

Big Data, Banking and Negotiation: IESEG School of Management launches three new MSc Programs for 2015-2016

IESEG School of Management in France will open from September 2015 three new MSc programs in “Big Data Analytics for Business, “Banking and Capital Markets” and “Negotiation for Organizations”. The new one-year programs, all taught in English, will further develop IESEG’s existing range of international MSc programs which focus on areas such as international business, fashion management, digital marketing, business analysis & consulting, accounting & audit control, and finance.

Dr. Antonio Giangreco, Director of Postgraduate programs at IESEG, said: “Based on the expertise of a very international faculty, we are delighted to extend our range of specialist MSc programs for international students and young professionals looking to further develop specific business and management-related skills and experience in order to enhance their career paths and prospects.”

Three new MSc Programs begin in September 2015

- **MSc in Big Data Analytics for Business (1-year full-time at the Lille Campus):** the large amounts of data now available to organizations (including social media statistics, web traffic, and financial data) create new challenges and opportunities in terms of marketing and their overall management. Therefore, it is predicted that there will be an increasing demand for professionals who are able to manage effectively the inflow of big data and translate the underlying data patterns into relevant company insights*. This new program, therefore, aims to give students and professionals exposure to both the methodological and technological tools required to develop such skills. The curriculum is developed around core courses and specialized modules and includes a 4-6 month project in a company enabling students to explore different career paths and opportunities including digital/online marketers, fraud detection analysts and web analysts. More information on the program is available via: <http://www.ieseg.fr/en/programs/msc-big-data/program/>
- **MSc in Banking and Capital Markets (1-year full-time program at the Lille Campus):** in the context of a fast-moving global financial environment this program explores in depth how capital markets function and provides students with the technical skills (in capital markets instruments) required for a successful career in the banking industry. In particular, the program seeks to develop quantitative methods and computer programming, whilst providing students with a solid knowledge of the regulations and ethics in banking and capital markets. Students will also gain further practical experience by using the school’s financial markets lab (with full access to the Bloomberg Professional service), and during an internship to help prepare them for a range of job profiles. These include for example quantitative analyst, risk manager, compliance officer (at financial institutions, central banks or supervisory authorities) More information is available via: <http://www.ieseg.fr/en/programs/msc-banking-capital-markets/>
- **MSc in Negotiation for Organizations (1-year full time at the Paris Campus):** Negotiation is a one of the crucial skills that all managers need. This new program will teach students/professionals how to sustain relationships when negotiating with both internal and external stakeholders, and how to build effective negotiation strategies, drive negotiation processes,

and reach agreements in an international business environment. The curriculum covers diverse aspects of negotiation, including multiparty negotiation, conflict management, psychology, ethics, mediation, and the role of culture in strategies. Students can then select to develop more in-depth knowledge by selecting one of the specializations from business, employment relations or conflict resolution. Practical courses for example on project management, the 'meet the practitioners' series, and internships are also designed to help students in putting theory into practice. The aim is to prepare students for a wide range of roles in business (for example sales and purchasing, account manager, change manger) human resources (HR manager, mediator, industrial relations negotiator, social dialogue expert) and conflict prevention and resolution. Students also benefit from access to an important network of contacts through the recently established IÉSEG Center on Negotiation (ICoN), a center of research, training and knowledge transfer. More information is available via: <http://www.ieseg.fr/en/programs/msc-negotiation-organizations/>

About IÉSEG School of Management

IÉSEG School of Management is one of the top business schools in France, and ranked 21st in 2014 in the Financial Times ranking of Master in Management Programs. As a French Grande Ecole and member of the *Conférence des Grandes Écoles*, IÉSEG is one of the most prestigious higher education institutions in the country. It has also been awarded two international accreditations: EQUIS and AACSB. Established in 1964 in Lille, the school has a second campus in Paris at La Défense, Europe's biggest business hub. Bachelor, Master of Science and Post-graduate Programs at IÉSEG are taught in English. IÉSEG collaborates closely with the largest institute of research in Europe, the French National Centre for Scientific Research (CNRS). 83% of IÉSEG's faculty is international, and the school has a network of more than 220 partner universities in over 50 countries.

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* Notes for editors:

- "Big Data Analytics": A McKinsey report from 2011 outlined for example that the United States alone could face a shortage of 140,000 to 190,000 people with deep analytical skills as well as 1.5 million managers and analysts with the know-how to use the analysis of big data to make effective decisions - See more at: http://www.mckinsey.com/insights/business_technology/big_data_the_next_frontier_for_innovation