

A man and a woman are smiling and standing in front of a historic European cityscape, likely Paris, with ornate buildings and a clock tower visible in the background. The image is framed by a yellow border.

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

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

**SPECIALIZED MASTERS**



**IESEG**  
SCHOOL OF MANAGEMENT

EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY

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## **BECOME THE LEADERS TOMORROW DEMANDS**

At IÉSEG, we develop open, engaged, and agile minds, which are ready to transform organizations and society through responsibility, innovation, and humanity, in an international context. Choosing IÉSEG means embarking on a genuine journey of personal and collective change—to think differently, challenge assumptions, and develop new solutions to today's and tomorrow's challenges.

**Join a leading French Grande École where learning is an adventure, and management is a culture of action, ethics, and impact.**

# KEY FIGURES



## RANKINGS

**Ranked 26<sup>th</sup>** in the global ranking of the **best Masters in Management & 15<sup>th</sup>** in the global ranking of the **best Masters in Finance**  
(*Financial Times*, 2025)

**Ranked 7<sup>th</sup> Business School** in France for its commitment to ecological & social transition  
(*ChangeNOW/Les Echos*, 2024)



## STUDENTS AND ALUMNI

**8,900 students** and  
**1,200 executives/managers** trained

**Over 19,000 graduates**



## THE FACULTY

**222 Permanent Professors**  
- All holding a PhD -  
**81% are international,**  
**representing 56 countries**

**450+ guest speakers from**  
**the corporate world**



## PARTNERS

**342 universities**  
**in 75 countries**

**2,500 companies**

## ACCREDITATIONS AND LABELS

IESEG 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), IESEG is a member of the highly selective group of top global business schools.



IESEG is also authorized by the French Ministry of Higher Education and Research to deliver the 'Grade de Master' for all its Master's Programs.



IESEG 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. In 2023, IESEG was also awarded the French DD&RS Label in recognition of the social and environmental commitment that it is making.



# CAREER PROGRAM

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

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

## ■ WHAT IS THE CAREER PROGRAM?

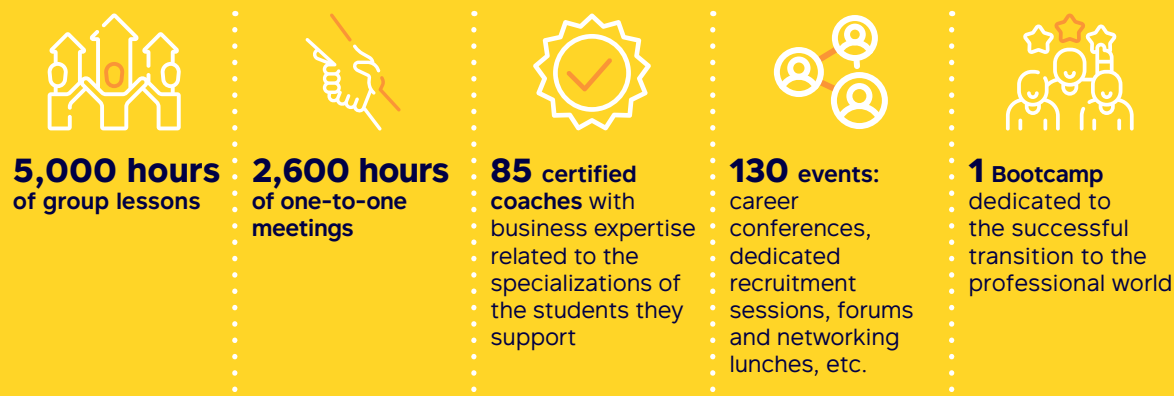
IÉSEG's Career Program is designed to help students develop a professional project aligned with their passions, skills' and market realities. By focusing on personal and professional development, this program prepares students effectively for the job market.



## ■ FOCUS ON THE CAREER CENTERS

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

## ■ CAREER PROGRAM IN 2024/2025:







# LIVING IN FRANCE: AN EXCITING STUDENT EXPERIENCE

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

## ■ CULTURAL HERITAGE

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

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

- **In Lille:** in the heart of the old city, we can find the city hall belfry, which is **part of the UNESCO World Heritage**. It symbolizes freedom for the Northern towns and embodies the recognizable Flemish architecture. Lille is one of the largest cities in France and was designated the World Design Capital in 2020.
- **In Paris:** the iconic Eiffel Tower, Arc de Triomphe, and Haussmann-style buildings make it **one of the most beautiful cities in the world**, not to mention the stunning Palace of Versailles.



## ■ GASTRONOMY: A CULINARY PARADISE

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

## ■ EXCITING LIVE EVENTS

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

## ■ EASY ACCESS TO EUROPE

France ranks among the most attractive European countries (2023 EY Barometer) and is the second-largest European market (Eurostat 2022). Furthermore, both Lille and Paris are strategic crossroads to access the rest of Europe. High-speed trains (TGVs) and affordable air travel options seamlessly connect these cities to prominent European destinations like Brussels, London, and Amsterdam.







# PARIS-LA DÉFENSE AND LILLE CAMPUSES



## PARIS-LA DÉFENSE CAMPUS

### La Défense – Europe's largest purpose-built business district.

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

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



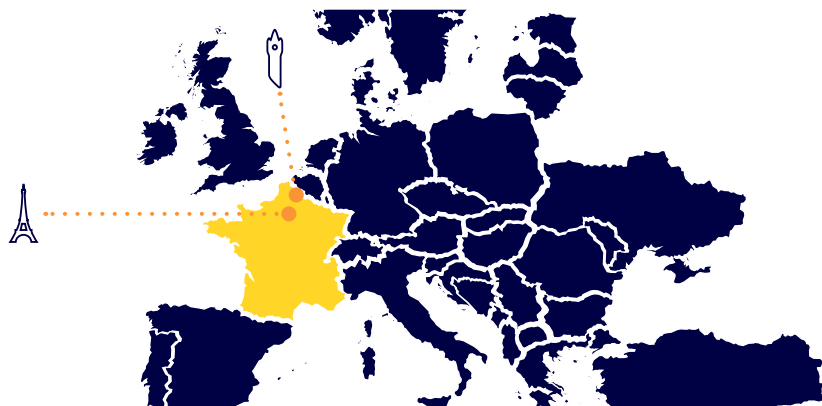
## LILLE CAMPUS

### IESEG's Lille campus features three buildings (with a total of 29,000 m<sup>2</sup>) located in central Lille.

Students on this campus enjoy a wide variety of modern and functional facilities, including immersive hybrid classrooms, meeting rooms, computer rooms, trading rooms, etc. As part of the *Université Catholique de Lille*, in a neighborhood hosting 43,000 students, IESEG students have access to IESEG's own library, but also to other university and online libraries.

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

## OUR CAMPUSES IN FRANCE, EUROPE



# CLUBS AND ASSOCIATIONS

Our **55 student associations have nearly 1,300 active members**, who live up life at the school by organizing hundreds of events throughout the year. These associations cover a wide range of activities, enabling every student to fulfill his or her potential:

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

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



# STUDENT SERVICES

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

## ■ ORIENTATION DAYS

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

## ■ ACCOMMODATION

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

Approximate cost of housing, depending on the type of housing and the duration of stay:

- **Lille: between €450 and €800/month (average €600)\***
- **Paris: between €500 and €1,200/month (average €850)**

Most international students in France have access to a housing subsidy provided by the French government, which reimburses part of the rent paid each month. The amount varies from €30 up to €200 depending on several factors, such as the address, the cost of rent, etc. (Plan your budget without including this subsidy).

In February 2025, IÉSEG signed a partnership with Studapart. From next academic year, all French and international students will have access to a wide range of safe and flexible accommodation options, as well as a simplified search process.

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





## ■ BUDDY SYSTEM

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

Typical “buddy” activities include:

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

## ■ INTERNATIONAL CLUB

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

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

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

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

## ■ PROGRAM COORDINATORS

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

## ■ EQUALITY / INCLUSION

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

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



# THE IÉSEG ECOSYSTEM

Meaningful professional contacts throughout your life

## ■ IÉSEG NETWORK

Founded in 1971, IÉSEG Network — the alumni association — has a clear mission: to help IÉSEG graduates **define their career plans and make the most of their professional lives**. Graduates can also count on the association to help them **maintain connections with all the community members, develop their network, and keep in touch with the School**. Today, the network has more than 19,000 graduates.

### IÉSEG Network's strategic pillars

#### NETWORKING & CONVIVIALITY

To help graduates maintain their existing bonds while developing a sense of solidarity. To create professional exchanges and connections within their network.

#### LIFELONG DEVELOPMENT

To support graduates throughout their careers with relevant, original, and comprehensive services. From recent graduates to those approaching retirement, learning is a constant.

#### ENGAGING & GIVING BACK

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

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

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

## ■ NOTABLE ALUMNI

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

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

- Lisbeth CACERES: Financial Director / L'ORÉAL
- Christophe CATOIR: Global President / THE ADECCO GROUP
- Cécilia FERTONANI: Head of Influence & Governance International Press / CHANEL
- Thibaud HUG DE LARAUZE: Co-founder / BACK MARKET
- Swetha KALLAM: Data Scientist / JAGUAR LAND ROVER
- 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**  
**NETWORK**  
ALUMNI ASSOCIATION





# CORPORATE RELATIONS AT IÉSEG

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

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

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

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

AB INBEV, ABSYS CYBORG, ACCENTURE, ADEO, ADSEARCH, ADVOLIS, AIR FRANCE, AIR LIQUIDE, AKZONOBEL, ALLIANZ TRADE, ALTAREA, AMAZON, AMCHAM, ANAIK, ANTEA GROUP, AON, ARKEMA, ARMÉE DE TERRE, ARTHUR BERTRAND, ARVAL, AUCHAN, AXA, BACCARAT, BACK MARKET, BAIN, BAKER TILLY, BANQUE DE FRANCE, BANQUES ALIMENTAIRES, BDL EXPERT, BDO, BEARINGPOINT, BLOOMBERG, BNP PARIBAS, BONDUELLE, BOULANGER, BPCE, BPI FRANCE FINANCEMENT, BUSINESS FRANCE, C.C.E., CAISSE D'ÉPARGNE, CALZEDONIA, CANON, CAPGEMINI, CARAMBAR, CARREFOUR, CASTORAMA, CATALINA, CBRE, CCI, CELIO, CELLNEX, CERBA, CHANEL, CHRISTIAN DIOR COUTURE, CHRISTIAN LOUBOUTIN, CIC, CIC CONSEIL, CISCO, CLINITEX, CLUB V.I.E., COCA-COLA EUROPEAN, COFACE, COFIDIS, COHABS, COLGATE PALMOLIVE, COLOMBUS CONSULTING, CONCEPT 4, CONSTANTIN GROUP, CORA, CREDIT AGRICOLE PERSONAL FINANCE & MOBILITY, CREDIT MUTUEL ALLIANCE FEDERALE, CRIT, CULTURA, DANONE, DASSAULT SYSTEMES, DECATHLON, DELOITTE, DENTSU, DISNEY, DLPK, DOCTOLIB, DXC TECHNOLOGY, ECOVADIS, ECOVER, EMMA, ENERGIZER, ESSITY, ESTÉE LAUDER, ETAM, EURASANTE, EURATECHNOLOGIES, EUROPCAR, EUROPEAN CENTRAL BANK, EY, FACC NY, FAST RETAILING, FEDRIGONI, FM LOGISTIC, FNAC DARTY, GALERIES LAFAYETTE, GANT, GIVENCHY, GOOGLE, GRANT THORNTON, GRAS SAVOYE / WTW, GROUPAMA, GROUPE BERTRAND, GROUPE FED, GROUPE HOLDER, GROUPE LA POSTE, GROUPE ROCHER, GUERLAIN, HARIBO, HERCULES, HERMES, HEXAGON, HOZELOCK-EXEL, HP FRANCE, HSBC, HUBVISORY, HUGO BOSS, IBM, ICOM, IDKIDS, IKEA, IHG HOTEL, IMPULSO ONG, INGRAM MICRO, ING, INTERMARCHÉ, IQVIA, IVC EVIDENSIA, JACADI, JCDECAUX, JOBTRUST, JULES, KENZO, KEYRUS, KIABI, KILOUTOU, KPMG, KRONENBOURG, LA REDOUTE, LAKEA, LANGHAM HALL, LCL, LE BON MARCHÉ, LEROY MERLIN, LIDL, LIMAGRAIN, LINEUP7, LINKEDIN, LINDT & SPRÜNGLI, LONGCHAMP, LOUIS VUITTON, LOUVRE HOTEL, LUCCA, LVMH FRAGRANCE BRANDS, LYRECO, MAISONS DU MONDE, MAJOREL, MALAKOFF HUMANIS, MC21, MCCAIN, METRO, MESSIKA, MICROSOFT, MOBIVIA, MOËT HENNESSY, MONDELEZ, MONDIAL RELAY, MONOPRIX, MOODYS, NAOLYS, NATIXIS, NATURALIA, NESTLÉ, NEWREST, NIKE, NORAUTO, NOTIFY, NOVETUDE, NUMBERLY, NUXE, OKAIDI, ONEY, OFI ASSET MANAGEMENT, OFI INVEST AM, OPTÉAMIS, ORACLE, ORANGE, PAGE GROUP, PARFUMS CHRISTIAN DIOR, PARTOO, PEPSICO, PERICLES, PLAINE IMAGE, PLAYPLAY, PRINTEMPS, PROCTER & GAMBLE, PROJEXION, PROMOD, PUIG, PWC, RABOT DUTILLEUL, RAKUTEN, RALPH LAUREN, RED BULL, RESEAU CLUB BOUYGUES TELECOM, RH PERFORMANCE, RITUALS, ROQUETTE, ROUGE GORGE, ROXANE NORD, RSM, SAEGUS, SAINT GOBAIN, SAIPEM, SALESFORCE, SANEF, SAP, SEABIRD, SEFICO NEXIA, SEPHORA, SOCIÉTÉ GÉNÉRALE, SODEXO, SOLLERS CONSULTING, STELLANTIS, STIHL, SUCRES ET DENRÉES, SUNDAY APP, SWISSLIFE, TAPE A L'ŒIL, TERACT, TEXDECOR GROUP, THE ADECCO GROUP, TOYOTA, UNICREDIT, UNILEVER, UNIQLO, UNITED NATIONS, UNIVERS RETAIL, VERTBAUDET, VERSPIEREN, VIATYS / GROUPE SQUARE, VILOGIA, VISEO, WAVESTONE, WHIRLPOOL, WORLDLINE





**Turning a spark into an idea, a concept into market reality, and success into sustainable growth**

The IÉSEG Incubator, located in Lille and Paris, is much more than just a space — it is a true entrepreneurial hub that inspires, connects, and empowers a community committed to entrepreneurship and entrepreneurial culture. As a key part of the School, grounded in its expertise and values, the Incubator supports project leaders by adapting to their stage of development and potential for impact.

A tailored journey, no matter the stage of your project:

- > **SPARK – The Aspiring Entrepreneur (Is it meant for me?):** This is where you come to explore, take the plunge, and train, while developing your entrepreneurial mindset and approach, as well as testing your motivation against the challenges of entrepreneurship.
- > **START – The Entrepreneur (Build and challenge):** Here, entrepreneurs test their product, refine their business model, build their team and organization, and prepare for a sustainable growth strategy.
- > **SCALE – The Business Leader (Prove and scale):** At this stage, it's time to level up: structure, automate, and systematize in order to strengthen leadership and accelerate growth and impact.

## ■ A TAILOR-MADE SUPPORT SYSTEM

- > Customized program design
- > Personalized roadmap
- > Welcoming “Pitch Café”
- > Dedicated spaces to test, learn, and grow (Test & Learn Room, Crash Test, Cold Calling Room, etc.)
- > A dedicated team to support members
- > A dynamic community of entrepreneurs, mentors, and experts
- > Easy access to networking opportunities and the IÉSEG ecosystem



# THE SPECIALIZED MASTERS

## OUR 10 SPECIALIZED MASTER PROGRAMS

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

*“If you ever doubt your power to make a difference in the world, come to IÉSEG – here, you’ll discover just how much impact you can have.”*

**Dr. Robert JOLIET**  
Academic Director of Programs







■ **DURATION:** 4 terms

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

■ **LANGUAGE:** English

■ **INTAKE:** September 2026 (as well as an intake in January 2026, for the Master in International Business in Lille)

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

■ **CREDITS:** 120 ECTS\* – Please see the Regular Track & Fast track details page 18

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

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

# SPECIALIZED MASTERS' STRUCTURE

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

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

## PROGRAM STRUCTURE

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

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

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

\*\*IESEG reserves the right to admit candidates with a 4-year degree into the regular track depending on the quality of their application.

## DEGREE AWARDED

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

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

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



A woman with dark hair, wearing a dark t-shirt and white earbuds, is shown in profile, focused on her work. She is sitting at a desk, typing on a laptop keyboard. The background is a bright window with a view of a city skyline. A thick yellow line frames the left and top of the image, and the text is overlaid in a bold, yellow, sans-serif font.

# **OUR SPECIALIZED MASTERS IN DETAIL**



## CLASS PROFILE

### ACADEMIC BACKGROUND

**44%** Business & Management  
**17%** Marketing & Communications  
**12%** Fashion, Design & Arts

**12%** Social Sciences & Humanities  
**10%** Languages  
**5%** Engineering & Sciences

### AGE RANGE

<b>44%</b>	<b>&lt; 23</b>
<b>49%</b>	<b>23-27</b>
<b>7%</b>	<b>27+</b>

**AVERAGE WORK EXPERIENCE**  
 > 22 MONTHS



## CAREER OPPORTUNITIES\*

### ROLES

- > Influencer Strategist
- > E-commerce Coordinator
- > EMEA Junior Merchandising Planner & Analyst
- > E-Merchandising Project Manager
- > Retail Operations & Maintenance Coordinator
- > Sales Associate
- > Social Media Manager
- > Communications Project Officer
- > Wholesale Coordinator
- > Client Advisor
- > Marketing & Communications Assistant

### POST-MASTER SALARY

> **€43,191** Average Annual Salary (bonus included)

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

- > BALMAIN
- > BOTTEGA VENETA
- > CHANEL
- > CHRISTIAN DIOR COUTURE
- > ESTÉE LAUDER
- > HUGO BOSS
- > HERMÈS
- > JACQUEMUS
- > L'ORÉAL
- > LVMH
- > PANERAI
- > SAINT LAURENT
- > VAN CLEEF & ARPELS

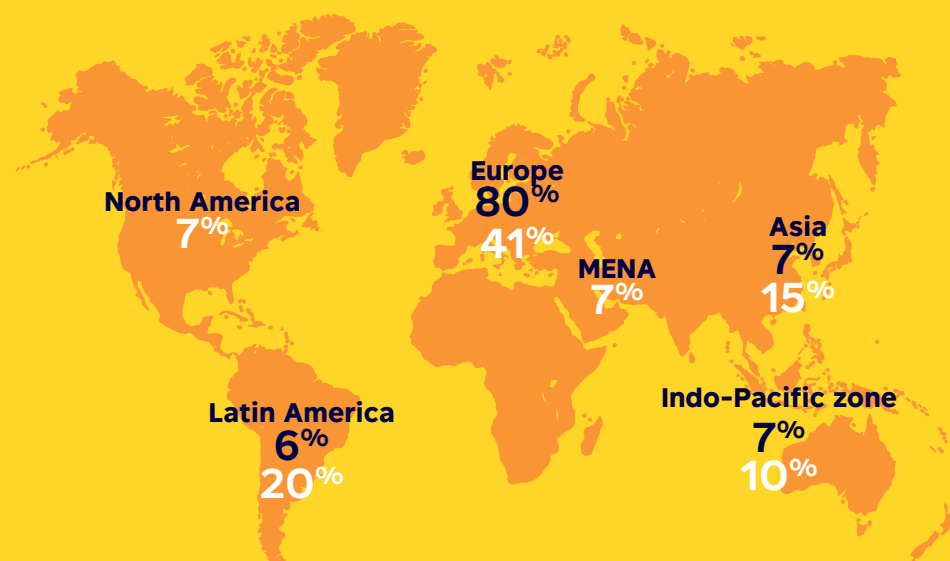
## THE IÉSEG COMMUNITY ACROSS THE GLOBE



### ORIGIN OF OUR CURRENT STUDENTS



### LOCATION OF OUR ALUMNI



\*2025 Survey led by the *Conférence des Grandes Écoles* with graduates from the 2022, 2023 & 2024 classes of the program which was cross-referenced with LinkedIn & the IÉSEG Network database



# MASTER IN FASHION MANAGEMENT

## PREMIUM PREPARATION FOR YOUR CAREER IN FASHION & LUXURY



### OBJECTIVES

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

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

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



### ADVANTAGES

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



### IÉSEG CAMPUS

- > PARIS-LA DÉFENSE



### ADMISSION REQUIREMENTS

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



### EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

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

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

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

Dr. Barbara SLAVICH,  
Academic Director



## ■ ZOOM ON... COMPANY VISITS

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

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

## ■ PARTNERSHIP



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

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



Lyna,  
Graduate – Tunisia

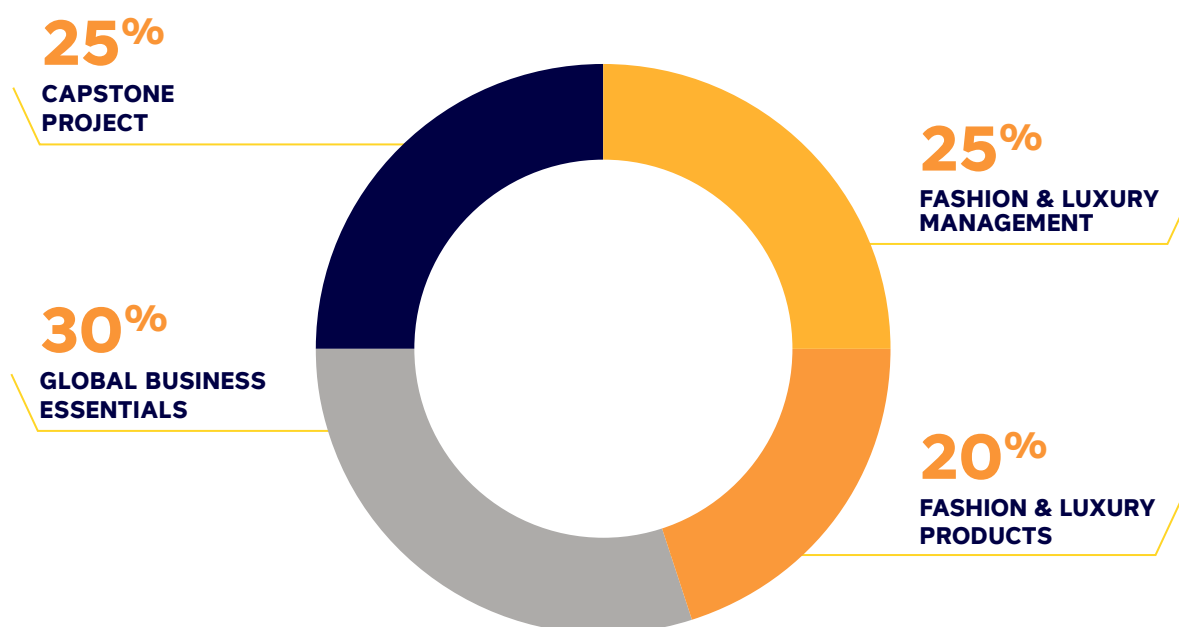
*I completed my Master in Fashion Management at IÉSEG with a final internship at Galeries Lafayette, working on customer loyalty projects. Today, I am Sales & Marketing Assistant at Sotheby's International Realty. My role combines administrative support, visual merchandising, digital visibility of listings, and client events, blending creativity with data-driven insights. Courses such as In-Store Consumer Behaviour, Visual Merchandising, Digital Marketing, Luxury Related Industries, Events in the Fashion Industry... provided me with solid foundations that I can apply directly to my current role. I also loved the course on Fashion History as it was both captivating and enriching from a cultural perspective.*

*What I appreciated most was the unique course structure: every week, a new subject was introduced by professionals with first-hand experience. This program not only prepared me for a career in luxury but also gave me lasting relationships, confidence, and a clear vision of my career path.*



# PROGRAM STRUCTURE

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



## FASHION & LUXURY MANAGEMENT

25%

- > Accounting & Managing Control Systems
- > Brand Management
- > Corporate Finance in Fashion & Luxury
- > Inside Luxury: Organizations, Creativity & Industry Insights
- > Digital Marketing
- > Digital Luxury
- > Leadership & Negotiation
- > Marketing in Fashion & Luxury
- > The Power of Luxury Across Industries: Prestige, Heritage, & Innovation
- > Managing Fashion Shows & Events
- > Strategy
- > Supply Chain Management & Operations in Fashion
- > Talent Management

Design in Fashion

- > History of Fashion & Dress
- > Merchandising & Buying
- > Semiology & Sociology
- > Retail, Client Experience & Omnichannel Excellence
- > Visual Merchandising

## GLOBAL BUSINESS ESSENTIALS

30%

- > Career Program
- > Entrepreneurship & New Business Development
- > Language Courses
- > Sustainability & Business Ethics
- > Research Methods for Business
- > Geopolitics for Business
- > Mastering AI for Strategic Business Success
- > Leading for Creativity & Design Thinking
- > Strategic People Management

## FASHION & LUXURY PRODUCTS

20%

- > Analysis of Fashion-Related Industries
- > Design Research & Creativity Direction
- > Pattern Making & Fabric Studies
- > Fashion Industry Law: IP/Trademark Issues, Copying & Counterfeiting
- > From the Idea to the Product: Style, Creativity &

## CAPSTONE PROJECT

25%

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

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



## CLASS PROFILE

### ACADEMIC BACKGROUND

40%	Business & Management
27%	Arts, Humanities & Social Sciences
14%	Engineering & Technology
9%	Finance & Accounting

6%	Sciences
4%	Languages

### AGE RANGE

45%	< 23
41%	23-27
14%	27+

**AVERAGE WORK EXPERIENCE**  
 > 2 YEARS AND 3 MONTHS



## CAREER OPPORTUNITIES\*

### ROLES

- > Financial Analyst
- > Business Development Representative
- > Senior Consultant
- > Product Manager
- > Strategy Analyst
- > Head of Business Strategy & Transformation
- > Accounts Payable Analyst
- > Talent Recruiter
- > Controller

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > AMADEUS
- > AMAZON
- > AXA INVESTMENT MANAGERS
- > BCG
- > HSBC CONTINENTAL EUROPE
- > KPMG
- > L'ORÉAL
- > NISSAN
- > NOVARTIS PHARMA
- > PROCTER & GAMBLE

### POST-MASTER SALARY

- > **€56,099** Average Annual Salary (bonus included)

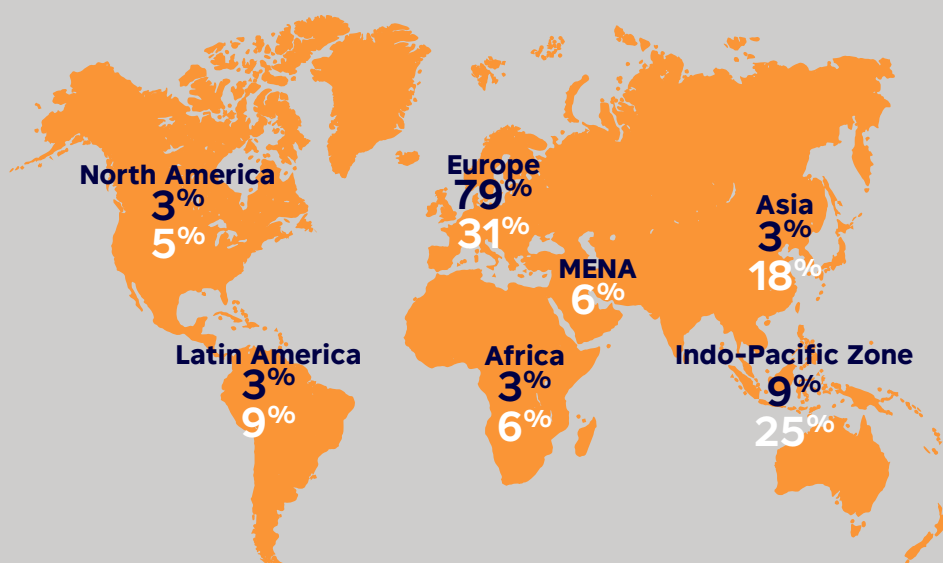
## THE IÉSEG COMMUNITY ACROSS THE GLOBE



### ORIGIN OF OUR CURRENT STUDENTS



### LOCATION OF OUR ALUMNI



\*2025 Survey led by the *Conférence des Grandes Écoles* with graduates from the 2022, 2023 & 2024 classes of the program which was cross-referenced with LinkedIn & the IÉSEG Network database



# MASTER IN INTERNATIONAL BUSINESS

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



### OBJECTIVES

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

The program will strengthen students' theoretical foundations in business and management, whether they already have an academic background in business or not. It provides fresh perspectives that enrich students' knowledge, and hands-on applications that consolidate learning. All of this happens in a challenging, multinational environment that provides participants with an opportunity to sharpen their intercultural skills.



### ADVANTAGES

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



### IÉSEG CAMPUS

- > PARIS-LA DÉFENSE or LILLE



### ADMISSION REQUIREMENTS

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



### EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

DECATHLON | ALPHASIGHTS | FÉDÉRATION DES BANQUES ALIMENTAIRES



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

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

## ■ ZOOM ON... AUTHENTIC LEADERSHIP DEVELOPMENT

**This course aims to develop leadership potential. Through a series of lectures and exercises, participants develop leadership knowledge, skills and attitudes in four key leadership domains: task-oriented, relation-oriented, change-oriented, and ethics-oriented leadership.**

A key element is the development of an individual leadership compass. The leadership compass balances out performance/profit with more relations (belonging, connection), while also focusing on the purpose elements of business and being sensitive to ethical concerns as a leader. If conditions allow, part of this course is organized off-campus with exercises and challenges in the field.

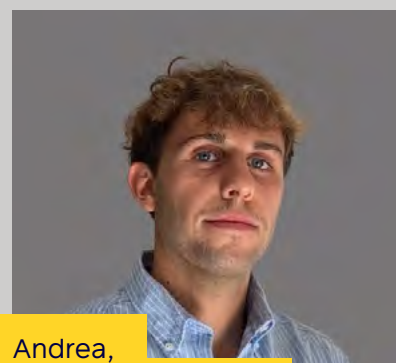
## ■ CORPORATE INVOLVEMENT IN THIS PROGRAM

Companies are an integral part of this specialized master academic life. Throughout the program, they will have the opportunity to meet and network with companies of all sizes on topics related to their master.

Examples of previous events organized for this program\*:

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

*\*Non-exhaustive list*



Andrea,  
Graduate - Italy

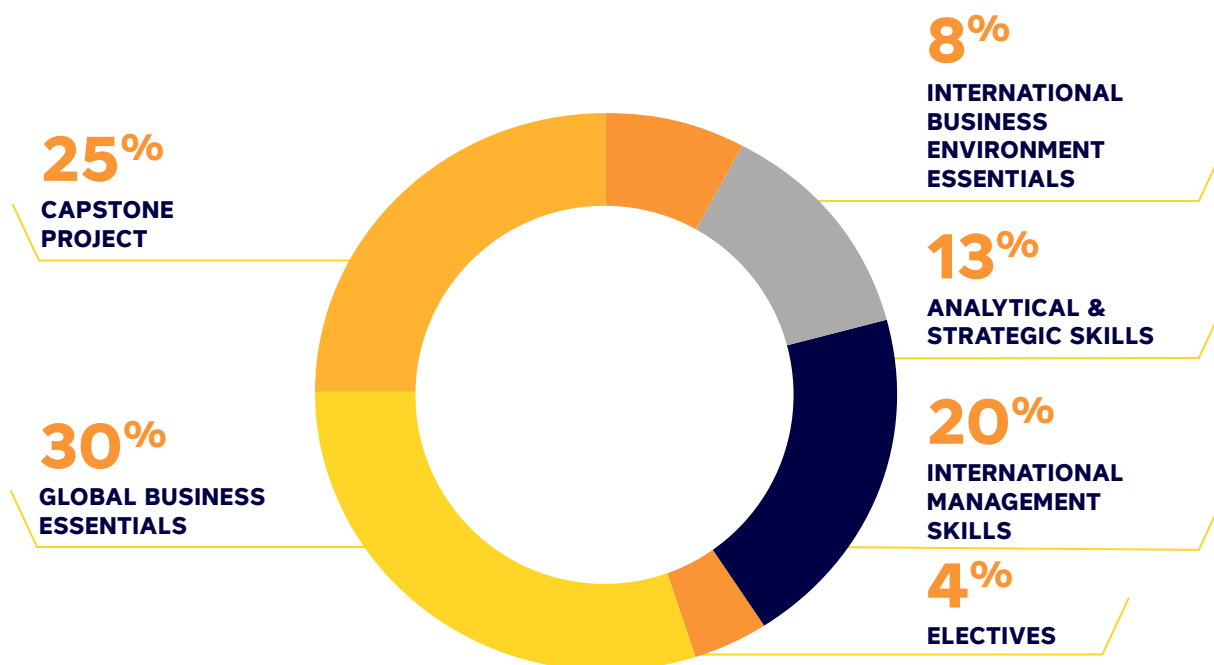
*I am currently a Portfolio Management & Remediation Specialist at Allianz Partners, analyzing client contracts to assess profitability and working with sales teams to find solutions when needed.*

*My experience in the Master in International Business at IÉSEG gave me three key takeaways: an international environment that prepared me for a global career, practical teaching methods that complemented my theoretical background, and strong personal growth by adapting to diverse cultures.*

*I believe the biggest help I received was in developing the right skills that enabled me to enter the corporate world in a country and with language that are not my own, and these skills continue to help me today.*



# PROGRAM STRUCTURE



## INTERNATIONAL MANAGEMENT SKILLS - 20%

- > International HRM
- > Marketing Across Borders
- > International Supply Chain Management
- > Negotiation Skills
- > Principles of Accounting & Management Control
- > Professional Selling Skills & Personal Sales Performance
- > Project Management
- > Authentic Leadership Development

## ANALYTICAL & STRATEGIC SKILLS - 13%

- > Doing business: Simulation & Excursion
- > Financial Analysis
- > International Business Strategy
- > Business Analytics
- > Digital Systems

## INTERNATIONAL BUSINESS ENVIRONMENT ESSENTIALS - 8%

- > Cybersecurity & International Business
- > Finance Essentials
- > International Economics

## ELECTIVES - 4%

- > Two electives from our course catalogue.

Electives cover a broad range of topics that include legal aspects of corporate intellectual property, multi-channel marketing, customer experience management, blockchain for business, entrepreneurial finance, managing innovation, applying game theory in business settings, team coaching skills and data visualization.

## GLOBAL BUSINESS ESSENTIALS - 30%

- > Career Program
- > Entrepreneurship & New Business Development
- > Language Courses
- > Sustainability & Business Ethics
- > Research Methods for Business
- > Geopolitics for Business
- > Mastering AI for Strategic Business Success
- > Leading for Creativity & Design Thinking
- > Strategic People Management

## CAPSTONE PROJECT - 25%

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

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

# MASTER IN STRATEGY & DIGITAL TRANSFORMATION



## CLASS PROFILE

### ACADEMIC BACKGROUND

50%	Business & Management
11%	Finance & Banking
11%	Marketing & Communications
11%	IT & Data Sciences
11%	Engineering
6%	Arts & Design

### AGE RANGE

33% < 23

39% 23-27

28% 27+

### AVERAGE WORK EXPERIENCE

> 2 YEARS & 8 MONTHS



## CAREER OPPORTUNITIES\*

### ROLES

- > Digital Transformation Consultant
- > Customer Success Manager
- > Data Operations Specialist

- > Senior Partner Consultant
- > Tech Project Manager

### POST-MASTER SALARY

> **€47,753** Average Annual Salary (bonus included)

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > ASTRA ZENECA
- > MC2I
- > PWC
- > STOCKOSS
- > WARNER BROS DISCOVERY
- > ZALANDO

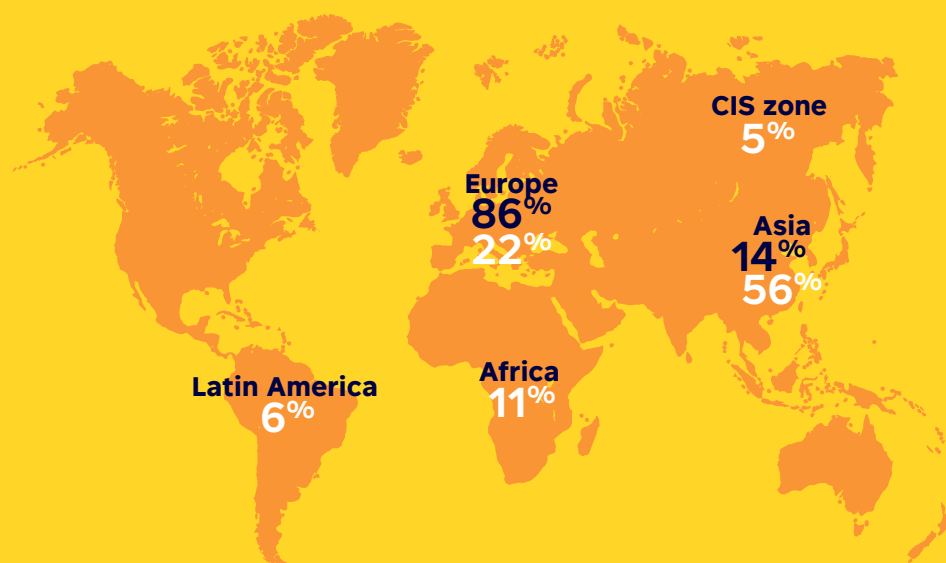
## THE IÉSEG COMMUNITY ACROSS THE GLOBE



### ORIGIN OF OUR CURRENT STUDENTS



### LOCATION OF OUR ALUMNI



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# MASTER IN STRATEGY & DIGITAL TRANSFORMATION

## STRATEGY AND DIGITAL FOR AN INNOVATIVE FUTURE



### OBJECTIVES

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



### ADVANTAGES

- > A comprehensive and multidisciplinary approach to business & strategy
- > Cutting-edge courses on digital innovation and transformation
- > Strong focus on consulting skills (with notably two full courses run by leading digital transformation consulting firms)
- > A live business case on digital innovation and transformation through a hackathon
- > Leading SAFe® (Scaled Agile Framework) training and certification exam — the globally recognized standard for managing complex digital transformations in large organizations



### IÉSEG CAMPUS

- > PARIS-LA DÉFENSE



### ADMISSION REQUIREMENTS

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



### EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

SOPRA STERIA | SAEGUS | PWC | BROTHER FRANCE BUSINESS SERVICES | L'ORÉAL



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

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

## ■ ZOOM ON... INNOVATIVE PEDAGOGY

**Every module in the program is designed to strike the right balance between cutting-edge academic research and hands-on learning. Beyond the classroom, three flagship experiential learning activities bring theory and practice together – just as in real life.**

### ➤ Immersive business simulation

Students take on executive roles in a digitally enabled global environment, making strategic decisions across key business functions such as finance, marketing and operations. This intensive experience sharpens their understanding of the complexity and interdependence of global business dynamics.

### ➤ Innovation challenge

As part of the Business Model Innovation course, students take part in Brandstorm, L'Oréal's global innovation competition. They are asked to imagine and develop bold business solutions at the intersection of beauty, sustainability and technology.

### ➤ Digital transformation hackathon

In this two-day hackathon, led by a leading digital consulting firm, students work in teams to tackle a real-world digital transformation challenge. They apply their strategic and technological knowledge to design responsible, high-impact solutions in a fast-paced, collaborative setting.

## ■ CORPORATE INVOLVEMENT IN THIS PROGRAM

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

Examples of previous events organized for this program\*:

- In-Class Intervention in digital transformation business strategy: SOPRA STERIA
- Conference “Leading with data in organizations”: SAEGUS – PWC – BROTHER FRANCE BUSINESS SERVICES – L'ORÉAL

*\*Non-exhaustive list*



**Elyna,**  
Graduate - France

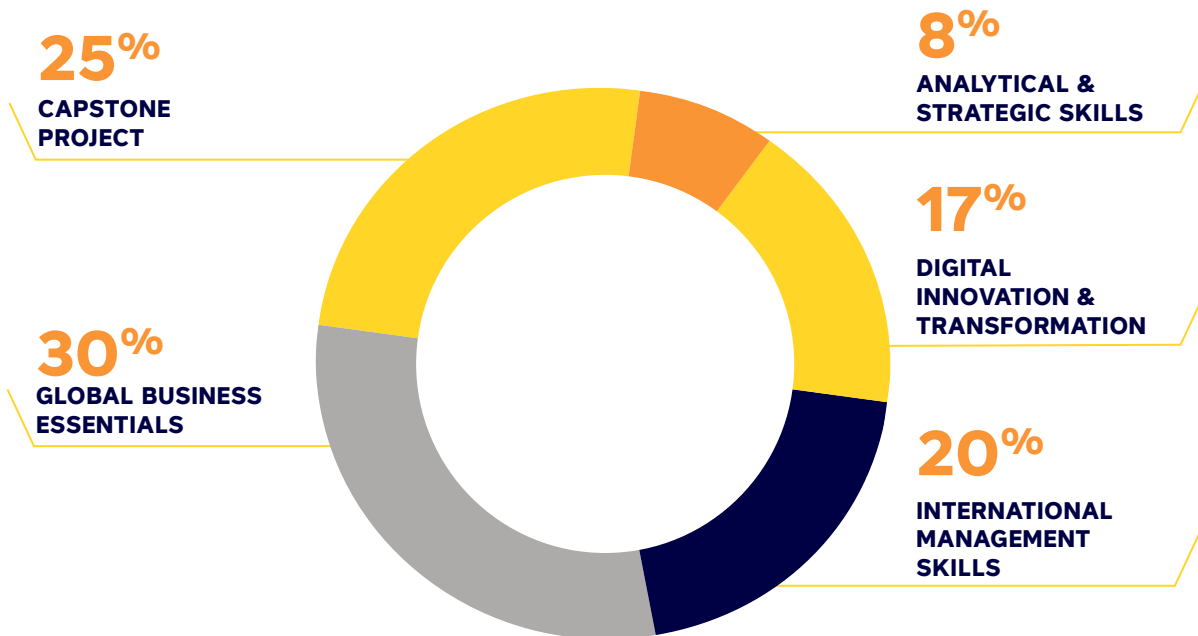
*I am a Change Management Analyst at Avanade, a consulting firm specializing in digital transformation. I support clients from various industries in projects such as cloud migration, the deployment of generative AI, and ERP implementation. My role is to bridge the gap between technical and functional teams by clearly translating challenges and impacts. My responsibilities include developing change management strategies, designing communication plans, delivering training, tracking adoption, measuring value creation, and coordinating change-related activities.*

*At IÉSEG, I was particularly impressed by the kindness and openness of both professors and international students, as well as the richness of hackathons and seminars. I especially enjoyed courses in Change Management, International Marketing, International Business Strategy & CSR, and Agile Project Management. This program provided me with strong foundations, enabled me to feel confident from the start of my career, and allowed me to achieve my goal: helping companies succeed in their digital transformation.*



# PROGRAM STRUCTURE

## MASTER IN STRATEGY & DIGITAL TRANSFORMATION



### INTERNATIONAL MANAGEMENT SKILLS

20%

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

### DIGITAL INNOVATION & TRANSFORMATION

17%

- > Big Data Analytics
- > Business Model Innovation
- > Digital Marketing
- > Digital Transformation Fundamentals
- > Emerging Technologies for Business
- > Hackathon
- > Human Resources & Digital
- > Introduction to Machine Learning & AI
- > Legal Aspects of Innovation and Digitization

### ANALYTICAL & STRATEGIC SKILLS

8%

- > Business Simulation
- > International Business Strategy
- > Transformation Consulting

### GLOBAL BUSINESS ESSENTIALS -

30%

- > Career Program
- > Entrepreneurship & New Business Development
- > Language Courses
- > Sustainability & Business Ethics
- > Research Methods for Business
- > Geopolitics for Business
- > Mastering AI for Strategic Business Success
- > Leading for Creativity & Design Thinking
- > Strategic People Management

### CAPSTONE PROJECT - 25%

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

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

# MASTER IN INTERNATIONAL ACCOUNTING, AUDIT & CONTROL



## CLASS PROFILE

### ACADEMIC BACKGROUND

44%	Business & Management
19%	Economics
19%	Accounting
12%	Finance
6%	Audit

### AGE RANGE

44%	< 23
25%	23-27
31%	27+

### AVERAGE WORK EXPERIENCE

> 7 YEARS



## CAREER OPPORTUNITIES\*

### ROLES

- > Financial Analyst
- > Audit Analyst
- > Audit Associate
- > Financial Auditor
- > Deputy Manager
- > Financial Accountant

- > Manager Quality Control
- > International Account Manager
- > Senior Accountant
- > Senior Auditor
- > Senior Consultant

### POST-MASTER SALARY

- > **€54,338** Average Annual Salary (bonus included)

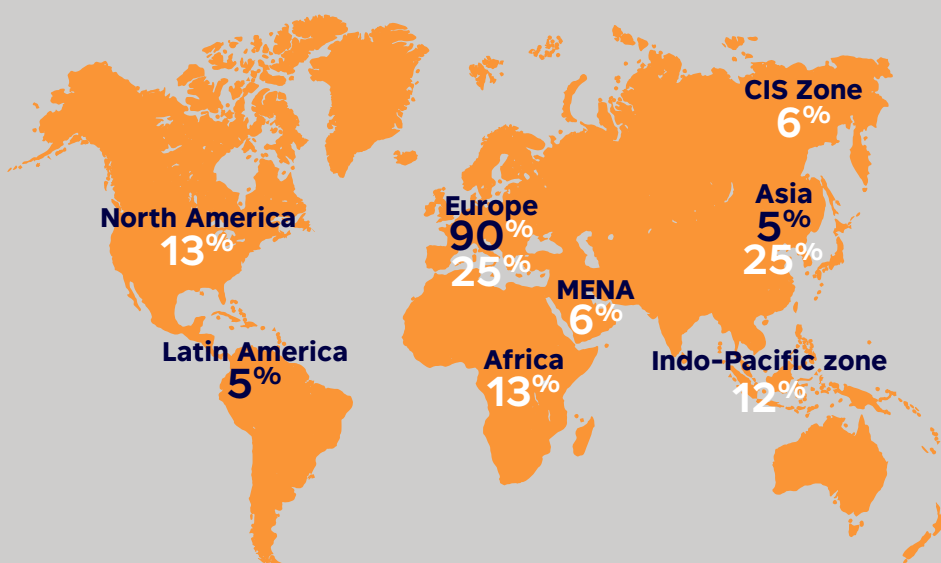
### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > ARENDT INVESTOR SERVICES S.A.
- > BDO
- > CAIXA ECONÔMICA FEDERAL
- > DELOITTE
- > E-JUNG
- > GRAITEC INNOVATION
- > GMBH
- > KPMG
- > MARUBENI-ITOCHU
- > STEEL EUROPE
- > MAZARS
- > PWC
- > RSM PARIS
- > VISTRA LUXEMBOURG SARL
- > YOURSAFE BV

## THE IÉSEG COMMUNITY ACROSS THE GLOBE



### ORIGIN OF OUR CURRENT STUDENTS



\*2025 Survey led by the *Conférence des Grandes Écoles* with graduates from the 2022, 2023 & 2024 classes of the program which was cross-referenced with LinkedIn & the IÉSEG Network database



# MASTER IN INTERNATIONAL ACCOUNTING, AUDIT & CONTROL

## MAXIMIZE YOUR OPTIONS IN ACCOUNTING AND FINANCIAL MANAGEMENT



### OBJECTIVES

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

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

Graduates benefit from preparation courses for entrance exams to global professional accountancy bodies. These courses cover CMA exam preparation and competitive scholarships are available for the exams. The program also aligns with ACCA professional examinations.



### ADVANTAGES

- > Gain a comprehensive foundation in accounting and corporate finance and develop leadership skills
- > Excel through a blend of theory and practice delivered by experts in the discipline
- > Stay at the forefront of techniques and technologies. Master the latest data-driven tools for the accounting and audit fields and develop your critical thinking and interpretations
- > Take part in comprehensive CMA® Exam preparations (parts I & II and scholarships) during the year
- > Prepare for ACCA exams
- > Experience a truly international immersion in the financial heart of Paris



### IÉSEG CAMPUS

- > PARIS-LA DÉFENSE



### ADMISSION REQUIREMENTS


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



### EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

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

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



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

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

#### ■ ZOOM ON... DATA ANALYTICS

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

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

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

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

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

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

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

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



David,  
Graduate - Brasil

*I have been working at Caixa Econômica Federal, a major public bank in Brazil, since 2012. Supported by my employer, I pursued a Master in International Accounting, Audit & Control at IÉSEG. Upon returning, I was promoted to Bank Manager, leading a team to achieve business goals and build strong client relationships.*

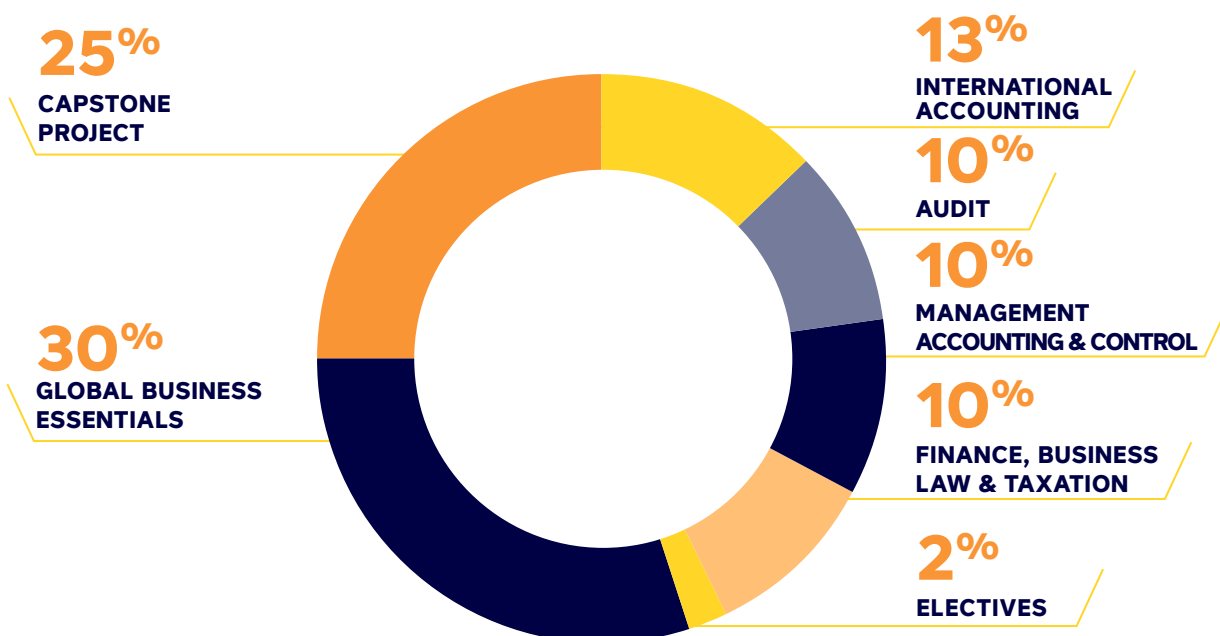
*I valued the dynamic classes, practical focus, and professional support, which helped me prepare for and obtain the CIA and CMA certifications. Courses like Simulation for Decision Making and CMA were particularly impactful.*

*IÉSEG gave me solid knowledge in accounting, auditing and management control, as well as teamwork and problem-solving skills, enabling me to grow professionally and take on greater responsibilities with confidence.*



# PROGRAM STRUCTURE

## MASTER IN INTERNATIONAL ACCOUNTING, AUDIT & CONTROL



### INTERNATIONAL ACCOUNTING - 13%

- > Financial Accounting
- > Financial Reporting & IFRS
- > Advanced Financial Reporting & Consolidation (IFRS Focus)
- > Accounting Information Systems
- > Advanced Data Visualization for Business
- > ERP Systems

### AUDIT - 10%

- > Audit Methodology & Techniques
- > Managing Consultancy
- > Operational Audit Techniques
- > Forensic Accounting & Fraud Detection
- > Advanced Audit & Assurance- Due Diligence
- > Advanced Audit & Assurance- Data Analytics

### MANAGEMENT ACCOUNTING & CONTROL - 10%

- > Advanced Performance Management & Strategic Control
- > Management Accounting
- > CMA 1
- > Performance Management & Decision Simulations
- > Strategic Performance Monitoring

### FINANCE, BUSINESS LAW & TAXATION - 10%

- > Corporate Finance
- > Advanced Financial Management & Valuation (AFM)
- > Corporate & Business Law
- > Corporate Governance
- > International Taxation

### ELECTIVES COURSES - 2%

- > To be selected by the student from a list of courses (Data Analysis in Python; SAP for Business Process Management and Professional Seminar Series)

### GLOBAL BUSINESS ESSENTIALS - 30%

- > Career Program
- > Entrepreneurship & New Business Development
- > Language Courses
- > Sustainability & Business Ethics
- > Research Methods for Business
- > Geopolitics for Business
- > Mastering AI for Strategic Business Success
- > Leading for Creativity & Design Thinking
- > Strategic People Management

### CAPSTONE PROJECT - 25%

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

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



## CLASS PROFILE

### ACADEMIC BACKGROUND

<b>39%</b>	Finance & Accounting	<b>5%</b>	Engineering & Technology
<b>31%</b>	Management & Business	<b>3%</b>	Law
<b>16%</b>	Economics		
<b>6%</b>	Commerce & International Trade		

### AGE RANGE

<b>52%</b>	<b>&lt; 23</b>
<b>42%</b>	<b>23-27</b>
<b>6%</b>	<b>27+</b>

### AVERAGE WORK EXPERIENCE

> 17 MONTHS



## CAREER OPPORTUNITIES\*

### ROLES

- > Financial Analyst
- > Finance & Transformation Consultant
- > Credit Portfolio Analyst
- > Financial Consolidation & Reporting Analyst
- > Fund Administrator
- > Investment Banking Associate
- > Data Scientist
- > Portfolio Manager
- > Asset & Risk Manager
- > Derivatives Strategist & Quantitative Trader

### POST-MASTER SALARY

> **€65,410** Average Annual Salary (bonus included)

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > AIRBUS
- > BNP PARIBAS
- > EDF INVEST
- > MORGAN STANLEY
- > PWC
- > STATE STREET
- > STELLANTIS
- > UBS

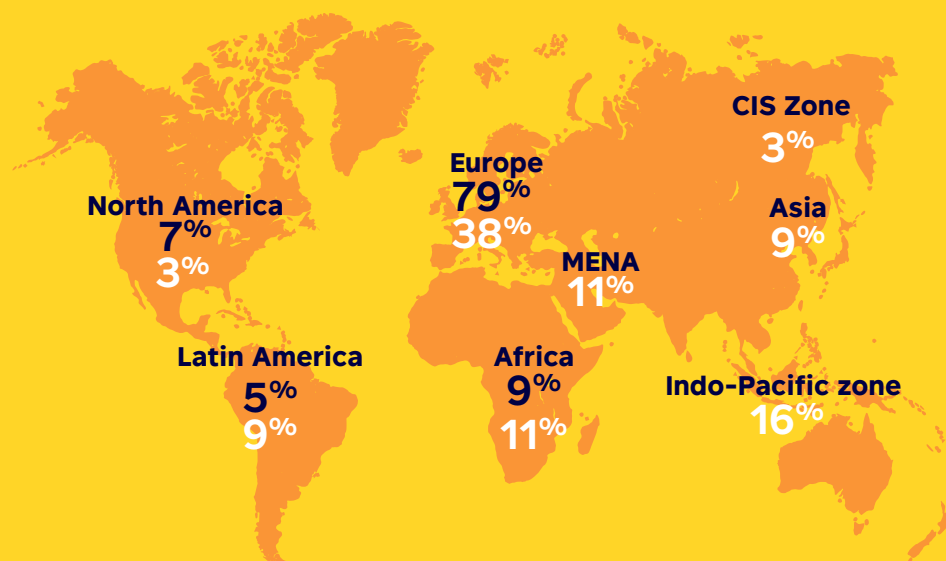
## THE IÉSEG COMMUNITY ACROSS THE GLOBE



### ORIGIN OF OUR CURRENT STUDENTS



### LOCATION OF OUR ALUMNI



\*2025 Survey led by the *Conférence des Grandes Écoles* with graduates from the 2022, 2023 & 2024 classes of the program which was cross-referenced with LinkedIn & the IÉSEG Network database



# MASTER IN FINANCE

## YOUR PATH TO FINANCIAL LEADERSHIP AND INNOVATION



### OBJECTIVES

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

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

**QS Business Masters Rankings 2025:** IÉSEG is ranked 3<sup>rd</sup> worldwide in Class & Faculty diversity for its Master in Finance.

**Financial Times Masters in Finance 2025 Ranking:** IÉSEG is ranked 15<sup>th</sup> worldwide for its Master in Finance.



### ADVANTAGES

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



### IÉSEG CAMPUS

- > PARIS-LA DÉFENSE



### ADMISSION REQUIREMENTS


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



### EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

SRB | BDO | SWIFT | UBS | PWC | DELOITTE | EUROPEAN CENTRAL BANK | SOCIETE GENERALE | BANQUE DU LUXEMBOURG | RSM | ROTHSCHILD | ALLIANZ TRADE | CAPGEMINI | EY | MAZARS

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



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

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

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

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

#### ■ ZOOM ON THE TWO SPECIALIZATIONS

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

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

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



Karla,  
Graduate - Mexico

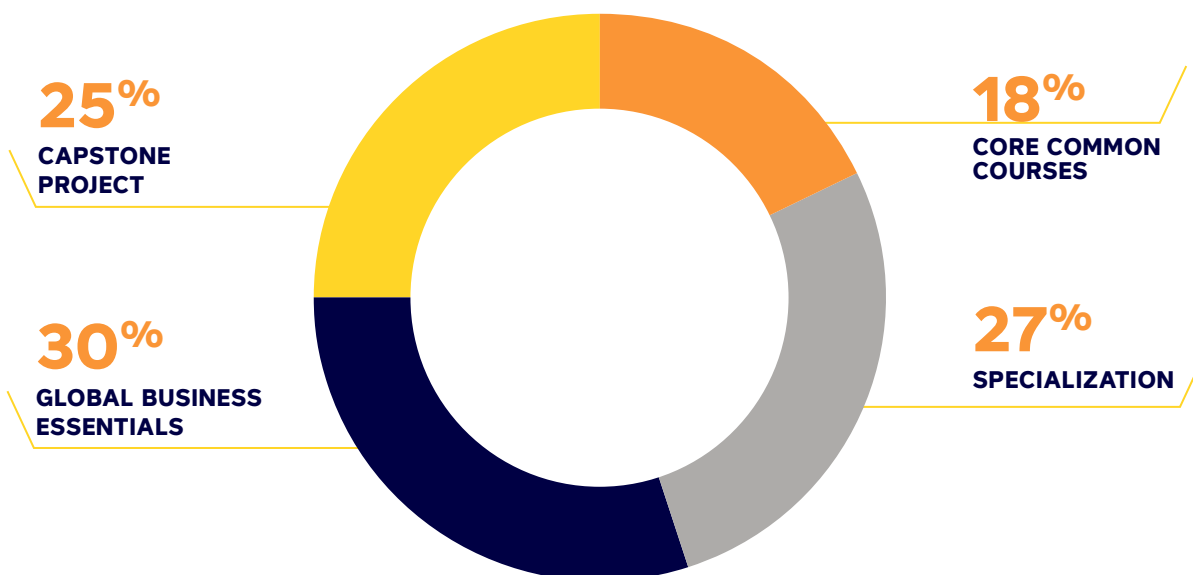
*I currently work as a Financial Controller / FP&A Analyst at L'Oréal Dermatological Beauty in France. The Master in Finance at IÉSEG was about much more than academics - it was about building strong relationships in a truly international environment. I gained not only technical knowledge but also a global network of peers who continue to inspire me in my career.*

*Courses such as Portfolio Management and Firm Valuation were particularly rewarding, combining theory with hands-on projects that mirrored real-life financial analysis. These experiences taught me valuable lessons about market efficiency, valuation, and the complexity of investment decisions. The program also prepared me for the competitive finance job market with up-to-date courses, including emerging topics like blockchain, as well as group projects that strengthened my adaptability and teamwork skills. Above all, the accessibility and support of professors made the IÉSEG community a true and lasting asset.*



# PROGRAM STRUCTURE

Our program offers two distinct specializations, allowing students to tailor their studies to different career paths.



## CORE COURSES - 18%

- > Quantitative Methods & Financial Mathematics
- > Financial Econometrics
- > Introduction to Programming
- > Portfolio Management
- > Introduction to Financial Markets
- > Debt Markets & Fixed Income Securities
- > International Finance
- > Derivatives

## SPECIALIZATION - 27%

### TRACK 1: FINANCIAL ANALYSIS

- > Financial Accounting
- > Financial Statement Analysis I
- > Financial Statement Analysis II
- > Data Visualization with Power BI
- > Corporate Finance
- > Firm Valuation
- > Mergers & Acquisitions
- > Python for Finance
- > Economics for Corporate Decisions
- > Credit Risk Management
- > Private Wealth Management
- > Advanced Firm Valuation
- > Alternative Investments
- > Energy & Commodity Finance

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

- > Investment Banking & Capital Markets
- > Banking & Financial Intermediaries
- > Banking Simulation

- > Advanced Derivative Securities
- > Market Risk Analysis & Management
- > Advanced Asset Management & Factor Investing
- > Capital Markets & Investment Simulation
- > Advanced Programming with Python
- > Machine Learning for Finance
- > Mathematics for Capital Markets
- > Connected Vision Tour - Hackathon
- > Blockchain for Business
- > Artificial Intelligence for Capital Markets
- > Advanced Machine Learning for Finance
- > Data Analytics for Risk & Asset Allocation
- > The Trading Desk: Key Tools to Trade in Global Markets

## GLOBAL BUSINESS ESSENTIALS - 30%

- > Career Program
- > Entrepreneurship & New Business Development
- > Language Courses
- > Sustainability & Business Ethics
- > Research Methods for Business
- > Geopolitics for Business
- > Mastering AI for Strategic Business Success
- > Leading for Creativity & Design Thinking
- > Strategic People Management

## CAPSTONE PROJECT - 25%

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

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

# MASTER IN AI & DATA ANALYTICS FOR BUSINESS



## CLASS PROFILE

### ACADEMIC BACKGROUND

41%	Business & Management	9%	Finance & Economics
27%	Computer Science & IT	5%	Sciences
18%	Engineering		

### AGE RANGE

41%	< 23
37%	23-27
22%	27+

### AVERAGE WORK EXPERIENCE

> 1 YEAR & 4 MONTHS



## CAREER OPPORTUNITIES\*

### ROLES

- > Data Scientist
- > Data Analyst
- > AI & Data Expert
- > Business Intelligence Engineer
- > Analytics Engineer
- > Data & AI Manager
- > IT Project Manager

### POST-MASTER SALARY

> **€57,545** Average Annual Salary (bonus included)

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > AMAZON
- > AUCHAN
- > DECATHLON
- > DELOITTE
- > ERNST & YOUNG
- > INSTITUT PASTEUR
- > JAGUAR - LAND ROVER
- > L'ORÉAL
- > MORNINGSTAR
- > VISA EUROPE

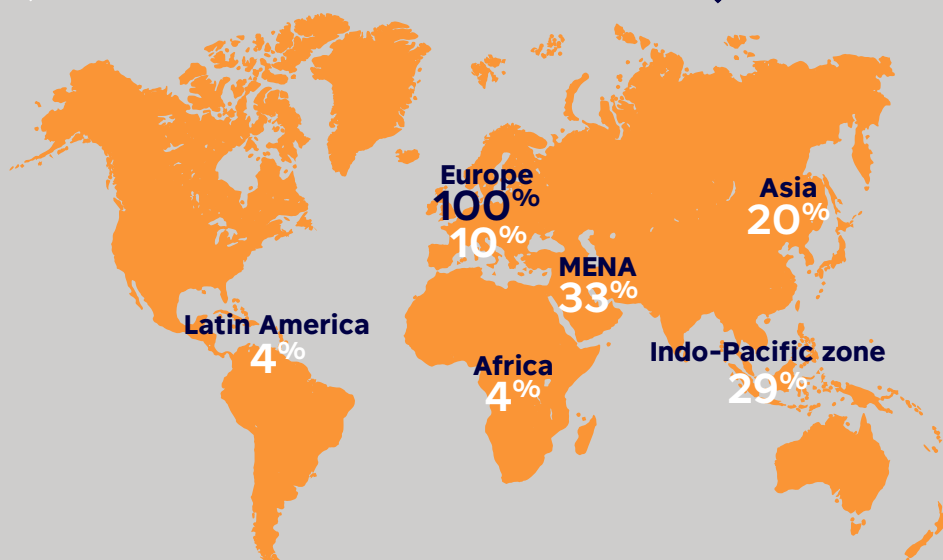
## THE IÉSEG COMMUNITY ACROSS THE GLOBE



### ORIGIN OF OUR CURRENT STUDENTS



### LOCATION OF OUR ALUMNI



\*2025 Survey led by the *Conférence des Grandes Écoles* with graduates from the 2022, 2023 & 2024 classes of the program which was cross-referenced with LinkedIn & the IÉSEG Network database



# MASTER IN AI & DATA ANALYTICS FOR BUSINESS

INNOVATE WITH ARTIFICIAL INTELLIGENCE, LEAD WITH ANALYTICS



## OBJECTIVES

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

**QS Business Masters Ranking 2025:** IÉSEG is ranked 3<sup>rd</sup> worldwide in Class & Faculty diversity for its Master in AI & Data Analytics for Business



## ADVANTAGES

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



## IÉSEG CAMPUS

- > LILLE



## ADMISSION REQUIREMENTS

- > Minimum: Bachelor's degree in Business Administration, Engineering, Computer Science, IT, Mathematics, Statistics or similar, & interested in a new & expanding field.



## EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

CAPGEMINI | PALANTIR TECHNOLOGIES | L'ORÉAL | SAEGUS | PWC | BROTHER FRANCE

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



**“AI + ANALYTICS  
= GREAT CAREER”**

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

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

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

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

## ■ RECOGNIZED PROFESSIONAL CERTIFICATIONS

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

Examples:

- Programming languages (Python, SQL)
- Visual analytics (Tableau)
- Cloud solutions (Amazon Web Services)
- Data science methods (Datacamp & Bluecourses)



Stéphanie,  
Graduate – Chile

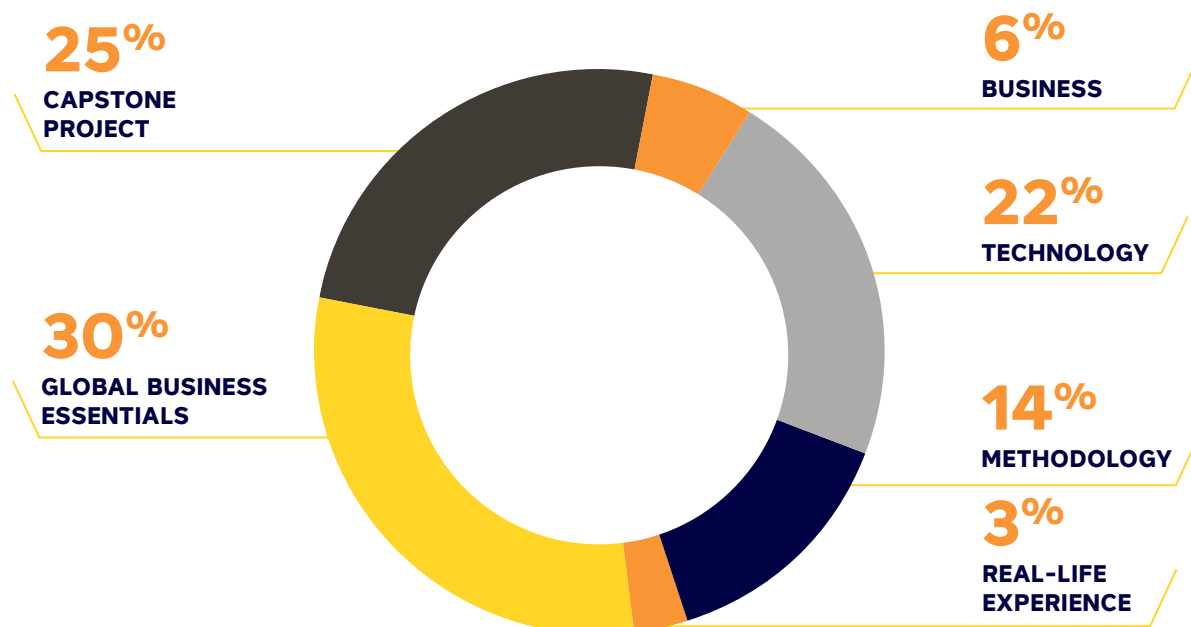
*Before joining IÉSEG, I obtained a Bachelor's degree in business and worked as a business analyst at a bank and in an e-commerce company. I chose to come to IÉSEG because of its strong reputation for academic excellence and its international student body. Moreover, the Master in AI & Big Data Analytics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

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

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

# PROGRAM STRUCTURE

## MASTER IN AI & DATA ANALYTICS FOR BUSINESS



### TECHNOLOGY - 22%

- > AI & Data Analytics Technologies
- > Big Data
- > Data Visualization
- > Python Programming for Data Science
- > SQL Essentials for Business Reporting

### METHODOLOGY - 14%

- > Descriptive & Predictive Analytics
- > Foundations of Applied Optimization Models & Methods
- > Recommendation Tools
- > Social Network Analysis
- > Statistical & Machine Learning Algorithms
- > Time Series Forecasting

### BUSINESS - 6%

- > AI & Data Strategy
- > Foundations of AI & Data Analytics
- > Industry Perspectives on AI & Data Analytics
- > Project Management

### REAL-LIFE EXPERIENCE - 3%

- > AI & Data Analytics Hackathon

### GLOBAL BUSINESS ESSENTIALS - 30%

- > Career Program
- > Entrepreneurship & New Business Development
- > Language Courses
- > Sustainability & Business Ethics
- > Research Methods for Business
- > Geopolitics for Business
- > Mastering AI for Strategic Business Success
- > Leading for Creativity & Design Thinking
- > Strategic People Management

### CAPSTONE PROJECT - 25%

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

Online summer immersion program before the start of the academic year and a full software setup to keep after the program are included in tuitions fees.



# MASTER IN DIGITAL MARKETING & CUSTOMER EXPERIENCE MANAGEMENT



## CLASS PROFILE

### ACADEMIC BACKGROUND

68%	Business & Management
16%	Marketing & Communications
11%	Economics & Quantitative Studies

5%

Design & Arts

### AGE RANGE

42%	< 23
29%	23-27
29%	27+

### AVERAGE WORK EXPERIENCE

> 21 MONTHS



## CAREER OPPORTUNITIES\*

### ROLES

- > CEO (Chief Executive Officer)
- > Product Manager
- > Marketing Manager
- > Digital Marketing Manager
- > CRM Marketing Senior Executive
- > SEO & Web Performance Specialist
- > Data Analyst
- > Senior Content Manager
- > E-commerce Manager
- > Senior Social Media Manager

### POST-MASTER SALARY

> **€50,969** Average Annual Salary (bonus included)

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > BARCO
- > BNP PARIBAS SECURITIES SERVICES
- > HEWLETT PACKARD
- > L'ORÉAL
- > NISSAN
- > PUBLICIS
- > SALOMON
- > YVES SAINT LAURENT

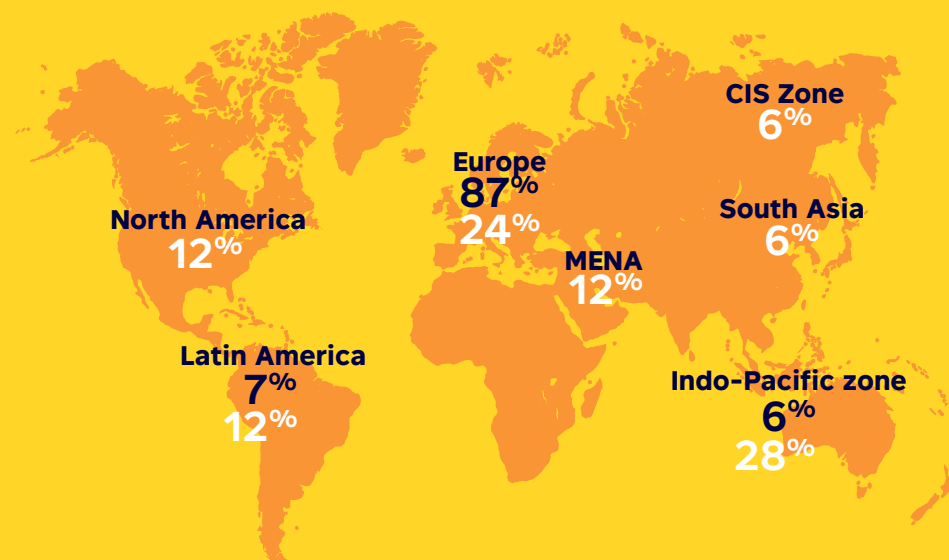
## THE IÉSEG COMMUNITY ACROSS THE GLOBE



### ORIGIN OF OUR CURRENT STUDENTS



### LOCATION OF OUR ALUMNI



\*2025 Survey led by the *Conférence des Grandes Écoles* with graduates from the 2022, 2023 & 2024 classes of the program which was cross-referenced with LinkedIn & the IÉSEG Network database

# MASTER IN DIGITAL MARKETING & CUSTOMER EXPERIENCE MANAGEMENT

## LEAD THE DIGITAL REVOLUTION, INSPIRE CUSTOMER EXPERIENCE



### OBJECTIVES

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

**QS Business Masters Rankings 2025:** IÉSEG is ranked 10<sup>th</sup> worldwide in Class & Faculty diversity for its Master in Digital Marketing & Customer Experience Management.



### ADVANTAGES

- > A specialized and innovative program designed by academic and industry experts
- > An interactive approach integrating both academics and professionals
- > The possibility of obtaining various certifications, including Google, Meta, LinkedIn, HubSpot, Salesforce, Hootsuite, etc. Exposure to leading technologies & software such as Salesforce, SPSS, Python, Mention, Mailchimp & many others
- > A course focused on Data and AI in Marketing by two Professionals working at Google
- > A partnership with Le Wagon, a leading international coding School



### IÉSEG CAMPUS

- > LILLE



### ADMISSION REQUIREMENTS

- > Minimum: Bachelor's degree in Business, Marketing, Communications, Engineering, IT (or similar from a recognized university) and a strong desire to strengthen their knowledge of Digital Marketing and Customer Experience Management.



### EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

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

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



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

Dr. Nico HEUVINCK  
Academic Director,  
Professor of Marketing

## ■ ZOOM ON... RECOGNIZED INDUSTRY CERTIFICATION

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

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

In addition to the Google Analytics certification, students will have the opportunity to obtain other certificates such as Google Ads Search certification, Meta Digital Marketing Associate (Facebook & Instagram ads) certification, LinkedIn Ads Certification, GDPR compliance certification, HubSpot Inbound marketing and Content Marketing certification, Salesforce certifications, Hootsuite Social Marketing certification. Moreover, students will also be confronted with leading technologies in the digital marketing and CXM landscape such as Mention, Mailchimp, PrestaShop, Simbound, Python, IBM SPSS Statistics, Excel, to name a few.

## ■ CORPORATE INVOLVEMENT IN THIS PROGRAM

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

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

\*Non-exhaustive list



Nicolas,  
Graduate - Colombia

*I completed my Bachelor's in Business Administration at Universidad de La Sabana in Colombia, discovering my passion for marketing and pursuing a Minor in Omnichannel Marketing. This led me to the Master in Digital Marketing & Customer Experience Management at IÉSEG in Lille, where I had the privilege of meeting incredible people – classmates, colleagues, and professors – from all around the world.*

*The program offered not only excellent academic training but also a truly multicultural environment, along with the opportunity to travel across Europe. After graduation, I completed a Marketing and Sales internship at the Grand Hyatt Bogotá, working on content creation, campaign analysis, performance metrics, Power BI reporting, and client proposals. I am now about to start as an Associate Social Analyst at Publicis Groupe. I am grateful to IÉSEG for the knowledge, experiences, and lifelong friendships.*





# PROGRAM STRUCTURE

## MASTER IN DIGITAL MARKETING & CUSTOMER EXPERIENCE MANAGEMENT



### DIGITAL MARKETING - 28%

- › Clickstream & Web Analytics
- › New Trends & New Information Technologies
- › Data & AI for Marketing
- › Data Protection for (Digital) Marketeers
- › Digital Marketing Strategy
- › Direct & Email Marketing
- › Innovation with Consumers
- › Marketing Performance & ROI Optimization
- › Omnichannel Strategy
- › Online Reputation Management
- › Search Engine Marketing
- › Social Media, Community Management & Virtual Marketing
- › Website Design & Development (UX, Coding)
- › Web Store Development & Mobile Apps

- › Data Analysis with Python
- › Customer Intelligence 1: Descriptive Analytics
- › Customer Intelligence 2: Predictive Analytics

### GLOBAL BUSINESS ESSENTIALS - 30%

- › Career Program
- › Entrepreneurship & New Business Development
- › Language Courses
- › Sustainability & Business Ethics
- › Research Methods for Business
- › Geopolitics for Business
- › Mastering AI for Strategic Business Success
- › Leading for Creativity & Design Thinking
- › Strategic People Management

### CUSTOMER EXPERIENCE MANAGEMENT - 17%

- › CRM, Loyalty & Customer Success
- › CXM
- › Customer Engagement
- › Customer Service & Complaint Management
- › CRM & Sales
- › Introduction to Customer Intelligence

### CAPSTONE PROJECT - 25%

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

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

# MASTER IN CYBERSECURITY MANAGEMENT



## CLASS PROFILE

### ACADEMIC BACKGROUND

41%	Engineering	12%	Communication & Media
29%	Business Administration		
18%	Humanities		

### AGE RANGE

18%	< 23
47%	23-27
35%	27+

### AVERAGE POST-GRADUATE WORK EXPERIENCE

> 4 YEARS



## CLASS PROFILE

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



## CAREER OPPORTUNITIES

### ROLES

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

## ORIGIN OF OUR CURRENT STUDENTS



# MASTER IN CYBERSECURITY MANAGEMENT

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



## OBJECTIVES

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

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

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



## ADVANTAGES

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



## IESEG CAMPUS

- > LILLE



## ADMISSION REQUIREMENTS


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

## EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

CISCO

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





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

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

#### ■ ZOOM ON... SECURITY PRACTITIONERS COLLOQUIUM

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

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

#### ■ PARTNERSHIP

**Courses include training material created by CISCO, a global leader in networking, through our partnership with the CISCO Networking Academy & Splunk, the leading Security Information & Event Management (SIEM) provider, through the Splunk Academic Alliance.**

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

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



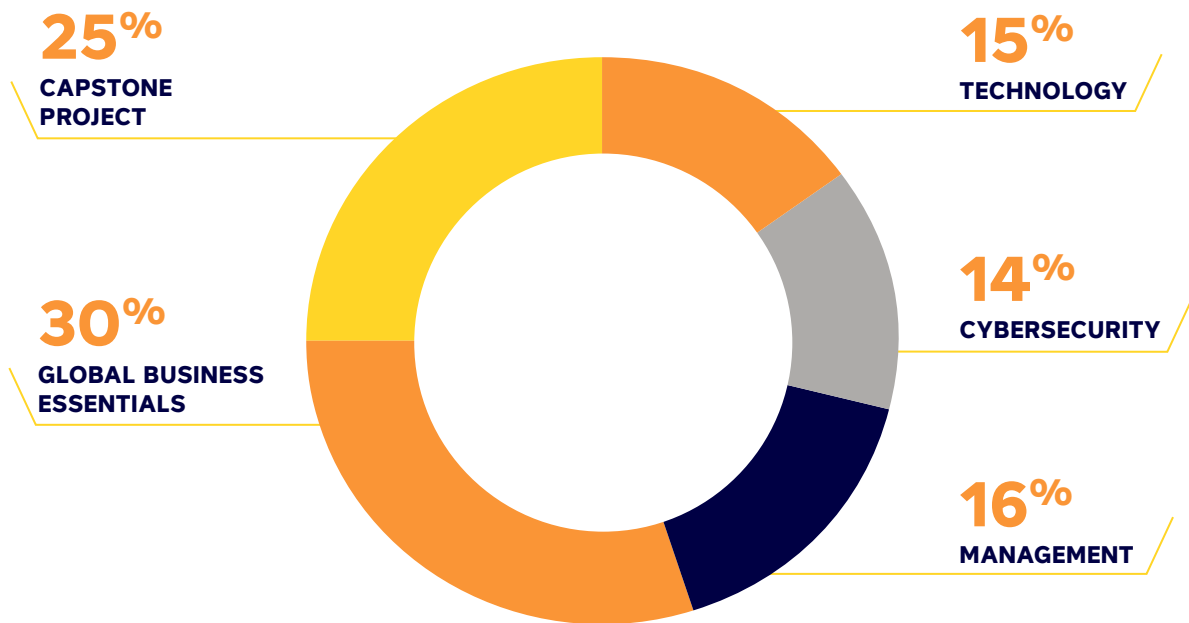
Seif,  
Grande École Program  
Graduate - France

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

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

# PROGRAM STRUCTURE

# MASTER IN CYBERSECURITY MANAGEMENT



## MANAGEMENT

16%

- > Risk Management
- > Project Management
- > Cyber Law
- > Decision-making under Uncertainty
- > IS Governance & Compliance

- > Pen Testing
- > Security Practitioners Colloquium

## TECHNOLOGY

15%

- > Linux Foundations
- > Network & Infrastructure Foundations
- > Data Management Foundations
- > Programming Foundations
- > Data Visualization

## GLOBAL BUSINESS ESSENTIALS -

30%

- > Career Program
- > Entrepreneurship & New Business Development
- > Language Courses
- > Sustainability & Business Ethics
- > Research Methods for Business
- > Geopolitics for Business
- > Mastering AI for Strategic Business Success
- > Leading for Creativity & Design Thinking
- > Strategic People Management

## CYBERSECURITY

14%

- > Cybersecurity Foundations
- > Incident Response & Digital Forensics

## CAPSTONE PROJECT

25%

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

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



## CLASS PROFILE

### ACADEMIC BACKGROUND

37%	Business Administration
23%	International Business & Management
15%	Engineering
11%	Techno & Data
11%	Finance & Banking
3%	Languages

### AGE RANGE

21%	< 23
53%	23-27
26%	27+

### AVERAGE WORK EXPERIENCE

> 2 YEARS



## CAREER OPPORTUNITIES\*

### ROLES

- > Business Development Coordinator
- > Cybersecurity Consultant
- > Data Analyst
- > Experienced Consultant
- > Market Analysis
- > Senior Business System Analyst
- > Senior Consultant

### POST-MASTER SALARY

> **€57,354** Average Annual Salary (bonus included)

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > AMARIS CONSULTING
- > AMCOR
- > ORACLE
- > SAEGUS
- > THE ESTÉE LAUDER COMPANIES
- > VALEO
- > VINCI ÉNERGIES SYSTÈMES D'INFORMATION
- > WAVESTONE

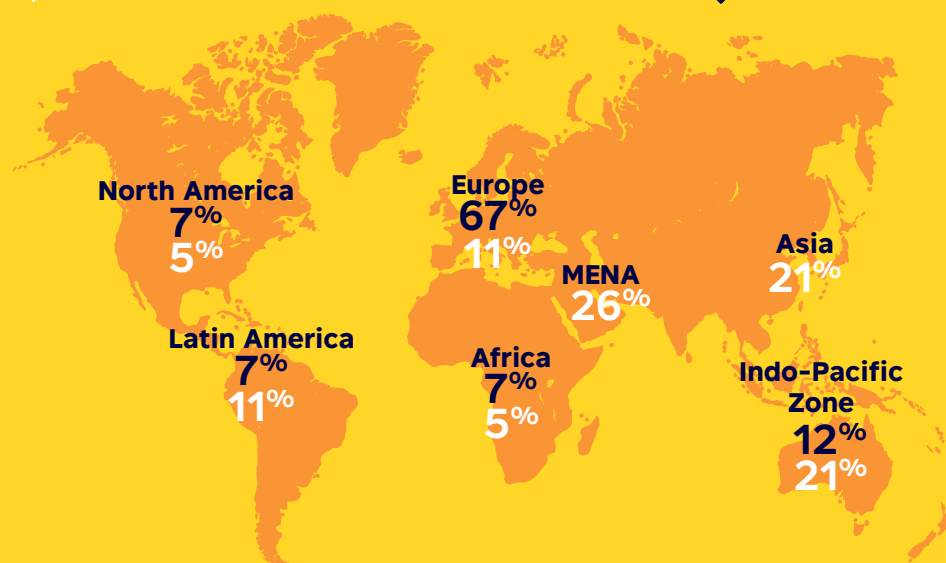
## THE IÉSEG COMMUNITY ACROSS THE GLOBE



### ORIGIN OF OUR CURRENT STUDENTS



### LOCATION OF OUR ALUMNI



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



# MASTER IN BUSINESS ANALYSIS & CONSULTING

## BUILD AND DEVELOP YOUR ANALYSIS SKILLS FOR CONSULTING



### OBJECTIVES

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



### ADVANTAGES

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



### IÉSEG CAMPUS

- > PARIS-LA DÉFENSE



### ADMISSION REQUIREMENTS


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



### EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

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

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



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

**Dr. Caroline RIEU PLICHON**  
Academic Director,  
Professor of Human Resources  
& Change Management

## ■ ZOOM ON... A DELIBERATE BLEND OF THEORY & PRACTICE

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

## ■ CORPORATE INVOLVEMENT IN THIS PROGRAM

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

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

*\*Non-exhaustive list*



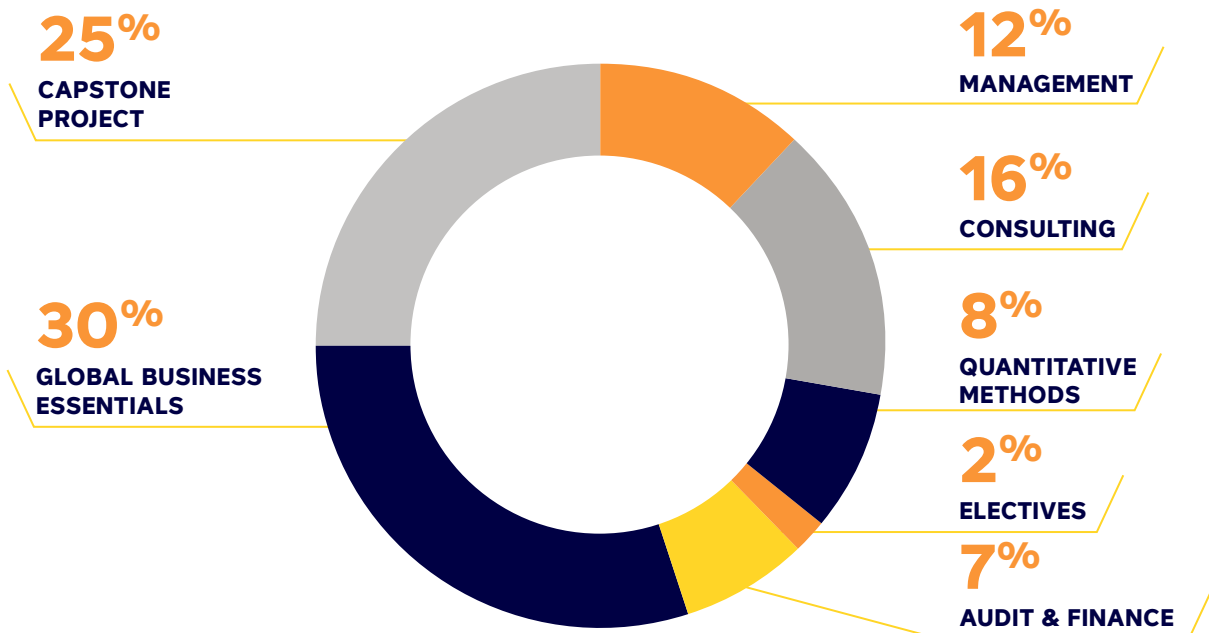
Laurène,  
Graduate - France

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

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

# PROGRAM STRUCTURE

# MASTER IN BUSINESS ANALYSIS & CONSULTING



## CONSULTING - 16%

- > Business Process Modeling
- > Change Management
- > Consulting Tools Seminar
- > Data Analytics
- > Introduction to Machine Learning & AI
- > Transformation Consulting

## MANAGEMENT - 12%

- > Business Game
- > International Business Strategy
- > Managing People & Teams
- > Negotiation for International Managers
- > Supply Chain Management

## QUANTITATIVE METHODS - 8%

- > Benchmarking & Performance Analysis
- > Statistics for Consulting

## AUDIT & FINANCE - 7%

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

## ELECTIVES - 2%

- > Data Analysis with Python
- > Cybersecurity
- > The Mindful Manager
- > Excel VBA
- > Introduction to Financial Data Analysis & Firm Valuation
- > SAP for Business Process Management

## GLOBAL BUSINESS ESSENTIALS - 30%

- > Career Program
- > Entrepreneurship & New Business Development
- > Language Courses
- > Sustainability & Business Ethics
- > Research Methods for Business
- > Geopolitics for Business
- > Mastering AI for Strategic Business Success
- > Leading for Creativity & Design Thinking
- > Strategic People Management

## CAPSTONE PROJECT - 25%

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

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



# MASTER IN MANAGEMENT FOR SUSTAINABILITY



## CLASS PROFILE

### ACADEMIC BACKGROUND

33%	Business Administration	17%	International Business & Relations
25%	Finance & Economics	8%	Engineering
17%	Sustainability		

### AGE RANGE

21%	< 23
53%	23-27
26%	27+



## CAREER OPPORTUNITIES\*

### ROLES

- > Corporate Social Responsibility (CSR) Manager
- > Sustainability Project Manager
- > ESG Analyst
- > Sustainability Analyst
- > Sustainable Business Consultant

### POST-MASTER SALARY

- > **€57,479** Average Annual Salary (bonus included)

## A PROGRAM DESIGNED TO SHAPE THE SUSTAINABLE LEADERS OF TOMORROW

### In sustainability-focused firms:

- > Audit & Consulting: Measuring impact, assessing risks, reporting with purpose.
- > ESG & Compliance: Certifying, verifying, building trust.
- > Impact investing: Financing what matters.
- > Business Innovation: Reinventing models to address global challenges.

### In mainstream industries:

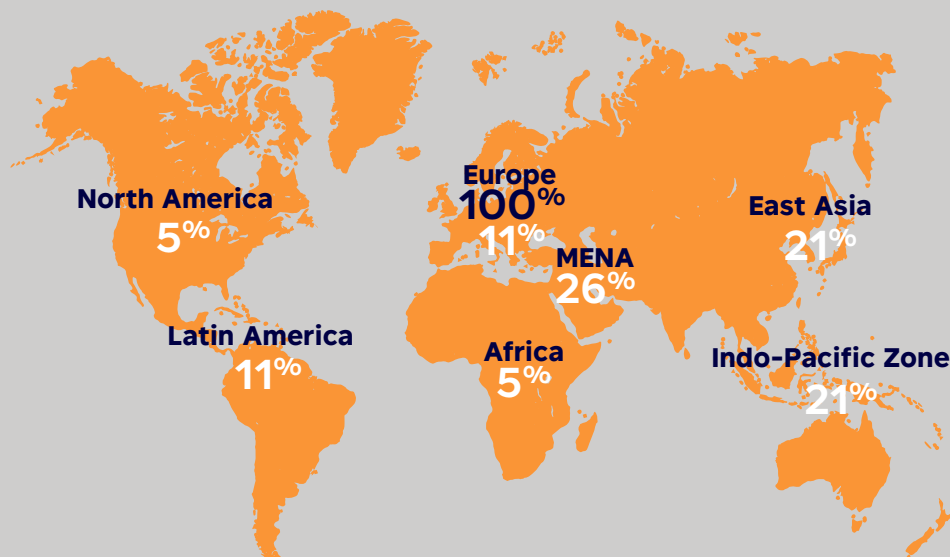
- > Sustainability: Driving change across operations
- > Strategy & Management: Guiding decisions for a sustainable future
- > HR: Advancing inclusion & diversity
- > Finance: Integrating carbon pricing and environmental risks
- > Operations: Greening supply chains and production cycles
- > Marketing: Creating demand for sustainable products

### In NGOs & civil society:

- > Leading cross-sector projects.
- > Advocating for impactful policies.
- > Combining business expertise with environmental and social purpose.

Graduates become key actors of the transition, wherever sustainability matters.

## ORIGIN OF OUR CURRENT STUDENTS



# MASTER IN MANAGEMENT FOR SUSTAINABILITY

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



## OBJECTIVES

**The Master in Management for Sustainability is designed for problem-solvers and purpose-driven individuals who are eager to address some of the world's most pressing sustainability challenges.**

This program prepares future business leaders to effectively manage a wide range of sustainability risks and challenges, incorporating sustainability into both long-term strategic planning and day-to-day decision-making. Students will learn to address key issues such as climate change, green supply chains, stakeholder engagement, new business models, and ensuring fair labor practices through social compliance. The Master in Management for Sustainability provides students with a fundamental foundation in the scientific, technological and policy-related aspects of sustainability, while also equipping them with advanced management & strategic tools necessary for implementing impactful, sustainable solutions in diverse organizational settings.



## ADVANTAGES

- > Gain a solid understanding of the science and technology behind critical sustainability issues like climate change, biodiversity and systems thinking, and discover how these shape business decisions.
- > Roll up your sleeves and work with the practical and tactical tools that managers use every day to help them tackle complex sustainability challenges. The program covers topics such as circular economy business models, sustainability reporting and accountability, performance metrics, green impact investing and more.
- > Develop the leadership and strategic skills needed to drive change, enabling you to lead sustainability initiatives within organizations and create long-term value for both businesses and society.



## IÉSEG CAMPUS

- > LILLE



## ADMISSION REQUIREMENTS


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



## EXAMPLES OF COMPANIES INVOLVED IN THE PROGRAM

IDKIDS | UNIQLO | NIKE | COVADIS | JCDECAUX

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



*"This program gives you the skills and knowledge to become a changemaker in the world of sustainability. You'll dive into key sustainability science and policy insights, while also gaining practical tools to tackle both today's and tomorrow's business challenges. It's designed to prepare you to lead the way in creating a more sustainable future."*

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

## ■ PARTNERSHIPS

To help IÉSEG students in the Master in Management for Sustainability become proficient and confident in a sustainable business workplace, we give them the opportunity to qualify for the GRI Professional Certification Program.

Successfully completing this program results in the 'GRI Certified Sustainability Professional' qualification, a globally recognized qualification for sustainability professionals. This qualification, from the leading Global Reporting Initiative (GRI), holds significant value in the job market and serves as a key differentiator among job applicants. IÉSEG students will gain a competitive edge by demonstrating their expertise and earning a trusted recognition in sustainability reporting through this professional certification.

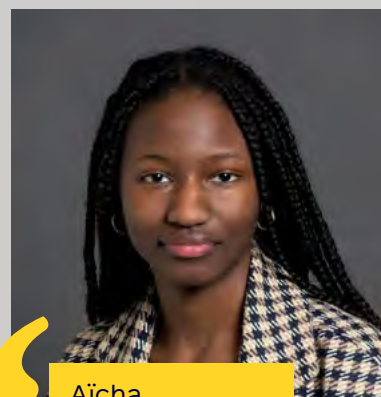
In addition, through our collaboration with B Lab France, students can qualify as 'B Leader' — a sustainability professional who has been trained to guide businesses through the B Corp certification process. This is another valuable qualification students can earn through the program.

## ■ ZOOM ON... SUSTAINABILITY AT IÉSEG

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

At IÉSEG, sustainability extends beyond the classroom. The entire community is committed to integrating sustainability and the UN Sustainable Development Goals into all aspects of the School's activities, including research, student life and campus operations. As a result of this dedication, IÉSEG is one of the 38 UN PRME (United Nations Principles for Responsible Management Education) Champion Schools and is ranked among the Top 30 School in sustainability by the Positive Impact Rating. The School is also a member of the UN Global Compact, Campus Responsables, the B-Academy, and a partner of the Global Reporting Initiative (GRI).

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



Aïcha,  
Graduate, Australia

*I chose the Master in Management for Sustainability to build on my Bachelor's degree in banking and insurance, and I chose IÉSEG for four main reasons: its strong reputation as a top French business school, its recognized cultural diversity, the attractive Lille campus near Paris, and a merit-based scholarship that reflected the school's appreciation for my academic achievements.*

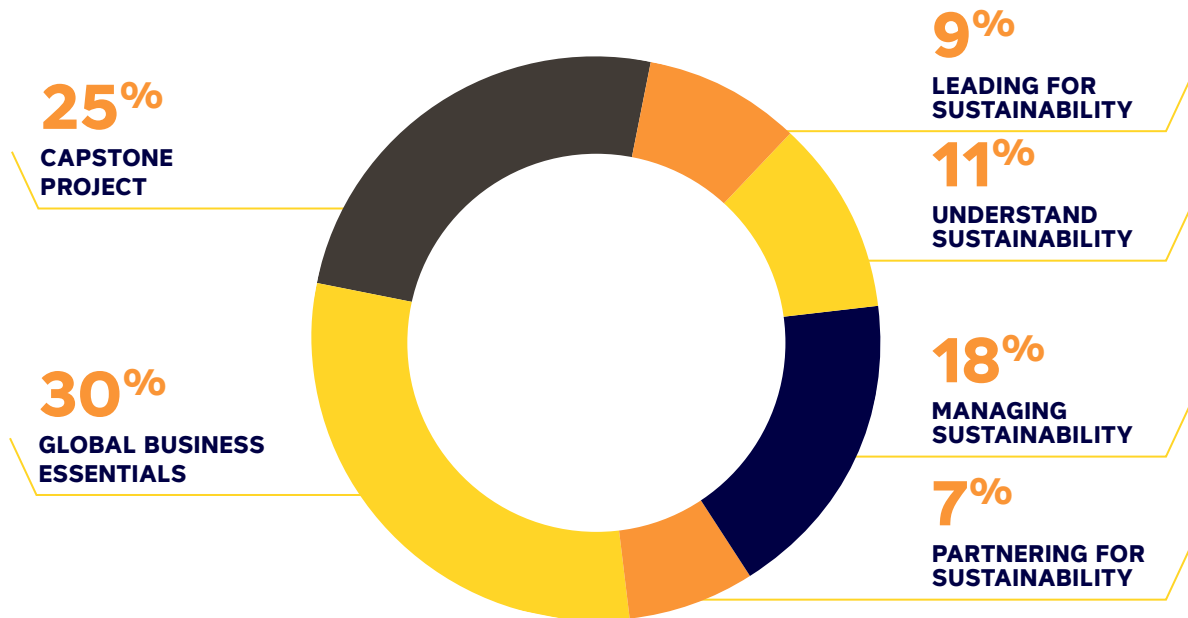
*My focus was on sustainable finance, which, in the light of my African origins, holds great promise for the economic and social context of developing countries. I wanted to do a course that would be in tune with our modern times and respond to the world's current challenges.*

*During my studies at IÉSEG, I particularly appreciated the cultural diversity: from now on, I see my difference as a strength! I also appreciated the friendliness and availability of the administrative and teaching staff. Thanks to this, the stress and anxiety associated with administrative formalities have vanished!*



# PROGRAM STRUCTURE

## MASTER IN MANAGEMENT FOR SUSTAINABILITY



### MANAGING SUSTAINABILITY - 18%

- > Auditing, Managing & Reporting for ESG
- > Diversity, Equality & Inclusion
- > Impact Investment & Sustainable Finance
- > Information Systems for Sustainability
- > Marketing & Communication for Sustainability
- > Responsible Supply Chains
- > Environmental Management
- > Industry's Big Three

### UNDERSTAND SUSTAINABILITY - 11%

- > MMS Scenario Week
- > Systems Thinking & Large Systems Change
- > Climate Change: Science & Policy
- > Development Economics
- > Biodiversity & Business
- > Political Economy of Sustainability

### LEADING FOR SUSTAINABILITY - 9%

- > Leading & Governing a Sustainable Business
- > Business Models for the Circular Economy
- > Business & Human Rights
- > Bootcamp: Building a Sustainability Strategy
- > Company Visits

### PARTNERING FOR SUSTAINABILITY - 7%

- > Institutions, Partnerships & Grand Challenges
- > Activism: Strategy & Tactics
- > Sustainable Cities
- > Bootcamp Technology

### GLOBAL BUSINESS ESSENTIALS - 30%

- > Career Program
- > Entrepreneurship & New Business Development
- > Language Courses
- > Sustainability & Business Ethics
- > Research Methods for Business
- > Geopolitics for Business
- > Mastering AI for Strategic Business Success
- > Leading for Creativity & Design Thinking
- > Strategic People Management

### CAPSTONE PROJECT - 25%

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

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



# ADMISSION PROCESS

Applications must be submitted online at [candidate.ieseg.fr](https://candidate.ieseg.fr) and are reviewed by an Admission Committee composed of IÉSEG Academic Directors & French Ministry of Higher Education representatives.

## ■ APPLICATION PROCESS

- > Undergraduate transcripts in English or French
- > Undergraduate diploma (if available)
- > English proficiency test (IELTS 6.5, TOEFL IBT 85, TOEIC 4 skills 850, Duolingo 115, Cambridge Exam B2) – Native English speakers or candidates who have had two years of courses taught in English are exempt.
- > GMAT/GRE/CAT is an asset (yet not mandatory)
- > Motivation video to be recorded on the application platform
- > CV
- > €100 application fee

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

### Application Deadlines

**January 2026 intake (Master in International Business in Lille only):**

- > 4 application rounds.

**September 2026 intake**

- > 8 application rounds.

For more information about the calendar, please check : [www.ieseg.fr/en/prospective-student/admission/](https://www.ieseg.fr/en/prospective-student/admission/)



## TUITION FEES & SCHOLARSHIPS

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

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

### ■ TUITION FEES (2025-2026)

- > €25,800 for the Master in Finance
- > €23,300 for the Master in Fashion Management and the Master in AI & Data Analytics for Business
- > €21,800 for the Master in International Business, Master in Strategy & Digital Transformation, Master in International Accounting, Audit & Control, Master in Digital Marketing & Customer Experience Management, Master in Business Analysis & Consulting, Master in Management for Sustainability and Master in Cybersecurity Management.
- > Please note that a reduction of €3,000 is possible for students who are eligible to the fast track.

Tuition fees are subject to change.

### ■ SCHOLARSHIPS

#### Partner Scholarship

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

#### Early Bird Scholarship

10% tuition fee reduction if you apply before March 2<sup>nd</sup>, 2026 (or before November 3<sup>rd</sup>, 2025, for the Master in International Business, January intake).

#### Merit-Based Scholarship

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

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



# MEET WITH US!

## ■ OPEN DAYS ON LILLE AND PARIS CAMPUSES

Meet IÉSEG faculty and students to discuss your plans.

- > Saturday, November 29, 2025
- > Saturday, January 31, 2026
- > Saturday, March 7, 2026

## ■ EDUCATIONAL FAIRS AND OTHER EVENTS

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

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



# CONTACTS

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latinamericaoffice@ieseg.fr

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africa@ieseg.fr

## > Other countries

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## > France

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## SOCIAL MEDIA



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EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY