

# MEDIA KIT NOVEMBER 2018



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# SUMMARY

►►	WHERE LIFE AND LEARNING BEGIN	3
►►	IÉSEG SCHOOL OF MANAGEMENT AT A GLANCE	4
►►	FACTS & FIGURES FOR 2018-2019	5
►►	1 SCHOOL, 2 CAMPUSES: LILLE AND PARIS	6
►►	PROGRAMS AT IÉSEG	7
►►	PERSONAL DEVELOPMENT & INTERCULTURAL SKILLS	9
►►	IÉSEG RESEARCH	10
►►	CORPORATE RELATIONS & CAREER PROSPECTS	11
►►	INTERNATIONAL MIND-SET	12
►►	SOCIAL NETWORKS	13



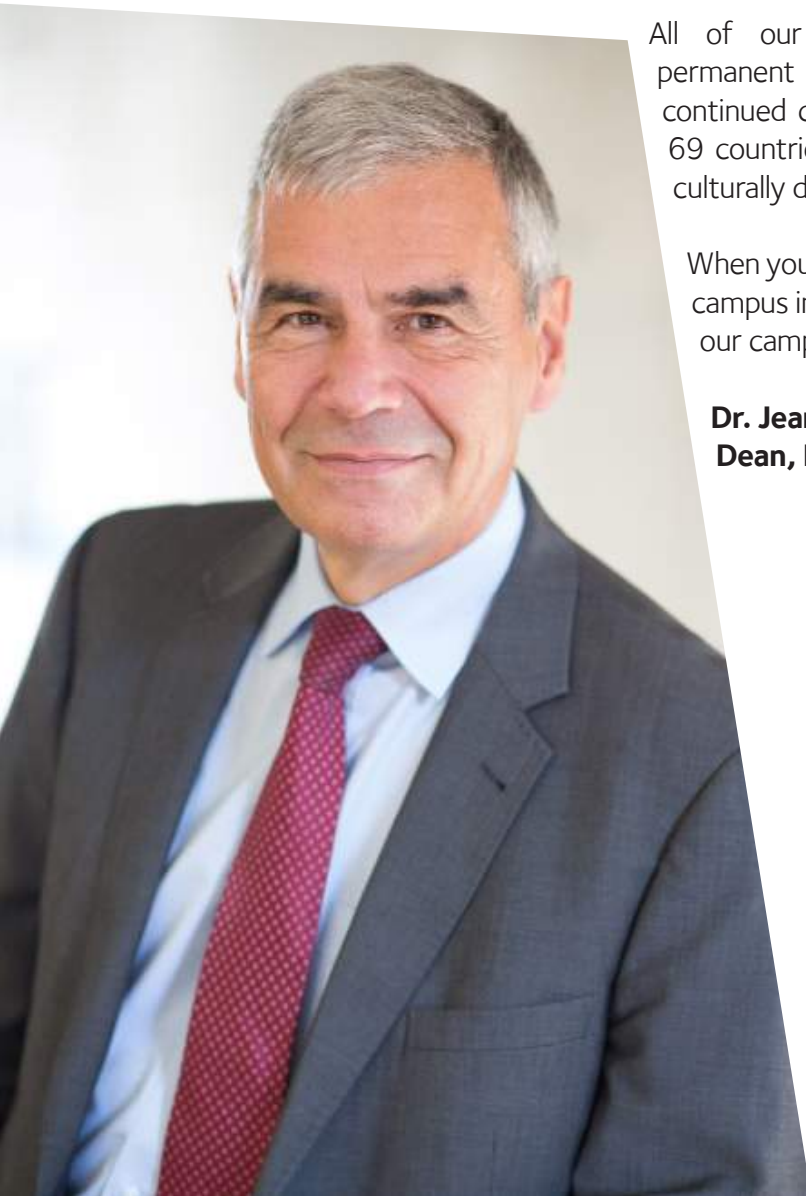
At IÉSEG our objectives are simple: we're here to ensure our students become talented, dynamic and above all successful individuals, who will continue to make a difference across a diverse range of global business markets.

Our origins date back to 1964, and since then we've achieved the ranking of a top 10 French business school, as well as the prestigious accolade of becoming a Grande École, one of the most respected and academically rigorous higher education programs in the world. By obtaining EQUIS accreditation in 2012, AACSB in 2013 and AMBA in 2016, we are part of a select group of international institutions with the 'triple crown'. Less than 1% of all business schools worldwide have obtained this honor.

The IÉSEG culture is borne out of a passion for progress and ability, meaning that we focus all our energies on identifying the true potential of each student.

We're proud of our approach to business education and its ability to instill the key values of accomplishment, responsibility, integrity, solidarity and engagement.

Our campuses may be in France, but once you step over the threshold you enter a global melting pot that includes more than 100 nationalities.



All of our programs are taught in English and over 80% of our permanent faculty members are international. Moreover, our continued collaboration with more than 280 partner universities in 69 countries, also helps make IÉSEG one of the most exciting and culturally diverse business schools in Europe.

When you join us here at IÉSEG, you'll either be studying on our Paris campus in the vibrant and bustling business hub of La Défense or at our campus in the picturesque city of Lille.

**Dr. Jean-Philippe Ammeux**  
**Dean, IÉSEG School of Management**



IÉSEG School of Management is **one of the top business schools in France**, and is placed 32<sup>nd</sup> in the Financial Times global ranking of the top 100 Master in management programs.



The School currently has **5,500 students at its two campuses**; the historic campus in Lille and at Paris at La Défense, Europe's biggest business hub.



It has been awarded the triple crown of international accreditations: **EQUIS, AACSB and AMBA**, recognizing its high standards in management education.



As a French Grande Ecole and member of the Conférence des Grandes Ecoles, IÉSEG is one of **the most prestigious higher education institutions** in the country.

**82% of IÉSEG's permanent faculty is international**, and the school has a network of more than **285 partner universities in 69 countries**.



Bachelor, Master of Science and Postgraduate Programs at IÉSEG are **taught in English**.



IÉSEG collaborates closely with **the largest institute of research in Europe**, the French National Center for Scientific Research (CNRS).





**1** school, **2** campuses  
in Lille and Paris La Défense

**5500** students,  
**2400** international students

**285** partner universities in 69 countries

**1200** students on exchange abroad

**137** permanent professors  
from **47** countries

Over **90** “visiting professors”  
from international universities

**1 research laboratory** (IÉSEG Research)  
associated with UMR-CNRS (LEM UMR  
CNRS 9221), the French National Centre  
for Scientific Research

**EQUIS, AACSB, & AMBA** accredited

**8000** alumni



# 1 SCHOOL, 2 CAMPUSES: LILLE AND PARIS

6

## PARIS CAMPUS

Located in the heart of Europe's largest business hub «La Défense», the Paris campus has three buildings (15,500m<sup>2</sup> in total):

- Grande Arche 6,000 m<sup>2</sup>
- Promenade de l'Arche 8,000 m<sup>2</sup>
- Paroi Nord de la Grande Arche 1,500 m<sup>2</sup>

- Lecture theaters/classrooms
- 2 trading rooms (Bloomberg and Reuters)
- 1 « behavioral lab »
- 1 Knowledge Learning HUB.
- 2 cafeterias
- Incubator and student association offices.



## Focus on the IÉSEG Village

IÉSEG has revealed a vast renovation and extension project, the IÉSEG Village, for its historic Lille campus. The objective of this project, inspired by the input and work of the School's community (colleagues and students), is to create a campus of international standing, offering students a unique intercultural learning experience.

This project is in the framework of the School's 2016-2021 strategy and its 2025 vision to be "a unique international hub empowering changemakers for a better society."

Throughout the next three years (2018-2021), the IÉSEG Village (around rue de la Digue/rue Architecte Cordonnier) will be developed in several phases. Certain existing buildings will be renovated and expanded, and a new building will be constructed at the extreme southern part of the campus.

## LILLE CAMPUS

Lille, in the north of the country, is the third-largest student city in France, only one hour by train from Paris. Lille is ideally located, only 35 minutes from Brussels and less than 1h30 from London, and close to many of the most important businesses in Europe.

- Founded in 1964
- More than 22 000 m<sup>2</sup> in a series of buildings (in the center of Lille).
- Library (IÉSEG, Université Catholique de Lille and online)
- Classrooms, computer rooms, trading rooms (Bloomberg & Thomson Reuters)
- 7 hectares of sport facilities

## GRANDE ECOLE PROGRAM

### A COMBINED BACHELOR AND MASTER IN ONE PROGRAM (IN PARIS AND LILLE)

The School is historically renowned for its 5-year Grande Ecole Master in Management, a prestigious program that takes students from the beginning of their higher education studies through to a Master's degree. The program, comprising a three-year Bachelor cycle and 2-year Master cycle (which can be taken independently) prepares students for the challenges of the business world: they acquire extensive knowledge throughout the five years and develop a diverse set of skills also via internships and international exchange programs.

#### Bachelor cycle: 3 years

The first three years of the program provide students with a high level of general management education. Students gain substantial knowledge in the following management-related disciplines: accounting, finance, human resources, international business, marketing, information systems, negotiation, and operations management.

#### Master cycle: 2 years

The last two years will shape students into managers who are strategic thinkers with an ability to adapt to international and multicultural environments. The Master in Management program allows students to tailor their program to their needs by offering nine specializations and nearly four hundred electives. In 2018, the program was ranked 32<sup>nd</sup> in the Financial Times ranking of Master in Management programs.

Students can directly enter the Master cycle of the Grande Ecole Program if they have already completed an undergraduate business program.



BACHELOR CYCLE			MASTER CYCLE	
Year 1	Year 2	Year 3	Year 4	Year 5
Semester 1	Semester 3	Semester 5	Semester 7	Semester 8 or 9
Semester 2	Semester 4	Semester 6	Semester 8, 9 or 10 Executive internship <b>6 months</b>	Semester 9 or 10 Thesis or consulting project <b>6 months</b>
Social and Professional internship <b>2/3 months</b>	Sales internship <b>2/3 months</b>	Professional internship <b>4/5 months</b>		



Opportunity to carry out an internship or academic exchange



# PROGRAMS AT IÉSEG

## 9 MASTER OF SCIENCE (MSc) PROGRAMS

IÉSEG's MSc programs (lasting 3 semesters) are designed for students willing to live a fully cross-cultural and international experience. An international faculty body of academics and practitioners guarantees the right balance between fundamental skills and hands-on practical applications and emphasis is put on the personalized development of each individual.

The MSc programs cover the following areas:

- International Business,
- Digital Marketing & CRM,
- Business Analysis & Consulting,
- Finance,
- International Accounting, Audit & Control,
- Fashion Management,
- Big Data Analytics,
- Investment Banking and Capital markets,
- International Business Negotiation.

## INTERNATIONAL MBA

The IÉSEG International MBA is a full-time one year program aimed at young managers with the potential of being global business leaders. The program equips participants with an in-depth understanding of the global business context and to build the skills necessary to excel in complex international settings in top management positions or to manage their own companies.

## IÉSEG EXECUTIVE EDUCATION

IÉSEG proposes 4 Executive degree programs; an Executive MBA and 3 Executive postgraduate programs in Financial Management, Marketing & Digitilization, and Commercial Management & Business Development (which are all taught at the Paris campus). The Executive MBA (part-time) is targeted at people having responsibilities in an organization and who have a career development project towards a new role involving sustainable and positive leadership.

IÉSEG Executive Education also runs tailor-made courses developed specifically to suit companies' specific needs.





## AT THE HEART OF IÉSEG PEDAGOGY

As outlined in the School's strategic plan for 2016–2021, our aim is to create a “unique” learning experience, which fosters student engagement, and prepares complete, innovative, and responsible changemakers for a better society. A new teaching and learning strategy is being implemented, which has an intercultural learning experience at its core. It is based on four key concepts – active, flexible, tailored and cross-disciplinary learning – and focuses on the development of students' academic, managerial, interpersonal, intercultural and cognitive competences.

### Drama as an educational tool in management studies

The development of interpersonal and communication skills, as well as student self-affirmation and self-awareness, are among the goals of the drama courses offered by IÉSEG.

### Manager in Vivo

The “Manager in Vivo” program provides 1<sup>st</sup> year undergraduate students the opportunity to receive personalized coaching from master's students. The goal is to facilitate integration, whilst also developing management skills among master's students. The master's students who participate in this program receive specific training in order to prepare them for this mentoring role.

### Corporate Social Responsibility (CSR)

CSR is at the heart of IÉSEG and of its 2025 Vision: to be “a unique international hub empowering changemakers for a better society”. It is integrated transversally across all of the activities at the School, which has been committed for a number of years to important international and national CSR-related schemes.

IÉSEG's new teaching and learning strategy incorporates CSR into all programs. For example, during the Bachelor cycle of the Grande Ecole Program, all students participate in an opening responsibility seminar. They all take a Business Ethics course and complete a team-based CSR-project with companies. At the Master level, students take a CSR and Sustainability course and have the possibility of taking CSR-related electives, and of obtaining a CSR certificate.

### Developing Intercultural Skills and International Experience

To ensure that students are well prepared to work in an increasingly international business environment, the School has also introduced a number of specific elements into the curriculum of a number of programs (and which complement the different opportunities students already have across all programs to gain international study abroad/professional experience) . [See page 12.»](#)



Since its creation, IÉSEG has always placed great emphasis on research. Together with HEC, IÉSEG is the only French business school whose research center (IÉSEG Research) is incorporated into a CNRS laboratory (Lille Economie Management – LEM – UMR – CNRS 9221).

IÉSEG has a faculty boasting solid research competences in all management fields. 100% of our permanent professors hold a PhD (compared to 84% in 2010) and they regularly publish articles in the top international scientific journals.

In the past few years, IÉSEG has also developed company-sponsored chairs and four centers of expertise (IÉSEG's Center on Negotiation, IÉSEG Center for Marketing Analytics, IÉSEG Center for Organizational Responsibility and the IÉSEG Center for Intercultural Engagement), thereby reinforcing solid ties with the corporate world.

## IÉSEG Chairs

- Digital Commerce Chair with Adeo and Leroy Merlin
- Digital Banking & Big Data Chair with Crédit Agricole
- Retail Management & Business Development with Auchan Retail France

## Some examples of research topics at IÉSEG

### Marketing & International negotiation

- Cross-cultural negotiation
- International marketing, strategic brand management, consumer resistance to change
- Digital marketing & E-CRM

### Management

- Business ethics, code of ethics design, corporate social responsibility (CSR), sustainability management and reporting,
- Performance assessment, change management

### Finance & audit

- Empirical corporate finance, corporate governance, international finance, mergers and acquisitions, CEO behavior.
- Empirical banking activities, financial crises, monetary policy implementation, financial market and investor behavior

### Economics

- Economics of risk and uncertainty, environmental economics, health economics
- Industrial organization, labor economics, Chinese economy





Professionals who hold senior positions in their companies teach and lecture at IÉSEG. Students at IÉSEG benefit from our corporate connections with 2,500 companies.

### The Professional Advisory Board

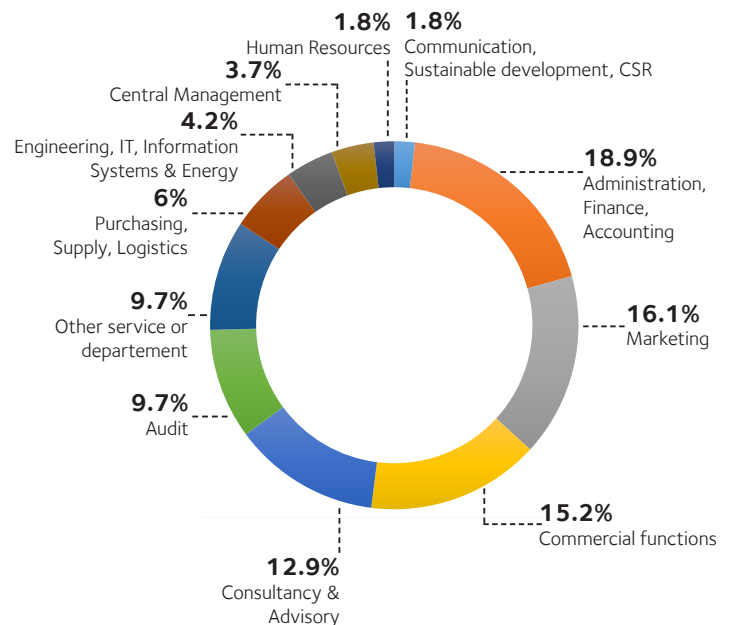
Students also benefit from the input of our Professional Advisory Boards, groups of permanent and part-time professors and corporate executives, who are actively involved in the development of course curricula. Their joint efforts help ensure that courses are updated to meet the needs of the ever-changing business world.

### Career Prospects

According to a survey carried out by the Conférence des Grandes Écoles at the beginning of 2018, 90.9% of our graduates from the 2017 promotion of Grande École program (in activity) found their first job either before leaving the School or within two months of leaving. The average annual salary (including bonuses) of young IÉSEG graduates was € 43 234.

The importance the School places on the international dimension is highlighted by the fact that 31 % of young graduates started their careers outside of France. In total, 56 % graduates had a function linked with international activities.

**The types of job functions carried out by our graduates reflect the broad and generalist nature of the School's 5-year Grande École management program:**



\*2018 Survey led by the Conférence des Grandes Écoles with graduates from the 2017 promotion of the GE program.



We are proud to have created a multinational and multicultural setting, which contributes greatly to the quality of education and research at IÉSEG. Currently, we have 2400 international students (more than 100 nationalities) and more than 80% of our permanent academic staff are from non-French backgrounds (from 47 countries), so we can say that IÉSEG is a truly international school within a French environment.

In 2018 the school has more than 280 partner universities and schools, located in nearly 70 countries which enables a large variety of choice for academic exchanges and a variety of dual-degree programs.

With our strong commitment to the internationalization of our school, we want to highlight the importance of intercultural diversity and increase the proficiency of our students in working across cultural boundaries. Students in the bachelor cycle of the Grande École program follow courses on cultural diversity and intercultural communication/management in their first year, as part of a 'Cultural Diversity Passport' they will be asked to complete. During the Master cycle, they have the opportunity to take a number of relevant electives and to work towards a 'Cultural Diversity Certificate'.

IÉSEG closely cooperates with a broad array of institutions globally and participates in international networks for research and teaching. We are a member of AACSB (Association to Advance Collegiate Schools of Business) and EFMD (European Foundation for Management Development), which promote quality and international cooperation in management education.

Every day, the International Relations Department at IÉSEG plays an important role in implementing the strategy for internationalization. Its main areas of activities are:

- Development of the international partner network
- International student recruitment
- Student exchanges, as well as research and administrative staff exchanges
- Development of dual-degree programs
- Organization of the International Summer Academy and of short-term programs for international students
- International student support service

We also have 4 offices in China, Colombia and India (2) that foster relations with our extensive partner network.





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## INSTAGRAM

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**IESEG**  
SCHOOL OF MANAGEMENT

EMPOWERING  
CHANGEMAKERS  
FOR A  
BETTER SOCIETY



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