licensing and co-branding; Luxury Product/service, price and portfolio: integrating creativity and design, managing quality, Fixing and managing price, Managing the Portfolio; Luxury brand communication: Luxury retailing and business models, Managing internationalization.
BIG DATA ANALYTICS	Foundations and applications of CRM, Analytical CRM, Customer lifecycle analytical approaches, Identification of suitable prospects for customer acquisition, Customer development via up-selling or cross-selling, Customer attrition/retention management, Big Data and analytics managerial problems and techniques.
ARTIFICIAL INTELLIGENCE AND STRATEGIC INNOVATION	Artificial Intelligence (AI) for business, Overview of machine learning, Supervised learning, Unsupervised learning, Reinforcement learning, Deep learning, Organizational, managerial and ethical implications of AI, AI use cases and applications, Strategic innovation, dealing with AI and emerging technologies.
FINTECH	Fintech industry overview, Fintech vs. traditional financial services; Industry segmentation, Main segments and markets (challenger banks, payment institutions, P2P lending and other lending, compliance businesses, BNPL), Fintech business models: from D2C (direct to consumers) to B2B2C, Partnership and platform economy, The fintech value chain, Legal and compliance, Open banking and PSD, Creating a fintech product and challenges.
CONSUMER BEHAVIOR	Models of consumer behavior, Cultural influences on consumer behavior, Personal and social influences on consumer behavior, Psychological influences on consumer behavior, Responsible marketing and vulnerable consumers.
BUSINESS DEVELOPMENT STRATEGY AND COMMERCIAL TECHNIQUES	Understanding the changing nature of customer requirements in business contexts, Understanding the challenges posed by digitalization of business environments and learn ways to harness these to your advantage, Understanding the importance of customer centricity as key to the success of organizations, Understanding the role of marketing and sales in business contexts.

Students have to take a minimum of two electives (maximum four).

## ■ ENTREPRENEURSHIP IN THE PROGRAM

The IÉSEG MBA HUB aims to challenge your views about business. During this program, you will explore entrepreneurship and intrapreneurship as two sides of the same coin. If you have an idea for a business, you can be guided by the IÉSEG Incubator and one of its three programs: SPARK/START/SCALE.

There is one common core module dedicated to innovation and/or entrepreneurship in the program.





## TWO IMMERSIVE LEARNING EXPEDITIONS

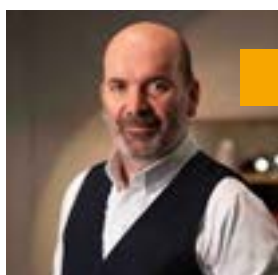
The program includes two learning expeditions, designed to permit the discovery of new ways of doing business in other contexts and cultures. The destinations are carefully chosen to ensure that participants can further develop and practice the competences developed throughout the program by taking part in deep experiential learning. Both learning expeditions take place over five days. They are usually organized in collaboration with a partner school, to leverage local resources in support of the expedition's learning objectives.

Learning Expeditions are part of IÉSEG's sustainable development approach. We attach great importance to the choice of destinations so that they are in line with our strategy. Whenever possible, we prefer to travel by train rather than by plane. The destinations, which are subject to change or evolve based on learning goals and circumstances, are selected to ensure that participants can both reinforce and put into practice new competences. The expeditions have involved companies such as Google, Gessi, BMW, EY, GSK, Coca-Cola, Bugbox, EstateGuru, Seat, DFactory, etc.

“

*The Executive MBA allowed me to discover completely different people. At that time, I was very much confined to the world of IT, cars and engineering, and here I found myself working and collaborating with people who really came from different backgrounds. What also marked me were the two trips, one to South Africa and another to San Francisco, which allowed us to really discover the creative ecosystem of Silicon Valley between academia, start-ups and companies. It was extremely interesting to discover this context and this environment.*

”



Thomas QUARTIER,  
Principal Lean-Agile Consultant, Capgemini  
MBA – Executive track Alumnus

“

*One of my favorite memories is the learning expedition with the whole class to Amsterdam and Belgium where we visited the headquarters of Phillips-Van Heusen.*

”



Lilit MELIKYAN,  
Senior Customer Success Manager, Evina  
MBA – International track Alumna



# GROWTH AND CAREER DEVELOPMENT STRATEGY

The program is designed to enable participants to take stock of their own strengths and added value, but also to design their career and personal growth project. They learn to implement an inclusive development strategy materialized in an action plan presented to an audience of alumni and corporate partners.

Participants are accompanied throughout the program to achieve this goal, with a series of collective workshops, individual check-ins and one-on-one coaching sessions.

CAREER COACHING	CAREER WORKSHOP	CAREER TOOLS	CORPORATE EVENTS
<p><b>Accompanying you individually in the development of your career:</b></p> <ul style="list-style-type: none"> <li>&gt; A diagnosis</li> <li>&gt; A customized course</li> <li>&gt; A team of certified career coaches</li> </ul>	<p><b>Building and communicating your professional project with the benefit of collective intelligence:</b></p> <ul style="list-style-type: none"> <li>&gt; Personal branding workshops</li> <li>&gt; Workshops on co-development</li> </ul>	<p><b>Providing you with the necessary resources to support you in your professional development:</b></p> <ul style="list-style-type: none"> <li>&gt; Online Career Center</li> <li>&gt; Tutorials / Tools / Bibliography / Videos</li> <li>&gt; Workshop schedules / Online registrations</li> </ul>	<p><b>Developing your network and your curiosity:</b></p> <ul style="list-style-type: none"> <li>&gt; Conferences to enrich your knowledge of the latest economic news</li> <li>&gt; Specific corporate events dedicated to Executive Development and Innovation</li> <li>&gt; Career-related workshops and webinars</li> </ul>

“

*I chose the MBA – Executive track program at IÉSEG to give a new impetus to my career and from the beginning I understood that my professional development would involve learning about all of the company's aspects, but also working on my self-confidence and posture.*

*I therefore took advantage of the different tools offered by the career center. Personal coaching allowed me to gain self-confidence, and more globally to be serene in all circumstances. Personal branding has allowed me to remove a taboo: knowing how to sell myself (but remaining humble!).*

*The coaches are kind, attentive and know how to gently bring up personal progress areas, and all this with a smile all the time!*

”



Philippe LARGY,  
Supply Chain Director, Manutan Group  
MBA – Executive track participant







## WHY CHOOSE THE IÉSEG MBA - EXECUTIVE TRACK?

# 1

### DEVELOP YOUR COMPETENCES

**As the world evolves, so do the competences one needs in order to play a leading role in the future of organizations.** The program is designed to enable you to develop the skills to grasp the key dynamics taking place in organizations and in the macro environments, so as to create desirable futures at individual, organizational and societal levels.

# 2

### EXPLORE NEW POSSIBILITIES

**With the IÉSEG MBA - Executive Track, you will be able to explore new ways of thinking, creating and innovating.** We provide you with a range of electives (at IÉSEG and abroad) so you can create your own path and give your program the identity you want. Also, as it is important to experiment and learn from other contexts, you will go on two learning expeditions to discover how business is done in different environments.

# 3

### EXPAND YOUR IMPACT

**At IÉSEG, we want MBA - Executive Track participants to expand their impact during the program.** In the professional and personal growth module, you will identify personal and professional assets, reflect on your future goals, engage with other stakeholders, so as to find your place as a future global leader in a changing society.

**You will also develop subject matter expertise in the domain of your choice, by producing a professional consultancy thesis.** You will identify an applied problem connected to your professional interests and objectives, and put into practice the latest knowledge and rigorous techniques to propose a set of innovative recommendations.

# MBA: EXECUTIVE TRACK - PART-TIME

## LEAD IMPACTFUL TRANSFORMATIONS FOR RESPONSIBLE BUSINESS AND A BETTER SOCIETY

### ■ PROGRAM OVERVIEW



- > **Format and duration:** 16 months, part-time
  - 8 modules of 6 weeks, including 16 hours online, 4 face-to-face immersive days, and an integrative project
  - Career/Elective/Capstone elements



- > **Language:** English



- > **Location:** IÉSEG Paris - La Défense and online



- > **Intakes:** September and February



- > **Credits:** 90 ECTS



- > **Individual career and personal development coaching**



- > **A customizable learning experience** (electives, professional consulting thesis)



- > **AMBA, EQUIS and AACSB** accredited, a full international recognition



- > **2 learning expeditions**

### ■ OBJECTIVES

- > Lead in an international and intercultural environment
- > Lead organizations with a strategic mindset
- > Develop a personal leadership stance for impactful collective mobilization
- > Lead innovation for responsible and impactful transformations
- > Operate and create value in an ethical and sustainable manner
- > Integrate various business disciplines to create solutions to complex problems

### ■ ADMISSION REQUIREMENTS

The MBA - Executive Track is aimed at graduates with a Bachelor level education in any field with at least 7 years of professional experience at an executive level, with management responsibilities. A good working level of English is required.

# PARTICIPANT PROFILES

In the MBA - Executive Track cohort, we view the diversity of our participants as essential to enriching the learning experience.

## ACADEMIC BACKGROUND

23%	Engineering	14%	IT and Telecom
18%	Sales and Management	14%	Finance
18%	Health and Medicine	9%	Human Sciences and History
		5%	Law

43 Average Age

18 Average professional experience

9 Nationalities

36% Women



## CAREER OPPORTUNITIES \*

### ROLES

- > Channel Business Manager
- > IT Consultant - Project Manager
- > Corporate Chief Information Officer
- > Sales Director
- > Recruitment and Training Director
- > CEO
- > Legal Director
- > Offer and Expertise Manager

### COMPANIES THAT HAVE RECRUITED ALUMNI

- > AUCHAN
- > CEGOS
- > ORANGE
- > POCHET SAS
- > SKF
- > SOGETI
- > TAKARA BIO EUROPE
- > ENGEL & VÖLKERS
- > ECO2 ÉNERGIE

### POST-PROGRAM SALARY

- > > €86,144 Average Annual Salary (bonus included)

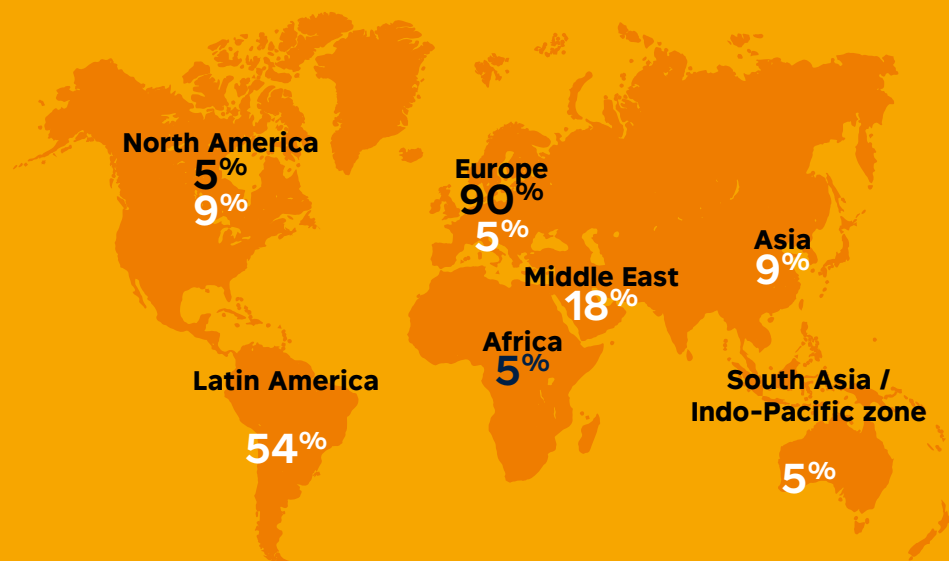
## THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



### ORIGIN OF OUR CURRENT STUDENTS



### LOCATION OF OUR ALUMNI



\*2023 survey led by IÉSEG among graduates from the 2020, 2021, 2022 classes of the program which was cross-referenced with LinkedIn and the IÉSEG Network database.





“

*Careers often need reassessing. You may be looking to craft a new career strategy or sharpen your trajectory. Our program is designed to enable you to develop essential competences, to explore new horizons, and to grow your impact.*

”



**Pascale PATAT-DUBOUIS**

**> Executive Track Academic Director,  
Senior Professor of Practice in  
Marketing and Sales**

Prior to joining IÉSEG, Pascale held various leadership positions in Sales, Marketing and Human Resources for 30 years. Thanks to this experience, she has developed broad strategic and operational skills as well as a strong appetite for subjects related to businesses and brands' sustainable development.

Through her research, Pascale explores challenges brands face when they are confronted to communication incidents and the consequences this can have on consumers, brands, and companies.

**View her full biography and areas of expertise & research:**  
[insights.ieseg.fr/en/](https://insights.ieseg.fr/en/)

## ■ THE MBA – EXECUTIVE TRACK IS THE RIGHT FIT FOR YOU IF:

- > You have gained operational and managerial experience and want to acquire state-of-the art knowledge for more strategic roles
- > You sense that to create the next stages in your career, you need to reflect on your leadership stance and have the cutting-edge tools to transform organizations
- > You know that beyond your domain of expertise, your organization also needs you to share the latest thinking and know-how on today's key global and universal questions
- > You want to reflect on your practice and learn new competences from experts and with peers operating in a variety of contexts
- > You want to take time to reflect on your trajectory so far, to combine your expertise and competences in new ways, applying them towards new challenges.



## A NEWLY REDESIGNED, FORWARD-LOOKING PROGRAM...

### ■ ...ADAPTED TO THE EMERGING BUSINESS, HUMAN, AND SOCIETAL CHALLENGES

As an executive navigating the multiple challenges brought about by technological innovations, environmental constraints and the pandemic's consequences, organizations count on you to analyze situations with a comprehensive, systemic approach and develop innovative solutions.

Executives are now expected to lead impactful transformations for responsible business and a better society. Empowering you to rise to this challenge is the aim of the Executive track.

### ■ ...WHILE TAKING INTO ACCOUNT EXECUTIVES' BUSY AGENDAS WITH A FLEXIBLE AND MODULAR FORMAT

Delivered in a modular format over 16 months, the program integrates the latest knowledge, tools and techniques to provide you with the competences to think through our VUCA world and create sustainable value for positive impact on society and organizations. It brings together, in a unique learning journey, the pedagogical and human value of face-to-face, immersive four-day workshops with the advantages of preparatory online interactions.

This format enables you to interact with your peers in the HUB, international academic experts and valuable industry practitioners and alumni. You will carry out a series of integrative projects enabling you to immediately apply your learning in the form of a deliverable or compelling presentation similar to what will be expected of you in organizations, thus developing your competences, boosting your confidence, and raising your appetite for such career-enhancing situations.

The program consists of eight modules, a customizable elective component, and two reputation-building elements (growth and career development strategy and capstone project). You will receive individual support as you work through these latter two components, which will prepare you to fully leverage your involvement in the program with a well-detailed career plan and cutting-edge expertise in the subject-matter area in which you want to grow your reputation.

**Be prepared for a deep human and transformational experience.**

## PROGRAM STRUCTURE

COURSE TITLE	TOPICS
<b>COMMON TO ALL THE HUB</b>	
MASTERING ACCOUNTING AND FINANCE	Financial accounting, Measuring and reporting financial information, Performance measurement, Time value of money, Financial risk, Factors affecting financial investment decisions
UNDERSTANDING BUSINESS CYCLES AND TRANSFORMATIONS	Business economics, Economic concepts for market analysis, Economic cycles, Major trends and industry transformations
TACKLING GRAND CHALLENGES (WITH LEARNING EXPEDITION 1)	Sustainability and organizations, Climate change, Systems thinking, Stakeholder engagement, Business ethics, Corporate social responsibility, Diversity, Equity and inclusion in organizations
FOSTERING ENTREPRENEURSHIP AND INNOVATION	Key concepts of entrepreneurship, New venture strategies, Characteristics of entrepreneurial firms, New product development, Business model innovation
DEVELOPING A STRATEGIC MINDSET (WITH LEARNING EXPEDITION 2)	Vision, mission and objectives of the firm, Frameworks for strategic analysis, Processes of strategy formulation, Defining competitive advantage, Corporate governance
HUB ELECTIVES: 2 ELECTIVES TO CHOOSE	Consumer behavior, Artificial intelligence and strategic innovation, Big data analytics, Business development strategy & commercial techniques, Fintech, Project management, Luxury marketing
<b>EXECUTIVE TRACK</b>	
BECOMING AN AUTHENTIC AND HOLISTIC LEADER	Understanding the components of authentic leadership, Key leadership issues, Leadership mindset, Trust & performance, The essence of formulating a 360° view- team development, Inspirational vision of one's own leadership, Cross-cultural and cross-generational leadership
ACQUIRING A 360° FUNCTIONAL VIEW FOR SUSTAINABLE ORGANIZATIONS	Organization theory, Organization impact, Supply-chain management and production, IS organizations, Organizational behavior
MANAGING SUSTAINABLE ORGANIZATIONS WITH A 360° FUNCTIONAL VIEW	Marketing management in an international environment, HRM (SWP, new trends, engagement)
RESEARCH & CONSULTING METHODS	A 3-day on-site seminar: consultancy project, Introduction to research, Research methods: Research terminology, Literature review process and analysis of published research, Quantitative research, Principles, Causal theories, Hypotheses and testing, etc.
GROWTH & CAREER DEVELOPMENT STRATEGY	Vision of professional goal and strategy, Multi-step action plan to achieve professional goals, Know-how to use personal and professional network, Personal branding, MBTI
ONBOARDING SEMINAR	One-day seminar (team induction)
<b>INDIVIDUAL</b>	
PROFESSIONAL CAPSTONE PROJECT	Professional consultancy thesis or professional experience report (including entrepreneurial experience)

Non-exhaustive list of topics.





**Marcèle BARTHELEMY,**  
Managing Director, Veto-pharma  
MBA – Executive track alumna

# SUCCESS STORY

“

## WHY DID YOU CHOOSE THIS PROGRAM?

*To take my career further, I thought that it was important to consolidate the skills I had developed through my professional background thanks to a strong academic experience. I also wanted to learn new competences, to open myself to new experiences, and challenge myself in order to be able to consider my professional future with more confidence.*

*So, I looked for a program that could provide a 360° view of a company. The focus on positive leadership proposed by IÉSEG's program was really the differentiating point compared to what other schools had to offer. Indeed, it offers a good balance between the development of hard skills and soft skills that are completely in line with the current needs of the companies nowadays.*

## HOW DID YOU MANAGE TO COMBINE YOUR THREE LIVES: PERSONAL, PROFESSIONAL AND STUDENT?

*To be honest, I've not managed it in the best way. Having changed my role very early during the program to a position with more responsibilities, I faced a situation where both “professional” and “student” lives were new and requiring a high level of energy and adaptation. But I was inspired and supported by a lot of my colleagues in class who managed very well! They gave me the motivation to improve myself and complete the program successfully. I was also lucky to have a supportive family allowing me to dedicate time to my personal growth.*

*I think it's important to know that this is a demanding program that requires effort in both professional and personal life, but the “student” life of an EMBA participant is definitely a great experience.*

## WHAT WERE YOUR TRICKS TO SUCCEED?

*I would give a few tips to potential candidates to succeed:*

- *Do not underestimate the efforts required by the program, but do not generate unnecessary pressure. It's better to have it done than perfect!*
- *A good organization is key.*
- *Make it simple, make it fun!*
- *Count on your cohort – your classmates are an amazing source of support and kindness in tough moments.*
- *Make your family, friends and professional colleagues part of the process – they will support you.*

## WHAT HAS BEEN THE IMPACT OF THIS PROGRAM ON YOUR PROFESSIONAL CAREER?

*The impact for me is huge. I've acquired a good 360° view of company management and initiated a true journey around the development of my leadership skills. I am convinced that I'm able to deliver more value to my company today than I could before the program.*

*But the most important takeaway is what I learned working with my cohort, which I try to apply with my teams at work: the perfect balance between the need for performance and the personal pleasure from human interactions.*

## WHAT TRANSFORMATION HAS BROUGHT THE MBA-EXECUTIVE TRACK TO YOU?

*The list is quite long but I believe that the most important one is how I prioritize things in my professional life. I integrated the program to further my career and to learn new things, but I stayed for the amazing human experience I lived during the journey thanks to my classmates, professors, and mentors. The best transformation is not the fact that I improved myself as a professional, but that I improved myself as a person.*

”



## WHY CHOOSE THE IÉSEG MBA - INTERNATIONAL TRACK?

1

### DEEPEN YOUR KNOWLEDGE IN GLOBAL BUSINESS

The MBA program helps you to enrich the knowledge you have gained through practical experience with theoretical understanding. Practical methodologies including the case method is used extensively to reflect real world challenges, allowing participants to develop innovative solutions. The program provides a high degree of flexibility thanks to a wide array of electives, enabling participants to tailor the program to their specific interests.

2

### ENHANCE YOUR CAREER

IÉSEG's MBA program helps you to enhance your career by providing personalized support through a customized career development program that includes personal coaching. Moreover, practicing managers from companies are regularly welcomed to interact with participants and to provide them with practical tips in this process.

3

### LEARN FROM EXPERTS WITH AN INTERNATIONAL ORIENTATION

The international track faculty is a mix of both internal and external professors from diverse backgrounds, either academically qualified with doctoral degrees or with at least 10 years of professional experience in their fields. They are passionate about teaching and about providing support to participants so that they can achieve their full potential. In addition, learning trips allow for more intensive business and cultural exposure.

4

### JOIN A COHORT WITH DIVERSE PARTICIPANTS FROM ACROSS THE GLOBE

In the IÉSEG MBA - International track, you will be part of a thriving, multicultural community. Participants come from various countries and regions adding to the richness of peer learning and experience sharing. Moreover, life-lasting bonds are developed to result in a global network through interactions with the program current participants and alumni.



# MBA: INTERNATIONAL TRACK - FULL-TIME

## EXPAND YOUR HORIZONS AND LEAD GLOBAL TRANSFORMATIONS

### ■ PROGRAM OVERVIEW



> **Format and duration:** 1 full year: 9 months of courses - 1-term capstone project - Career/Elective/Capstone elements



> **Individual career and personal development coaching**



> **Language:** English



> **A customizable learning experience** (electives, customizable capstone project)



> **Location:** IÉSEG Paris - La Défense



> **Intakes:** August 2024



> **AMBA, EQUIS and AACSB** accredited, a full international recognition



> **Credits:** 90 ECTS



> **2 learning expeditions**

### ■ OBJECTIVES

- > Expand horizons and develop managerial and leadership capabilities applicable to global organizational settings
- > Perceive organizational problems from a multifunctional and strategic perspective
- > Develop an ethical, responsible and sustainable approach to business considering global imperatives
- > Adopt innovative solutions to complex business problems
- > Mobilize collective action and lead responsible global transformations at various levels

### ■ ADMISSION REQUIREMENTS

The MBA - International Track is aimed at graduates in any field with at least 3 years of full-time postgraduate work experience. They are committed and open-minded while demonstrating substantial potential for leadership and excellence.

The program is offered on a full-time basis and consists of two consecutive semesters of courses (from September to May) followed by either an internship, a work experience, a consulting project or a thesis. French language lessons (for all levels) are included in the program.

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

# PARTICIPANT PROFILES

## ACADEMIC BACKGROUND

<b>41%</b>	Commerce, Marketing and Business	<b>9%</b>	Management
<b>18%</b>	Engineering	<b>9%</b>	Finance
<b>14%</b>	Foreign Languages and Literature	<b>5%</b>	Fashion Merchandising
		<b>5%</b>	Political Sciences

## AGE RANGE

<b>41%</b>	<b>25-30</b>
<b>50%</b>	<b>30-35</b>
<b>9%</b>	<b>35+</b>

## PRE-MBA WORK EXPERIENCE AVERAGE

> 7 YEARS



## CAREER OPPORTUNITIES \*

### ROLES

- > Senior Analyst
- > Senior Project Manager
- > Consultant
- > Environmental Performance Manager
- > Global Omnichannel Manager
- > Marketing Manager
- > Product Owner
- > Senior Business Analyst
- > Group Talent Manager

### COMPANIES THAT HAVE RECRUITED ALUMNI

- > Allianz
- > AXA
- > CAPCO
- > Crédit Agricole
- > ECOVADIS
- > H&M
- > HUGO BOSS
- > NOVARTIS
- > RÉMY COINTREAU
- > TOTALENERGIES

## POST-PROGRAM SALARY

> > **€69,085 Average Annual Salary** (bonus included)

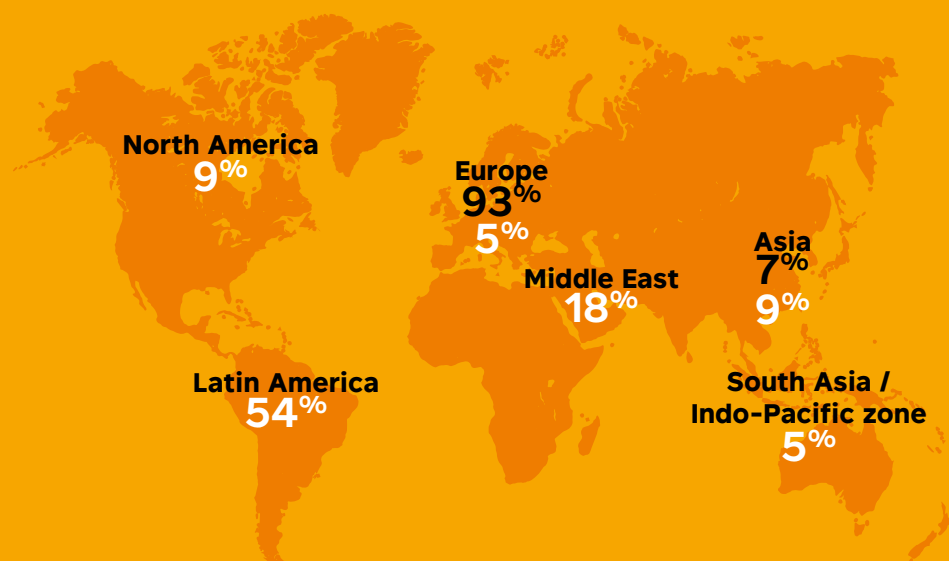
## THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



### ORIGIN OF OUR CURRENT STUDENTS



### LOCATION OF OUR ALUMNI



\*2023 survey led by IÉSEG among graduates from the 2020, 2021, 2022 classes of the program which was cross-referenced with LinkedIn and the IÉSEG Network database.



“

*The MBA – International track at IÉSEG offers you the opportunity to be among specially-selected brilliant people from across the globe, who are eager for a learning experience focused on global transformations.*

”



**Dr. Jacob VAKKAYIL, PhD**

> **International Track Academic Director,  
Professor of Human Resource  
Management**

Jacob is a Full Professor in the People, Organizations and Negotiation department at IÉSEG. Prior to joining IÉSEG, he was teaching at the Indian Institute of Management Calcutta in India.

He teaches courses on Leadership and Organizations with a focus on broader socio-institutional factors. His research explores similar themes at the intersection of business and society.

#### ■ **THE MBA – INTERNATIONAL TRACK IS THE RIGHT FIT FOR YOU IF:**

- > You want to expand your horizons and make the transition to a global leadership role with a deep understanding of business issues beyond only one country or region
- > You are a keen observer of the trends in global business and want to contribute to exciting opportunities that open up as a result of various developments
- > You want to work in global companies helping them to meet customer needs across geographies and to address the challenges of complex changes in multiple sectors
- > You see yourself as a future leader who is keen to make a positive impact in tackling major challenges faced by business corporations
- > You align with the emphasis of IÉSEG on being changemakers for a better society by confronting social and environmental issues, where businesses are deeply implicated

**MBA: INTERNATIONAL TRACK - FULL-TIME**





## ■ THE CAPSTONE PROJECT

The capstone project of the program is an important component that helps integrate learnings from the coursework through a significant practical project. In general, there are two options for the MBA capstone. The first one is to engage in a project of professional experience in the form of an internship, regular work contract or entrepreneurial effort that involves full-time commitment for four to six months.

The second is to produce a professional consultancy thesis addressing an applied managerial problem under the guidance of an academic advisor. In both cases, the projects are structured within specific time frames following applicable guidelines. Participants are free to opt for the type of capstone project they want as long as they manage to complete it within the program's time frame.

## ■ FRENCH CLASSES

MBA – International Track participants are required to take French classes throughout the program. Groups of different levels are formed at the beginning of the program to allow for an adapted learning experience. Classes are taught by IÉSEG's French teachers.

## ■ EXCHANGES

During the second semester, IÉSEG also provides the opportunity to a few students to take some additional electives at one or more of its partner schools/universities. These courses are offered over a week and specialize in some aspects of business linked to the region where the partner school/university is located. This arrangement helps the International Track participants to gain a richer multi-location learning experience during their program.

# PROGRAM STRUCTURE

## MBA: INTERNATIONAL TRACK - FULL-TIME

COURSE TITLE	TOPICS
<b>COMMON TO ALL THE HUB</b>	
MASTERING ACCOUNTING AND FINANCE	Financial accounting, Measuring and reporting financial information, Performance measurement, Time value of money, Financial risk, Factors affecting financial investment decisions.
UNDERSTANDING BUSINESS CYCLES AND TRANSFORMATIONS	Business economics, Economic concepts for market analysis, Economic cycles, Major trends and industry transformations.
TACKLING GRAND CHALLENGES (WITH LEARNING EXPEDITION 1)	Sustainability and organizations, Climate change, systems thinking, stakeholder engagement, Business ethics, Corporate social responsibility, Diversity, Equity and inclusion in organizations.
FOSTERING ENTREPRENEURSHIP AND INNOVATION	Key concepts of entrepreneurship, New venture strategies, Characteristics of entrepreneurial firms, New product development, Business model innovation.
DEVELOPING A STRATEGIC MINDSET (WITH LEARNING EXPEDITION 2)	Vision, mission and objectives of the firm, Frameworks for strategic analysis, Processes of strategy formulation, Defining competitive advantage, Corporate governance.
HUB ELECTIVES: 2 ELECTIVES TO CHOOSE	Consumer behavior, Artificial intelligence and strategic innovation, Big data analytics, Business development strategy & commercial techniques, Fintech, Project management, Luxury marketing
<b>COURSES IN COMMON WITH LEADERSHIP AND CODING TRACK</b>	
CAREER DEVELOPMENT	Vision of professional goal, Specificities of the market, Multi-step action plan to achieve professional goals, Job search/tools
MANAGEMENT OF INFORMATION SYSTEMS	Creating and sustaining a competitive advantage from digitalization, The disruptive effects of IT for organizations, Successfully managing IT projects
OPERATIONS MANAGEMENT	Operation design decisions and how they relate to the overall strategies of organizations, Production management
HUMAN RESOURCES AND PEOPLE ENGAGEMENT	Human resources and its link to strategy, HR functions and processes: workforce planning, recruitment and selection
LEADERSHIP AND ORGANIZATIONS	Key approaches to leadership, Self-management and development as a leader, Effective decision-making for leadership, Issues in coordinating efforts and leading teams
MARKETING	Elements of the marketing mix, Marketing Strategy: segmentation, Targeting & Positioning
RESEARCH & CONSULTING METHODS	Research terminology, Literature review process and analysis of published research, Quantitative research, Principles, Causal theories, Hypotheses, and testing, etc.
<b>INTERNATIONAL TRACK</b>	
GLOBAL MINDSET	The context of global businesses, Global sociopolitical developments, Managerial issues in a global context, Personal capabilities for global effectiveness
INTERNATIONAL NEGOTIATION	Factors that create value in a negotiation, Influence of culture in an international business context, Strategies for complex multiparty negotiations
INTERNATIONAL TRADE	Models of international trade, Trade policy, Political economy of trade, Economic integration, International trade agreements
GLOBAL LOGISTICS AND SUPPLY CHAINS	Introduction to global supply chains, Network design and facility location, Decision process analysis in global supply chains
INTERNATIONAL MARKETING	Design, Implementation and evaluation of international marketing strategies, The influence of political, economic and socio-cultural elements on the consumers and organizations of various national markets
INTERNATIONAL HRM	Role of the HR function in a multinational company, Planning the workforce in a multinational company, Recruitment and selection of multinational companies: Issues and complexities in assessing performances across the world
GLOBAL FINANCIAL MARKETS	Overview of financial markets, International investments, Central banking, Banking regulation, International capital markets, The subprime financial crisis (causes, mechanism, consequences)
<b>INDIVIDUAL</b>	
PROFESSIONAL CAPSTONE PROJECT	Professional consultancy thesis or Professional experience report (including Entrepreneurial experience)

Non-exhaustive list of topics.





# SUCCESS STORY

“

## WHY DID YOU CHOOSE THIS PROGRAM?

*The MBA-International track at IÉSEG gave me the opportunity to take part in a program on an international level with a deep understanding and sharing of business fundamentals. On a theoretical and practical level, the program is unique in a way that it propels your self-development to become a leader within your community and an ambassador of change.*

## HOW DID YOU MANAGE TO COMBINE YOUR THREE LIVES: PERSONAL, PROFESSIONAL AND STUDENT?

*The program was definitely a challenge on a personal and professional level. I believe that by embracing this experience fully while prioritizing what really keeps you going further is key to appreciate the program while maintaining a healthy mindset.*

## WHAT HAS BEEN THE IMPACT OF THIS PROGRAM ON YOUR PROFESSIONAL CAREER?

*The ability to combine technical know-how acquired in the field with managerial and business skills enabled me to understand the strategic and financial aspects of an investment in the construction industry, while taking part proactively in designing this strategy and supervising its implementation during its entire life cycle*

## WHAT TRANSFORMATION HAS BROUGHT THE MBA-INTERNATIONAL TRACK TO YOU?

*I believe that the IMBA program is a mind-opening opportunity to take part in a constantly evolving world on a professional and personal level.*

”



**Jean CORDAHI,**  
Project and Real Estate Asset Manager, Educational Sector,  
France  
MBA – International track Alumnus

MBA: INTERNATIONAL TRACK - FULL-TIME

# WHY CHOOSE THE IÉSEG MBA - LEADERSHIP AND CODING TRACK?

1

## EXPAND AND SHARPEN YOUR SKILLS TO LEAD IN A CHANGING WORLD

**Lead in a rapidly changing digital world:** acquire and hone the skills needed to compete and collaborate in a changing, fast-paced environment, develop an agile and transversal mindset in order to adapt to (and evolve in) fluctuating requirements and complex settings; learn to unlock innovation and recognize opportunities and challenges in times of continuous change.

2

## ACQUIRE TECH SKILLS BY LEARNING TO CODE

**Differentiate yourself in a new world requiring new skills;** learn both back-end programming languages and acquire front-end development skills; develop capacities to learn very quickly a new programming language, an extremely important skill in the domain of web development. Coding will also help you think differently as managers, widen your horizons and let you approach business issues from a multitude of standpoints.

3

## LEARN TO ALIGN BUSINESS AND TECHNOLOGY FROM WORLD-CLASS FACULTY

**Learn from top-tier international faculty in a pioneering partnership between a highly ranked and renowned international business school (IÉSEG) and the most acclaimed coding bootcamp worldwide on Switchup according to student reviews! (Le Wagon).** In increasingly converging tech and business ecosystems requiring different sets of managerial skills, you will be able to align and integrate these two elements in a uniquely positioned immersive and integrated program.

4

## BOOST YOUR CAREER AND BECOME A CHANGEMAKER

**Whether you want to integrate top companies, join or start your own start-up, or fast-track your current career prospects, get ready to accelerate your career with an adaptable, transversal, and transformational skill set.** In a rapidly changing world, you will be ready to lead, manage, and execute complex projects, all the while becoming a changemaker for a better society.

5

## JOIN A DYNAMIC AND INSPIRING GLOBAL COMMUNITY

**Be part of a diverse, global, and driven community based in more than 100 countries, combining the wide global networks of both IÉSEG and Le Wagon.** Learn and network with others, share and leverage potential opportunities, and grow from them.

# MBA: LEADERSHIP AND CODING TRACK - FULL-TIME

**LEAD DIGITAL TRANSFORMATIONS AND CODE THE FUTURE OF BUSINESS - IN PARTNERSHIP WITH LE WAGON**

## ■ PROGRAM OVERVIEW



> **Format and duration:** 1 full year: 9 months of courses - 1-term capstone project - Career/Elective/Capstone elements



> **Individual career and personal development coaching**



> **Language:** English



> **A customizable learning experience** (electives, customizable capstone project).



> **Location:** IÉSEG Paris - La Défense



> **AMBA, EQUIS and AACSB** accredited, a full international recognition



> **Intakes:** August 2024



> **Credits:** 90 ECTS



> **2 learning expeditions**

## ■ OBJECTIVES

- > Acquire new business and tech skills and develop managerial and leadership capabilities applicable to changing digital environments
- > Develop ethical, responsible and sustainable approaches to business considering but not limited to digital imperatives
- > Mobilize collective action and lead responsible digital transformations at various levels
- > Adopt innovative solutions to complex business problems
- > Perceive organizational problems from a multifunctional and strategic perspective

## ■ ADMISSION REQUIREMENTS

The MBA - Leadership and Coding Track is aimed at graduates in any field with at least 3 years of full-time postgraduate work experience. No prior knowledge of coding or programming is required for admission. Participants are expected to be committed and open-minded, while demonstrating substantial potential for leadership and excellence.

The program is offered on a full-time basis and consists of two consecutive semesters of courses (from September to May) followed by either an internship, a work experience, a consulting project or a thesis. French language lessons (for all levels) are included in the program.

For more information: [www.ieseg.fr/en/mba-leadership-coding-track](http://www.ieseg.fr/en/mba-leadership-coding-track)



# PARTICIPANT PROFILES

## ACADEMIC BACKGROUND

42%	Commerce, Marketing and Business
25%	Management
17%	Mathematics, Physics
8%	Engineering
8%	Economics, Finance

## AGE RANGE

17%	25-30
58%	30-35
28%	35+



## CAREER OPPORTUNITIES \*

### ROLES

- > Consultant
- > Product Manager
- > Business Development Manager
- > Entrepreneur
- > Product Owner

### POST-PROGRAM SALARY

> **€75,448 Average Annual Salary**  
(bonus included)

## EXAMPLES OF COMPANIES THAT HAVE RECRUITED PARTICIPANTS

- > SAP
- > Société Générale
- > Fred (LVMH)
- > Vestiaire Collective
- > L'Oréal

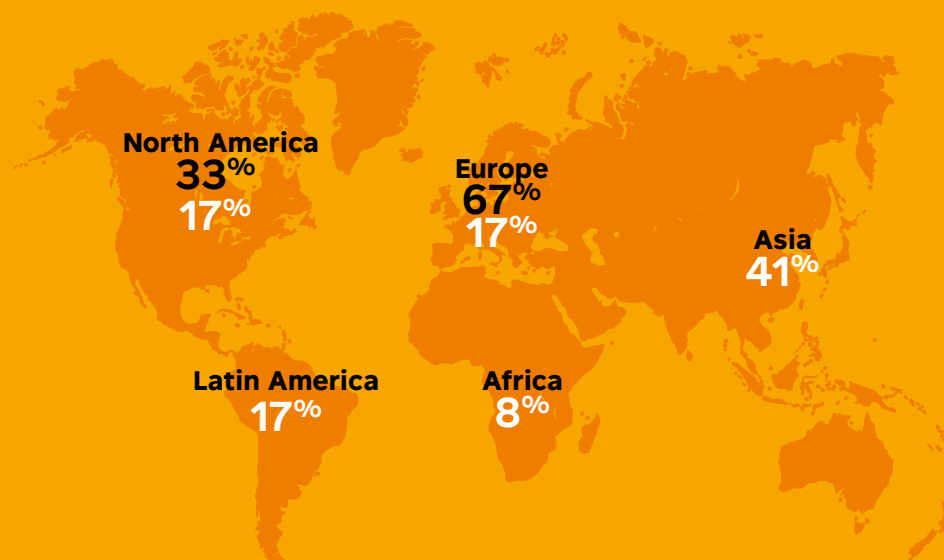
## THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



### ORIGIN OF OUR CURRENT STUDENTS



### LOCATION OF OUR ALUMNI



\*2023 Survey led by the Conférence des Grandes Écoles with graduates from the 2020, 2021 and 2022 classes of the program which was cross-referenced with LinkedIn and the IÉSEG Network database

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*The way business is carried out is changing rapidly largely due to ongoing innovation and an increasing integration between business and technology. Managers need to be able to combine outstanding human and business skills to lead their teams with care towards sustainable strategies, along with coding skills to understand deeply how technology works. The latter can be used to streamline processes and invent the products and services of tomorrow. The MBA – Leadership & Coding track is a unique opportunity for you to learn both skill sets and differentiate yourself as a manager able to reshape the world in a sustainable way.*”



**Dr. Ghassan YACOUB, PhD**

**> MBA Leadership and Coding track Co-Director,  
Professor of Innovation and Strategy**

His academic research lies around the sources, value capture, and management of strategic, innovation, and entrepreneurial processes within, outside, and between firms with a particular interest on emerging technologies. Prior to this, he worked as an M&A Investment Banker at advisory boutiques and at J.P. Morgan in London where he was responsible for transaction origination and execution of multi-billion cross-border M&A mandates.

**View his full biography and areas of expertise & research: [insights.ieseg.fr/en/](https://insights.ieseg.fr/en/)**



**Boris PAILLARD**

**> Program Co-Director,  
Le Wagon, CEO**

After engineering school, Boris worked in finance (HSCB, Natixis) for 3 years before deciding it wasn't for him. He quit to live his real passion—web-development and product design.

As Le Wagon's co-founder and CEO, he has been teaching front-end, web-design, and Rails for 4 years. He also gives frequent talks on technical entrepreneurship for businesses & engineering schools.

#### ■ THE MBA – LEADERSHIP AND CODING TRACK IS THE RIGHT FIT FOR YOU IF:

- > You want to understand the blurred boundaries between business and technology/coding: to lead and manage organizations effectively, to be able to grasp how products and services are created and to (de)code the technological aspect with your staff and partners
- > You are passionate about the opportunities emanating from digital transformation and emerging technologies in a changing world and are keen to explore multiple avenues to develop your technical, managerial and interpersonal skills
- > You are curious and want to sharpen your leadership skills to drive change in organizations in a collaborative and innovative manner
- > You are eager to broaden your personal and professional horizons with a cutting-edge learning journey and have a desire to join a multicultural class of diverse, high-potential achievers
- > You are looking to challenge yourself beyond a traditional MBA, you enjoy reinforcing your strategic thinking and acquiring transversal and transferable skills to make a positive contribution to the community



## ■ CAPSTONE PROJECT

The capstone project of the program is an important component that helps integrate learnings from the coursework through a significant practical project. In general, there are two options for the MBA capstone. The first one is to engage in a project of professional experience in the form of an internship, regular work contract or entrepreneurial effort that involves full-time commitment for four to six months.

The second is to produce a professional consultancy thesis addressing an applied managerial problem under the guidance of an academic advisor. In both cases, the projects are structured within specific time frames following applicable guidelines. Participants are free to opt for the type of capstone project they want as long as they manage to complete it within the program's time frame.

## ■ FRENCH CLASSES

MBA – Leadership and Coding Track participants are required to take French classes throughout the program. Groups of different levels are formed at the beginning of the program to allow for an adapted learning experience. Classes are taught by IÉSEG's French teachers.

### ZOOM ON LE WAGON, A GLOBAL LEADER IN IMMERSIVE TECH TRAINING le wagon

Its mission is to train people from all backgrounds in web development, data and no-code, give them the best learning experience of their life, and help them accelerate their careers.

Founded in Paris in 2013, Le Wagon now has campuses in 40+ cities across 25 countries, including global tech hubs such as Berlin, London, Tokyo, Shanghai, Singapore, and Sao Paulo. Most importantly, Le Wagon is a community of 19,000+ graduates from all walks of life, including many entrepreneurs (who created 200+ tech startups and raised \$862M+ globally), career changers, and digital nomads.

# PROGRAM STRUCTURE

## MBA: LEADERSHIP AND CODING TRACK - FULL-TIME

COURSE TITLE	TOPICS
<b>COMMON TO ALL THE HUB</b>	
MASTERING ACCOUNTING AND FINANCE	Financial accounting, Measuring and reporting financial information, Performance measurement, Time value of money, Financial risk, Factors affecting financial investment decisions
UNDERSTANDING BUSINESS CYCLES AND TRANSFORMATIONS	Business economics, Economic concepts for market analysis, Economic cycles, Major trends and industry transformations
TACKLING GRAND CHALLENGES (WITH LEARNING EXPEDITION 1)	Sustainability and organizations, Climate change, Systems thinking, Stakeholder engagement, Business ethics, Corporate social responsibility, Diversity, Equity and inclusion in organizations
FOSTERING ENTREPRENEURSHIP AND INNOVATION	Key concepts of entrepreneurship, New venture strategies, Characteristics of entrepreneurial firms, New product development, Business model innovation
DEVELOPING A STRATEGIC MINDSET (WITH LEARNING EXPEDITION 2)	Vision, mission and objectives of the firm, Frameworks for strategic analysis, Processes of strategy formulation, Defining competitive advantage, Corporate governance
HUB ELECTIVES: 2 ELECTIVES TO CHOOSE	Consumer behavior, Artificial intelligence and strategic innovation, Big data analytics, Business development strategy & commercial techniques, Fintech, Project management, Luxury marketing
<b>COURSES IN COMMON WITH INTERNATIONAL TRACK</b>	
CAREER DEVELOPMENT	Vision of professional goal, The specificities of the market, Multi-step action plan to achieve professional goals, Job search/tools
MANAGEMENT INFORMATION SYSTEMS	Creating and sustaining a competitive advantage from digitalization, Disruptive effects of IT for organizations, Successfully managing IT projects
OPERATIONS MANAGEMENT	Operations design decisions and how they relate to the overall strategies of organizations, Production management
HUMAN RESOURCES AND PEOPLE ENGAGEMENT	Human resources and its link to strategy, HR functions and processes: workforce planning, recruitment and selection
LEADERSHIP AND ORGANISATIONS	Key approaches to leadership, Self-management and development as a leader, Effective decision making for leadership, Issues in coordinating efforts and leading teams
MARKETING	Elements of the marketing mix, Marketing Strategy: segmentation, targeting & positioning
RESEARCH & CONSULTING METHODS	Research terminology, Literature review process and analysis of published research, Quantitative research, Principles, Causal theories, Hypotheses, and testing, etc.
<b>LEADERSHIP AND CODING TRACK (LE WAGON)</b>	
INITIATION TO PROGRAMMING FUNDAMENTALS	Setup and Web 101, How the web works, Terminal basic commands, Git basic commands, HTML/CSS & Javascript foundations, General knowledge about tech workflows in a startup
PROGRAMMING BASICS	Algorithms & data structures, Ruby doc for built-in classes, Text pattern detection with Regular Expressions
SOFTWARE ARCHITECTURE 1 & 2	Concepts of object-oriented programming, Instance and class methods, Inheritance, Public vs. Private Interfaces, Routing users' requests, Simulating a database with CSV files
WEB DEVELOPMENT AND PRODUCT DESIGN	Product Design, UX & UI principles, HTML basics; CSS (selectors, properties, stylesheets' organization), Atomic design principles, CSS techniques with flexbox & CSS grid
ADVANCED WEB DEVELOPMENT	MVC in Rails: Routing, Controllers, Params & Views, Models & CRUD in Rail, Adding gems to your project, ERB: Layouts
MACHINE LEARNING & DATA SCIENCE	Introduction to Data Science, Data sourcing using SQL, Data analysis using Python, data visualization, overview of machine learning and deep learning model
DEVELOPING WEB APPLICATIONS	Collaborating on a Rails app with Git and Github, Testing in Rails with Rspec, Authentication with Devise, Omniauth and 3 <sup>rd</sup> services' login (FB, LinkedIn, Spotify...)
LE WAGON PROJECTS (FINAL PROJECT)	Product's target and unique value proposition, Prototyping on Figma to test your UX, Splitting work into user stories, Coding an original web app from scratch: from back-end to user- interface, Deploy your app on a production environment, Pitch your web app
<b>INDIVIDUAL</b>	
PROFESSIONAL CAPSTONE PROJECT	Professional consultancy thesis or professional experience report (including entrepreneurial experience)

Non-exhaustive list of topics.





**Hatem CHEROUAT,**  
Entrepreneur,  
MBA – Leadership and Coding track Alumnus

## SUCCESS STORY

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### **WHY DID YOU CHOOSE THIS PROGRAM?**

*After more than a decade working in the automotive industry, I needed a new challenge and I wanted to strengthen my background with business education. I am a big fan of technology and innovation.*

*When I had the opportunity, I started looking for different MBA programs and I found the MBA in Leadership and Coding of IÉSEG, a program which combines the two areas of interest: business and tech. Furthermore, the program was provided in partnership with the renown tech school “Le Wagon”. It seemed to be a good fit for me so, I applied for the program.*

### **HOW DID YOU MANAGE TO COMBINE YOUR THREE LIVES: PERSONAL, PROFESSIONAL AND STUDENT?**

*I think that I had the chance to be part of an amazing group of participants during my studies at IÉSEG. Moreover, the professors and all the staff provided a flexible and stimulating environment in addition to a great organization, which helped me a lot to manage the 3 aspects of my life.*

### **WHAT WERE YOUR TRICKS TO SUCCEED?**

*Thanks to this program, I am currently creating a company and that is a huge change in my life. Being an employee and becoming an entrepreneur is something big.*

*This evolution was possible thanks to all the hard and soft skills I acquired during the program, and thanks to the resources provided by IÉSEG (through the Incubator, among others).*

### **WHAT HAS BEEN THE IMPACT OF THIS PROGRAM IN YOUR PROFESSIONAL CAREER?**

*Of course, the program provided me with new skills in business and tech, but I think that the most important transformation I have experienced is a deep mindset change: as an engineer, I always made decisions and analysis based on rational facts. But now, with the quality of the program and the participants' background diversity, I am aware of the importance of the emotional part and how to deal with it in a professional way.*

”

**MBA: LEADERSHIP AND CODING TRACK  
- FULL-TIME**



## CANDIDATE PROFILES

### ■ **MBA – EXECUTIVE TRACK CANDIDATE PROFILES**

The MBA – Executive Track is aimed at graduates with a Bachelor level education in any field with at least 7 years of professional experience at an executive level, including management responsibilities. A good working level of English is required. Proficiency will be evaluated by the interview panel during the admission interview. Further evidence of the candidate's ability to learn and participate in English (e.g. Proficiency tests) may be sought by the selection committee.

### ■ **MBA – INTERNATIONAL TRACK CANDIDATE PROFILES**

The MBA – International Track is aimed at graduates in any field with at least 3 years of full-time and postgraduate work experience. They are committed and open-minded while demonstrating substantial potential for leadership and excellence.

### ■ **MBA – LEADERSHIP & CODING TRACK CANDIDATE PROFILES**

The MBA – Leadership & Coding Track is aimed at graduates in any field with at least 3 years of full-time and postgraduate work experience. They have an interest in management, technological innovation, and an entrepreneurial spirit. We welcome applicants from a diversity of backgrounds who are critical thinkers, potential leaders, and problem solvers with an international outlook. A technical academic or coding background is NOT required for admission.



## APPLICATION PROCESS

Admission is based on an online application at [apply.ieseg.fr](https://apply.ieseg.fr), the review of the supporting documents, and an interview. If necessary, this interview can be supplemented by a second meeting with our team.

### ■ APPLICATION CHECKLIST

- > Online application form
- > Recent CV / Resume
- > English Proficiency test for non-native speakers: IELTS 6.5, TOEFL IBT 85, TOEIC 4 skills 850, Duolingo 105, Cambridge Exam B2  
*Native English speakers or candidates who have followed two years of courses taught in English or worked in an English speaking environment are exempt.*
- > Transcripts and diploma
- > GMAT/GRE is a plus (yet not mandatory)
- > Copy of passport
- > €100 application fee

### APPLICATION CHECKLIST

- > The application platform is open continuously.

Non-EU citizens need to obtain a study visa which may take up to 2 months in certain countries. If this applies to you, please contact your local Campus-France, French Embassy or Consulates after admission to start the visa procedure as soon as possible.



# TUITION FEES & SCHOLARSHIPS

IESEG offers scholarships in the form of tuition fee reductions for students who meet the various criteria. No separate application is needed. Decisions will be made by the Admission Commission and released along with the admission decision.

## ■ TUITION FEES

- > €39,000 for European and non-European students

## ■ SCHOLARSHIPS

- > **PARTNER UNIVERSITY SCHOLARSHIP:** €3,900 reduction for all admitted applicants coming from one of our partner universities worldwide.
- > **EARLY BIRD SCHOLARSHIP:**
  - International and Leadership & Coding tracks: €3,900 tuition reduction for all applications submitted before April 28<sup>th</sup>.
  - Executive track: €3,900 tuition reduction. Dates will be communicated by your admission officer.
- > **1<sup>st</sup> NATIONALITY SCHOLARSHIP:** €3,900 reduction for the first admitted applicant of any nationality that secures his/her seat.
- > **GMAT SCHOLARSHIP:** €1,000 tuition reduction for admitted applicants with a GMAT score between 650 and 680, €1,500 tuition reduction for admitted applicants with a GMAT score of 690 or higher. The GMAT score can be sent after the completion of the application, until the end of the application process.
- > **MERIT-BASED SCHOLARSHIP:** up to €9,750 reduction based on the applicant's overall portfolio based on high levels of academic performance, rigor, motivation, extra-curricular activities and/or professional expertise.

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

## ■ WELCOMING PEOPLE WITH DISABILITIES

With its strong values of openness, IESEG is committed to welcoming all those who wish to receive initial or continuing education. This is why we pay special attention to people with disabilities, so that they can follow their training program as smoothly as possible.

The modalities of reception, accompaniment and follow-up of people with disabilities are reviewed according to each individual's specificities.

Our support services are operated in conjunction with:

- > internally: the Director of Operations, the pedagogical teams, and Romain NOEL, in charge of the handicap mission at IESEG, who will give them all the necessary information.
- > externally: the doctor designated by the CDAPH, Agefiph, the MDPH. To help people with disabilities with their training project and its implementation, information is also available on the government website: [monparcourshandicap.gouv.fr](http://monparcourshandicap.gouv.fr)

# MEET WITH US

## ■ INFORMATION SESSIONS

Meet with us to discuss your professional project. During these meetings, the Program Director will present the program to you and will answer your questions (organization, pedagogy, evaluation, etc.). An Admissions Officer will also be available to accompany you in different aspects of your project (general plan, funding, etc.). If you are not able to attend one of these meetings, we can adapt to your availability and schedule. We also offer online meetings. IESEG also regularly organizes conferences and webinars on themes related to management, leadership, public speaking, etc.

## ■ EDUCATION FAIRS AND OTHER EVENTS


Discover the list of education fairs and other events at which IESEG will be present, physically or virtually:


- > [www.ieseg.fr/en/discover-ieseg/meet-with-us](http://www.ieseg.fr/en/discover-ieseg/meet-with-us)
- > [www.ieseg.fr/en/events-category/executive-education/](http://www.ieseg.fr/en/events-category/executive-education/)

# CONTACTS

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## SOCIAL MEDIA



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IESEG School of Management



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