



**BE PART OF THE NEW
INTERNATIONAL
BUSINESS CULTURE**

> Providing the necessary skills for tomorrow's international leaders.

**BACHELOR IN INTERNATIONAL BUSINESS
& GRANDE ÉCOLE PROGRAMS**



IESEG
SCHOOL OF MANAGEMENT

EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY

TABLE OF CONTENTS

■ Become a Pioneer of Change	03
■ Reasons to Choose IÉSEG	04
■ Key Figures	05
■ Vision, Mission and Values	07
■ IÉSEG Teaching and Learning Strategy	08
■ Career Program	09
■ Corporate Relations at IÉSEG	10
■ The IÉSEG Ecosystem	12
■ IÉSEG's International Network	14
■ Live in France - French Culture and Lifestyle	16
■ The Paris-La Défense and Lille Campuses	18
■ Student Services	20
■ Bachelor In International Business	22
■ Enter the World of International Business with a Head Start	22
■ Program Structure	25
■ A Business-Focused Experience	26
■ An International Experience	27
■ Grande École Program	28
> Graduate Employment Information	28
> Develop your Career Plan	29
■ Bachelor Cycle	30
> 3 years Committed to Learning	30
> 6 Semesters with a Strong Identity	31
> International Experience and Openness to The World	32
> Professional Experience	33
■ Master Cycle	34
> 2 Years to Develop the Skills Essential to your Future Career	34
> Core Courses and Open Electives	35
> Presentation of the 12 Majors	36
> Final Thesis and Consulting Projects	38
> Dual/Double Degrees	39
■ Additional Information	40
■ Bachelor in International Business - Admission Process	40
■ Grande École Program - Admission Process	41
■ Meet with us	42
■ Contacts	43





BECOME A PIONEER OF CHANGE

As a French “Grande École”, IÉSEG prepares changemakers who, through innovation and humanism, will develop socially responsible companies that redefine the international context.

Choosing IÉSEG means confronting challenges, defying conventions, and playing a role in changing the world!

Get ready to join the new culture of international management.

REASONS TO CHOOSE IÉSEG

1

APPLYING THEORY

- > Academic programs take into account the major challenges facing society: artificial intelligence, big data, ethics, sustainable development, etc.
- > Programs combine solid theoretical knowledge and role-playing, management disciplines and personal development, general culture and openness to the world
- > A specially designed academic course supplemented with professional experience

2

LOOKING BEYOND BORDERS

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

3

A GLOBAL AND DIFFERENTIATING APPROACH

- > Innovative teaching methods that provide a unique, challenging and interdisciplinary learning experience
- > A personal development program with personalized support for students' professional projects
- > Shared values for all stakeholders: Accomplishment, Responsibility, Integrity, Solidarity and Engagement

ACCREDITATIONS AND LABELS

IÉSEG and its programs are recognized by several French and international accreditation bodies, guaranteeing the School's excellence. Holder of the "Triple Crown" of international accreditations (EQUIS, AACSB and AMBA), IÉSEG is a member of the very select circle of top global business schools.



In 2020, IÉSEG was awarded the Campus France "Welcome to France" certification label, which distinguishes French higher education institutions that have met different criteria in welcoming international students.



KEY FIGURES



ACCREDITATIONS AND RANKINGS

3 international accreditations:
EQUIS - AACSB - AMBA

Ranked 33rd in the 2019 global ranking of the best Masters in Management programs (*Financial Times*)

Ranked 20th in the 2019 global ranking of the best Masters in Management programs (*The Economist*)



STUDENTS AND ALUMNI

6,100 current students and **1,000** executives/managers trained each year

10,000 graduates



THE FACULTY

162 permanent professors from 47 different countries

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



PARTNERS

306 partner universities in 75 countries

2,500 partner companies



“Making the decision to study at IÉSEG means choosing to join an international community of changemakers with strong shared values.”

Jean-Philippe AMMEUX
Dean, IÉSEG School
of Management

VISION, MISSION AND VALUES

Empowering changemakers for a better society

■ VISION

The IÉSEG vision that emerged from a collective effort, involving all the School's stakeholders, is that in 2025, IÉSEG will be a **unique international hub empowering changemakers for a better society**.

■ MISSION

- > **To educate managers to be inspiring**, intercultural and ethical pioneers of change
- > **To create knowledge** that nurtures innovative leaders
- > **To promote creative solutions** for and with responsible organizations

■ VALUES



ACCOMPLISHMENT

We support members of the IÉSEG community to go the 'extra mile', **forging their own path and achieving meaningful goals in life**.



RESPONSIBILITY

We take into account **the impact of all our decisions and activities on people, the planet and business**.



INTEGRITY

We, students and staff, **act ethically in a consistent way** in all of our personal and professional activities.



SOLIDARITY

We pay particular care and attention to everyone by **fostering inclusiveness in all our activities**.



ENGAGEMENT

We are, actively and collectively, committed **to making a positive impact**.

IÉSEG TEACHING AND LEARNING STRATEGY

A unique, demanding and meaningful learning experience



PRINCIPLE 1: ACTIVE LEARNING

OBJECTIVE

To foster students' engagement and involvement in their own learning through:

- > individual and group activities,
- > flipped classrooms (theoretical readings in advance, in-class applications),
- > student involvement in co-construction of courses.



PRINCIPLE 2: PERSONALIZED DEGREE

OBJECTIVE

To deliver personalized academic paths to students to enable them to gradually build their learning journey in line with their career plans and objectives. This includes:

- > individualized career coaching sessions,
- > career workshops,
- > meetings with companies.



PRINCIPLE 3: INTERDISCIPLINARY LEARNING

OBJECTIVE

To enable students to connect and give meaning to the knowledge acquired during courses through:

- > internships,
- > non-profit projects (for example with associations or clubs),
- > interdisciplinary projects,
- > real company projects.



PRINCIPLE 4: FOCUS ON SKILLS ACQUISITION

OBJECTIVE

To continually strengthen the link between theoretical teaching and the complex issues that students will encounter in the business world.

- > Programs are reviewed regularly by a panel of professionals working in the relevant fields.
- > Content is reviewed for pertinence with respect to companies' evolving expectations.
- > Role playing and real business situations are used regularly.

CAREER PROGRAM

Personalized support and guidance for all participants until they enter the job market

The Career Program has been designed to **help participants formulate and implement their professional project** in line with their aspirations, skills, and the socio-economic reality of the labor market.

The objective is to facilitate their integration into a company, within an environment that fosters their personal and professional growth.

IN 2019/2020, THE CAREER PROGRAM INCLUDED:

more than **2,700** course hours

more than **2,300** hours of individual coaching

54 certified coaches with job expertise in line with the majors of the students they coached

122 events, such as conferences, networking and recruiting sessions, company workshops, etc.

THE PEDAGOGICAL APPROACH OF THE CAREER PROGRAM

At the service of all IÉSEG students, the Career Program is built on a pedagogical approach including digital modules, interactive courses, blended learning, coaching, etc. **This alternation of different pedagogical modes** plays an essential role in consolidating learning, offering students experience in different phases:

1

INSPIRING

> To create the impulse to get involved and expand their horizons, especially through the sharing of expertise and experiences.

2

STRUCTURING THOUGHTS

> To encourage individual reflection in order to dive deeply into the subjects (reverse learning, individual study, preparation of sessions in advance, etc.).

3

CO-CONSTRUCTING

> To work collectively so that students learn together and from each other by systematically forming randomized work groups.

4

EXPERIMENTING

> To encourage students to take action and experiment in order to play an active role in their own learning. This, in turn, relies on the group dynamic, which encourages students to produce, debate, and integrate new material in their growing body of knowledge.

5

REFORMULATING

> To summarize what has emerged through the group process in order to properly anchor learning and encapsulate key messages.

6

UNDERSTANDING THE "BIGGER PICTURE"

> To hone students' capacity to analyze and understand the bigger picture, while simultaneously fostering action (intermediate and next steps).

CORPORATE RELATIONS AT IÉSEG

Preparing for the corporate world, being immersed in it, and meeting today's stakeholders to become tomorrow's managers are all key components of an IÉSEG student's time at the School.

■ BUSINESS CONFERENCES

In partnership with IÉSEG Network (the School's Alumni Association), IÉSEG organizes meetings throughout the year between its students and professionals from all business sectors.

■ CAREER AND RECRUITMENT FORUMS

Every year, more than 300 companies meet and recruit students and young alumni during on-campus or virtual forums.

■ NETWORKING EVENINGS

In a round-table format, these evenings are designed to introduce all IÉSEG students to different careers and sectors. Students gain concrete information about professionals' work and their companies, all the while training them to practice networking.

■ RECRUITMENT SESSIONS AND AFTERWORKS

Partner companies come to the campuses in Paris and Lille to meet and recruit future collaborators.

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

AB INBEV, ACCENTURE, ACCOR HOTELS, ADEO, ADIDAS, AG2R LA MONDIALE, AIR FRANCE, AIR LIQUIDE, AKZO NOBEL, ALDI, ALLIANZ, AMAZON, AMERICAN EXPRESS, AMUNDI, AON, ARCELOR MITTAL, ARMÉE, ARVAL, ATOS, AUCHAN, AXA, BANQUE POPULAIRE, BATKA, BNP PARIBAS, BONDUELLE, BOULANGER, BPI FRANCE FINANCEMENT, CAISSE D'ÉPARGNE, CALZEDONIA, CAMAÏEU, CAPGEMINI, CARMIGNAC GESTION, CARREFOUR, CASTORAMA, CERBA, CGI, CHANEL, CHRONOPOST, CIC, CITYONE, CLUB MED, CLUSE, CNFPT, COCA-COLA, COLOMBUS CONSULTING, COMME DES GARÇONS, CORPORATION, COVEA, CREDIT AGRICOLE, CREDIT MUTUEL, CREDIT SUISSE, CRIT, CULTURA, DANONE, DASSAULT SYSTEMES, DECATHLON, DELOITTE, DHL INTERNATIONAL, DIOR, DISNEY, DLPK, DXC TECHNOLOGY, EDMOND DE ROTHSCHILD, ELIOR, ELIS, ENERGIZER, ENGIE, ESTÉE LAUDER, ETAM, EULER HERMES, EURO GROUP CONSULTING, EUROPCAR, EXKI, EY, FAST RETAILING, FERRERO, FM LOGISTIC, FNAC, GALERIES LAFAYETTE, GAN, GÉANT CASINO, GENERAL ELECTRIC, GFI INFORMATIQUE, GOOGLE, GRANT THORNTON, GRAS SAVOYE, GROUPAMA, GROUPE BOLLORE, GROUPE EMERSON, GROUPE HOLDER, GROUPE LA POSTE, GROUPE ROCHER, Groupon, GUCCI, HAPPYCHIC, HAYS, HEINEKEN, HENKEL, HERMES, HILTI, HOZELOCK-EXEL, HSBC, HYATT, HYUNDAI, IBM, IDKIDS, ING, JACADI, JCDECAUX, KEOLIS, KIABI, KILOUTOU, KINGFISHER, KPMG, KUEHNE NAGEL, L'OREAL, LA BANQUE POSTALE, LA HALLE, LA REDOUTE, LACOSTE, LAGARDERE, LANGHAM HALL, LAURA ASHLEY, LEROY MERLIN, LG ELECTRONICS, LHH, LIMAGRAIN, LINDT, LMH, LONGCHAMP, LOOMIS, LOUVRE HOTEL, LVMH, LYRECO, MAJOREL, MARS, MAZARS, MCCAIN, METRO, MICHEL ET AUGUSTIN, MICHELIN, MICROSOFT, MOËT HENNESSY, MONDELEZ, MONOPRIX, MR.BRICOLAGE, NATIXIS, NEOXAM, NESTLE, NIKE, NORAUTO, NOVETUDE, NUXE, ONEY, OPEL, ORACLE, ORANGE, OVH, PARC ASTERIX, PEPSICO, PERNOD RICARD, PHOENIX PHARMA, PIERRE & VACANCES, PRINTEMPS, PROCTER & GAMBLE, PROMOD, PSA GROUP, PWC, RABOT DUTILLEUL, RCBT/ BOUYGUES TELECOM, ROCHE, ROQUETTE, ROXANE NORD, SAINT GOBAIN, SANOFI, SAP, SAS, SECURITAS, SELOGER.COM, SEPHORA, SHOWROOMPRIVE.COM, SOCIÉTÉ GÉNÉRALE, SODEXO, SOLOCAL GROUP, SUCRÉS ET DENRÉES, TAPE A L'OEIL, TEREOS, THALES, THE ADECCO GROUP, TOTAL, UBER, UNILEVER, VERTBAUDET / CYRILLUS, VIATYS / GROUPE SQUARE, VILOGIA, VINCI CONSTRUCTIONS, VIVENDI, VOLKSWAGEN, WELCOME TO THE JUNGLE, WHIRLPOOL, WILCO, WORLDLINE



The IÉSEG Incubator, based in Lille and in Paris, provides a number of new startups with a space and professional support, helping them to grow and develop.

These companies receive free professional advice and support from a variety of academic and professional experts from within and outside of the School. The School's entrepreneurs (students and alumni) also have the opportunity to participate in activities related to entrepreneurship, organized by IÉSEG Network, such as the Entrepreneur Club.

Depending on their projects and profiles, incubated startups may join one of three existing programs.

■ **PROFESSIONAL SUPPORT:**

- > Coaching by a mentor
- > Brainstorming and mutual support workshops
- > Networking events
- > Advice from trade and industry experts
- > Community of entrepreneurs
- > Increased visibility with IÉSEG's network
- > Support in seeking funding
- > Participation in the IÉSEG Network Entrepreneurship Club

THE IÉSEG ECOSYSTEM

Meaningful professional contacts throughout your life

■ IÉSEG NETWORK

Founded in 1971, the Alumni Association, called IÉSEG Network, connects 10,000 people, reflecting the growth experienced by the School. A dynamic international community, the association also provides opportunities for training, locating information, networking, providing support and recruiting.

The missions of IÉSEG Network:

- > to contribute to IÉSEG's reputation within international businesses,
- > to maintain an active and participative network,
- > to serve as a career accelerator,
- > to guide students and graduates in their professional projects.

The Association organizes numerous social events in Lille and Paris throughout the year, but also at other sites in France and abroad (Dubai, Singapore, New York, London, Brussels, etc.).

On all themes related to professional development, IÉSEG Network, in collaboration with IÉSEG, also offers its members workshops, after work get-togethers, clubs, coaching sessions, etc. All students benefit from detailed knowledge about partner companies and organizations, helping them to better define their professional projects and develop their own networks.

For more information: ieseg-network.com

■ NOTABLE ALUMNI

Alumni play a key role in developing the reputation and image of the School internationally and embody IÉSEG's values including solidarity and engagement. They are actively involved in the School, participating in courses and conferences, by proposing internship, or employment advertisements.

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

- > Sudhindra SHARMA: Leasing & Investor Marketing Analyst / AIRBUS
- > Kalyani MUDLIAR: Vice President Risk Finance and Treasury / BARCLAYS INVESTMENT BANKING
- > Christophe CATOIR: President, France Northern Europe / THE ADECCO GROUP
- > Lisbeth CACERES: AVP Controlling / PPD Headquarters / L'ORÉAL
- > Guillaume FOURDINIER: Co-founder / AGRICOOOL
- > Elsa HERMAL: Co-founder and Managing Director / EPICERY

More examples of career paths of IÉSEG Alumni: www.ieseg.fr/en/about-ieseg/notable-alumni

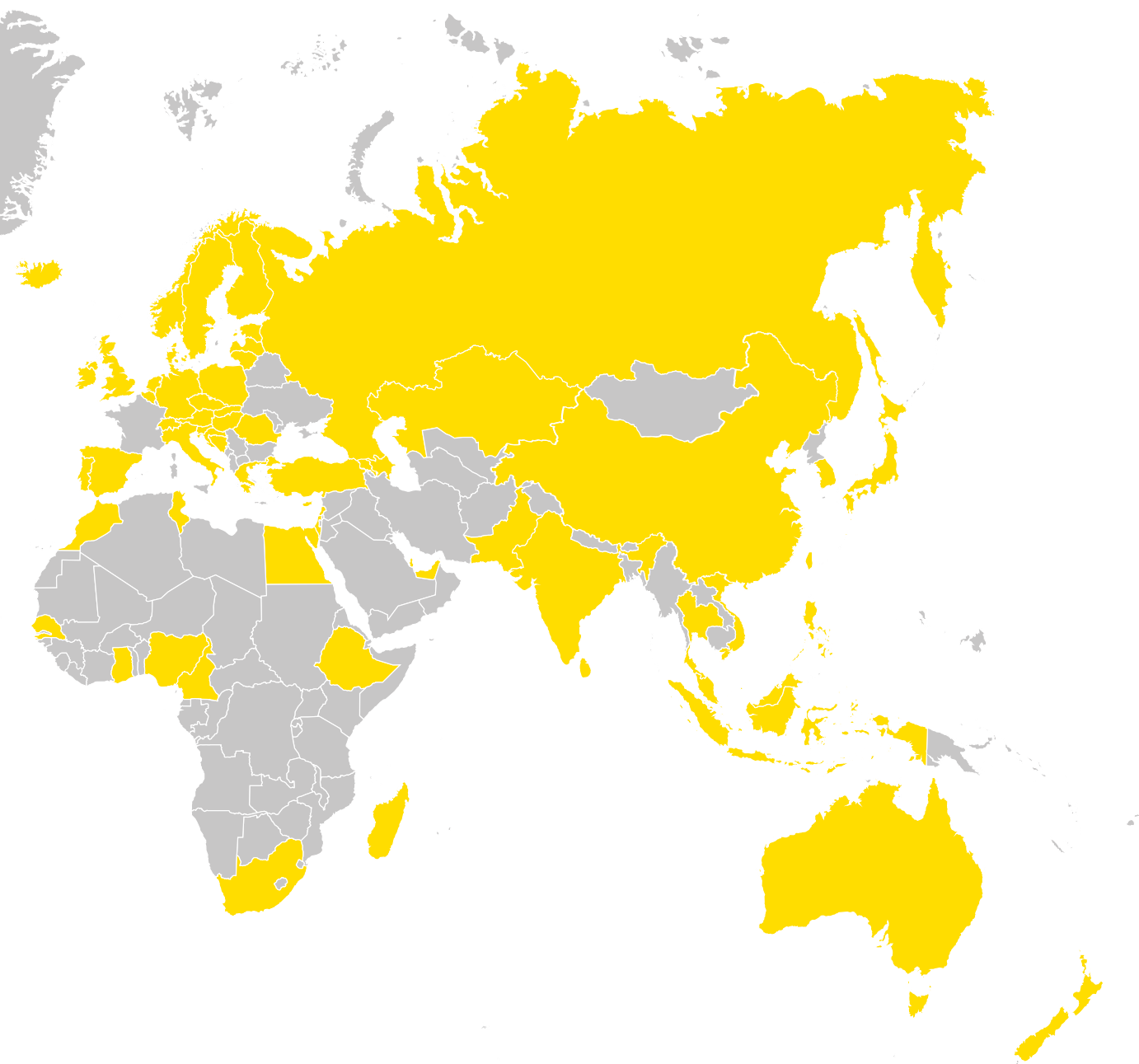


IESEG NETWORK

ALUMNI ASSOCIATION

Catch a glimpse of tomorrow's world, beyond borders

The extent of IÉSEG's network of university partners demonstrates the School's willingness to be increasingly international.



75
countries for
exchange programs

306
partner
universities

**All of our partner
universities:**
[www.ieseg.fr/en/international/
our-international-network/](http://www.ieseg.fr/en/international/our-international-network/)



LIVE IN FRANCE

■ WHY STUDY IN FRANCE?

France is an ideal place to study abroad thanks to its rich culture, gastronomy, architecture, and thriving student life. It has been the home of many of the world's greatest philosophers and thinkers, and is a historic center of culture, from the Lumière Brother's invention of cinema to the evolution of the cutting-edge fashion industry. Every year, France's cultural events and festivities attract people from all over the world.

Not only is France renowned for its culture, there are also some particularly good reasons to choose this country to pursue an education in business. Campus France highlights that France ranks third in Europe in gross domestic product and is the second-largest European market (IMF 2018, Eurostat 2015). Furthermore, according to the latest barometer published by international accounting firm EY, in 2020 France has risen to first place in the ranking of European countries most attractive to international investors.

■ THE REST OF EUROPE WITHIN EASY REACH

Both Lille and Paris are strategic crossroads to access the rest of Europe, with high-speed trains (TGVs) connecting them to Brussels, London, Amsterdam, and more. **Airports provide affordable travel options to the rest of Europe, so that, after only a few hours of travel, residents of these two cities can access many large European cities. Be it for a long vacation or a weekend trip, destinations abound.**



FRENCH CULTURE AND LIFESTYLE

■ ARCHITECTURE

Both Lille and Paris boast cultural attractions, with museums, monuments, historic parks and gardens, and more. Even walking in these cities sends pedestrians back in time, with Lille's distinct Flemish architecture, its over 100-meter high belfry, for example, recognized by UNESCO as a World Heritage site. Similarly, in Paris, strolls lead tourists and residents alike past Haussmann-style apartments, and other well-known monuments, such as the *Arc de Triomphe*.

While Lille is a smaller city and not necessarily as well known on an international scale as Paris, it is one of the largest cities in France, named the World Capital of Design in 2020 by the World Design Organization, and has been previously named the Cultural Capital of Europe. With many universities and schools in the city, it has a bustling student life.

■ GASTRONOMY

France is synonymous with food and wine, with a seemingly endless amount of restaurants and bakeries in Lille and Paris. **With over 300 different types of cheese, and a variety of unique dishes in every region, there is something for everyone.**

■ LIVE EVENTS

Lille and Paris are both home to many theatres and concert halls, providing a selection of ballet, dance and musical formations. Highlights include the Lille National Orchestra and the *Philharmonie de Paris*, two of France's finest philharmonics, with many performances a year. Whether a lover of classical theatre or contemporary dance, a jazz fan or simply fascinated by new musical genres, **Lille and Paris offer students an abundance of performance options.**

Similarly, both cities propose many other events, such as the Braderie in Lille, a city-wide flea market that attracts merchants as well as visitors from all around Europe, making it a special Lilloise occasion.



PARIS-LA DÉFENSE AND LILLE CAMPUSES



THE PARIS-LA DÉFENSE CAMPUS

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

The La Défense location of IÉSEG’s Paris campus is a strategic plus. Established primarily to strengthen IÉSEG’s links with French and international companies, it has enhanced the institution’s international reputation and visibility.

As IÉSEG’s reputation continues to grow along with its student population, the expansion of the Paris-La Défense campus in 2017 has enabled the School to welcome almost twice as many students as it could before. Composed of three buildings with a total of 16,500 m² (177,000 sq. ft.), the campus offers students 20 lecture halls, 40 classrooms, three multimedia rooms, two trading rooms, a library, two cafeterias and meeting rooms for clubs and associations.



THE LILLE CAMPUS

IÉSEG’s Lille campus features six buildings (with a total of 22,500 m²) located in central Lille.

The campus hosts more than 3,000 students annually who enjoy a wide variety of modern and functional facilities, including meeting rooms, computer rooms, trading rooms, etc. As a part of the Catholic University of Lille, in a neighborhood hosting 31,000 students, IÉSEG students have access to IÉSEG’s own library, but also to university and online libraries as well.

In addition, the Lille campus is undergoing a 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 (staff and students), is to create a campus of international standing, offering students a unique intercultural learning experience.

CLUBS AND ASSOCIATIONS

Student associations at IÉSEG are a great way for students to gain experience in team projects, take on responsibilities, acquire relevant professional experience, and of course to pursue hobbies. With over 50 clubs/associations, 750 members and 500 events per year, students have a real opportunity to flourish personally and professionally.

- > Entertainment
- > Sports
- > Media
- > Culture and Societal Issues
- > Humanitarian
- > Corporate Relations
- > Cuisine

For more information: www.ieseg.fr/clubs-and-activities





STUDENT SERVICES

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

■ ORIENTATION WEEK

Every year, IÉSEG organizes an orientation week for international students just before the start of the academic year. During this week, students are introduced to IÉSEG and its facilities, the program that they have chosen to study, the staff in charge of their teaching, their class schedule, as well as the School's IT procedures. A broader orientation is also offered, covering subjects such as, how to navigate the public transportation system and how to handle various administrative procedures, including accessing a government housing subsidy, opening a bank account, and generally understanding the qualities 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 is available, including student residence halls and private residences, as well as private housing and apartment sharing.

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

> **Lille: between €450 and €800/month**

> **Paris: between €500 and €1,200/month**

Most international students in France have access to a housing subsidy provided by the French government, which reimburses part of the rent paid each month. The amount varies from €30 up to €200 depending on several criteria, such as the address, the cost of rent, etc.



■ BUDDY SYSTEM

IESEG also offers a Buddy System, which pairs new international students with current students who can offer a friendly face and a helping hand. This system is in place on both the Paris and Lille campuses and helps new international students adapt to life at IESEG every year.

Typical “buddy” activities include:

- **showing new students around campus,**
- **identifying banks and grocery stores in the vicinity,**
- **helping newcomers with communicating in French,**
- **providing invaluable information about French and local customs.**

■ INTERNATIONAL CLUB

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

Every year, when international students representing more than 100 nationalities arrive at IESEG, club members are involved in welcoming them and assisting them to adapt to their new surroundings.

To help them enjoy their time in France as much as possible, the International Club also organizes events and trips during the year. These enable international students to discover French culture, and to meet other students (both French and international). In addition, the International Club organizes an integration week and galas.

The student association is composed of two teams, in Lille and Paris. These members are available to answer questions and assist other students with administrative and personal issues throughout their stay.

■ PROGRAM COORDINATORS

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

■ APS / VISA

As students approach the end of their studies at IESEG, some may wish to apply for a Temporary Resident Permit, or APS (*Autorisation Provisoire de Séjour*), which allows international students to remain in France for one year after the end of their studies. This period gives graduates the opportunity to look for employment in France or to prepare for the creation of a company in a field corresponding to their training.

ENTER THE WORLD OF INTERNATIONAL BUSINESS WITH A HEAD START

The Bachelor in International Business is designed for students who have a genuine interest for economics, management, and international business.



THE PROGRAM

- > 3 years - 180 ECTS
- > Taught on our Lille or Paris-La Défense campuses
- > Accredited by the Université Catholique de Lille as a « diplôme universitaire » by the French Higher Education Ministry (VISA BAC+3).
- > International and/or professional experience abroad
- > 3 internships

“This program is designed for students with the ambition to develop and progress in a globalized business world and become changemakers.”

**Dr. Hassan EL ASRAOUI
& Dr. Bernadett KOLES**
Academic Directors
Bachelor in International Business

For more information: www.ieseg.fr/en/programs/bachelor-international-business







ADVANTAGES

- A **global and practical approach** to international business and related topics
- Courses taught by **international professors with a high academic level** and experienced professionals
- **7 months' minimum of internships** allow students to put their coursework into practice, acquire real-world experience, and meet new contacts to expand their professional network
- At least **3 months at a partner university and/or an international internship** as a condition of graduation
- **Small classes** enable personal attention to be provided to each student
- Possibility to do an academic exchange during one semester and **Double Degree** with prestigious partners
- **Final thesis or Consulting Project** in line with students' area of specialization and professional projects



OBJECTIVES

Through theoretical and applied courses, **the Bachelor in International Business provides students with a solid understanding of the international business environment.** The acquisition of an excellent foundation in the disciplines of management and the development of professional knowledge are assets for entering the professional sphere with confidence and serenity.

SPECIALIZATIONS

During their 3rd year, students will have the opportunity to choose a major in different areas such as:

- Finance and Audit Control
- Marketing and Negotiation
- HRM
- Management of Information Systems and Operations Management

PROGRAM STRUCTURE

YEAR 1

SEMESTER 1

- > Accounting Fundamentals
- > Collective and Relational Intelligence
- > Understanding Cultural Diversity
- > Mathematics for Business
- > Applied Economics
- > Business Law
- > Marketing Fundamentals
- > Perspectives in International Business Ethics
- > Languages...

SEMESTER 2

- > Public Speaking
- > Creativity
- > Finance Fundamentals
- > Statistics for Business
- > Essentials of Selling
- > Applied Economics
- > Business Game 1
- > Methodology
- > Languages...

SOCIAL AND PROFESSIONAL INTERNSHIP // 1 MONTH

YEAR 2 (POSSIBLE INTAKE)

SEMESTER 3

- > Financial Markets
- > Public Speaking
- > Intermediate Quantitative Methods
- > B to C Marketing
- > International Economics
- > Corporate Social Responsibility
- > Advanced Presentation Skills
- > Solidarity Business Case
- > Languages...

SEMESTER 4

- > Advanced International Economics
- > International Business Law
- > Solidarity Business Case
- > Management of Information Systems
- > Business Game 2
- > Performance Management
- > Financial Analysis
- > B To B Marketing
- > Languages...

JUNIOR ASSISTANT INTERNSHIP // 3 MONTHS

YEAR 3

SEMESTER 5

- > MDIV - Managing Diversity In Vivo
- > Sales Management
- > Applied Corporate Finance
- > Management Skills
- > Corporate Social Responsibility Project Management
- > Business Model And Innovation
- > International Enterprise Project Management
- > Electives
- > Languages...

SEMESTER 6

- > MDIV - Managing Diversity In Vivo
- > Career Development
- > Applied Final Project
- > Business Game 3
- > Consulting Skills
- > Fundamentals of Strategy
- > Change Management
- > Electives
- > Languages...

JUNIOR MANAGER INTERNSHIP // 3 MONTHS

International exchange opportunities are available during the 1st semester of the 3rd year of the program.

WHAT'S NEXT?

Our Bachelor in International Business was built to enable students to join the labor market after three years of study. At the end of the program, **graduates are immediately operational and can join a company with confidence.**

The program also allows students to continue their academic career in any institution in France or around the world. **At IÉSEG, BIB students can apply, through parallel admission, for the Master in Management of the Grande École program or for one of our specialized Masters of Science programs:**

- > Fashion Management
- > Business Analysis and Consulting
- > International Business Negotiation
- > Finance
- > Banking, Capital Markets and Financial Technology
- > International Accounting, Audit and Control
- > Big Data Analytics for Business
- > Digital Marketing and CRM



A BUSINESS-FOCUSED EXPERIENCE

INTERNSHIPS

IESEG promotes the professional immersion of all students with a good balance of academic knowledge and business know-how. At the end of each academic year, students carry out an internship, which allows them to gradually gain in terms of experience.

1

YEAR 1

SOCIAL AND PROFESSIONAL INTERNSHIP (1 MONTH)

Students must carry out missions or functions such as: production line worker, stacking shelves, labeling, conducting an inventory, Cashier, preparing orders, Maid or humanitarian missions, etc.
Example of internship completed: Room Clerk – WALT DISNEY

2

YEAR 2

JUNIOR ASSISTANT INTERNSHIP (3 MONTHS)

Students must put the knowledge gained during the program into practice by carrying out missions or functions such as: Marketing Assistant, HR Assistant, Product Manager Assistant, Product Assistant, E-commerce/Social Media Assistant, Finance Controller Assistant, etc.
Example of internship completed: Quality Process Manager - INGRAM MICRO INC

3

YEAR 3

JUNIOR MANAGER INTERNSHIP (3 MONTHS)

Students are asked to lead missions with a certain sense of responsibility, requiring autonomy and initiative. This should reveal their ability to analyze a problem, to be part of a team of decision makers and propose solutions. This internship must be in line with the specialization chosen by the student and their professional project.

Example of internship completed: Marketing Project Manager - SIGMA CONNECTIVITY

AN INTERNATIONAL EXPERIENCE



EXCHANGE PROGRAM AND DOUBLE DEGREE

Several university partners are available for an academic exchange during the 1st semester of the 3rd year of the BIB program. **Colombia, Germany, South Korea, Spain, the United States, Finland, Japan, Mexico, the Philippines...** are some examples of countries where students have exchange opportunities.

Students can also opt for a Double Degree with the following partner universities:

- > Università Carlo Cattaneo LIUC - Castellanza (Italy)
- > HAAGA-HELIA University of Applied Sciences - Helsinki (Finland)
- > Kozminski University - Warsaw (Poland)



CSR PROJECT

The corporate social responsibility project

During the 3rd year, students of the BIB take part in a Corporate Social Responsibility (CSR) project. Divided into groups, they work on CSR issues that have been identified by partner companies. With the support of coaches and professors at the School, students analyze the topic before presenting their recommendations and an action plan to the company.



BUSINESS GAME

The Business Game is a simulation implemented each year in the BIB program. The objective is to allow students to put into practice the courses and knowledge acquired during the year.

The tool gives students practical experience in managing various aspects of businesses in an evolving economic environment. The goal of the teamwork is to manage the operating, market, and financial performance of a business in a competitive market with variations in the economic conditions. It is also to develop a holistic view of business operations including finance, investments, marketing, sales, human resources, capacity management, etc.

Students appreciate the understanding and command of business fundamentals, market-driven decision-making practices in a services environment, and the ability to set up appropriate strategies. For future managers, it is important to be able to use analytical decision-making and to evaluate the financial implications and performance of business decisions.

GRADUATE EMPLOYMENT INFORMATION

PROFESSIONAL INSERTION IN FRANCE AND ABROAD



90.7% graduates surveyed in work found their first job either before leaving the School or within two months of leaving

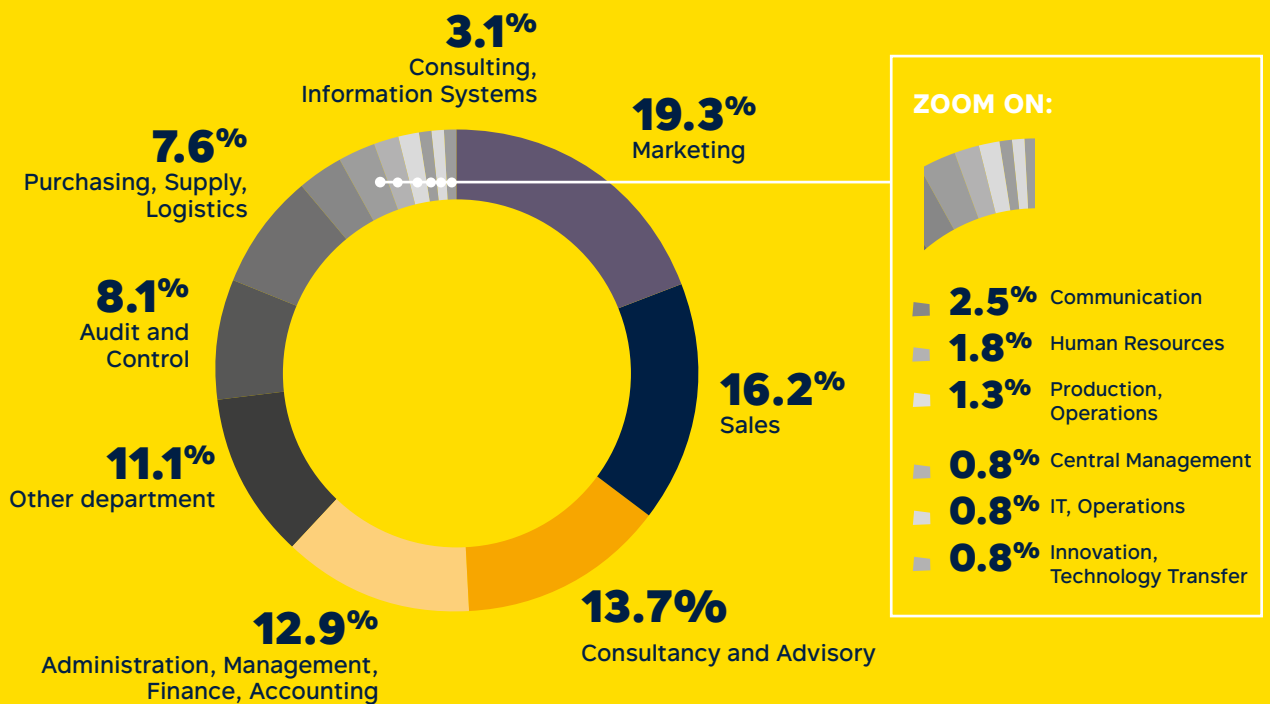


€42,025
Average annual salary (bonus included)



28.1%
work abroad


TYPES OF FUNCTIONS HELD



EXAMPLES OF POSITIONS

MARKETING	SALES	CONSULTANCY AND ADVISORY	ADMINISTRATION, MANAGEMENT, FINANCE AND ACCOUNTING
Product Manager, Traffic Manager, Project Leader, Marketing and Communication Manager, etc.	Business Developer, Sales Engineer, Account Manager, Business Analyst, etc.	Consultant, Portfolio Manager, Investment Banking Consultant, Risk and Public Procurement, etc.	Financial Controller, Financial Analyst, Treasury and Financing Manager, Investment Analyst, etc.

2020 Survey led by the *Conférence des Grande Écoles* with graduates from the 2019 class of the Grande Ecole Program



“This program offers our students a real interdisciplinary and intercultural approach to skill acquisition, combining knowledge, the development of know-how and behavioral and managerial skills that will make them responsible and innovative leaders of change.”

Dr. Robert JOLIET,
Academic Director
Grande École Program

DEVELOP YOUR CAREER PLAN

The Grande École Program, consisting of a 3-year Bachelor cycle, followed by a 2-year Master cycle, enables students to acquire solid knowledge while developing their skills through numerous opportunities for practical application.



THE PROGRAM

- › 5 YEARS - 300 ECTS
- › Lille or Paris-La Défense campuses
- › EQUIS / AACSB / AMBA / Grade de Master
- › International and professional experience abroad
- › 4 internships for a length of 13 to 17 months (aside from a gap year)



ADVANTAGES

- › **An intercultural student experience** throughout the learning process
- › **The consideration of environmental, societal and ethical questions** in every part of the program
- › **Innovative and creative teaching**, preparing students for today's business challenges
- › **The development of creativity, relational and collective intelligence** to train the leaders of tomorrow
- › The acquisition of **experience in management in an intercultural context**
- › A **transversal and interdisciplinary** program



LEARNING GOALS

- › Be able to integrate into an international and intercultural environment
- › Be able to operate in an ethical and responsible manner
- › Be able to foster innovation and promote organizational change
- › Be equipped with strong team leadership skills
- › Be equipped with strong management skills
- › Be able to integrate various business disciplines and functions



BACHELOR CYCLE

3 YEARS COMMITTED TO LEARNING

The Bachelor Cycle is organized by semester with pedagogical objectives and a specific identity corresponding to each semester, one of which is dedicated to international experience. Each semester is characterized by two interdisciplinary projects. This allows for students to put into practice acquired knowledge and skills. In terms of content, the program puts a focus on current topics such as: social responsibility, ethics, the environment, artificial intelligence, coding, big data, the impact of technology, etc.



OBJECTIVES

- > Accompany each student in a personalized way
- > Facilitate students' overall development with skill and knowledge acquisition
- > Help students grow in intercultural, ethical and responsibility dimensions
- > Enable students to acquire a solid knowledge base in the fundamental disciplines of management and economics



ADVANTAGES

- > **An interdisciplinary approach** where students mobilize acquired knowledge and skills through projects in a cross-disciplinary way. This interdisciplinary approach incorporates the disciplines of management, economics, quantitative methods, law, and personal development.
- > **A skill-based approach:** 'learning by doing': students learn via concrete situations (provided by companies or organizations), and real-life projects.
- > **Active pedagogy** based on interactions between professors and students, mixing remote and physical courses.

6 SEMESTERS WITH A STRONG IDENTITY

SEMESTER 1

LEARNING AND WORKING WITH A PROFESSIONAL MINDSET

OBJECTIVES

- > Learn to learn in higher education
- > Develop critical thinking
- > Work and communicate effectively in a team
- > Understand how an organization works

CAPSTONE PROJECT= Investigating Business

SEMESTER 2

EXPLORING DIVERSITY

OBJECTIVES

- > Discover, understand and be exposed to diversity
- > Understand what motivates people as individuals
- > Develop the capacity to implement concrete actions
- > Reinforce the ability to contribute to a team's performance

CAPSTONE PROJECT= Developing a solidarity project

SEMESTER 3

DEVELOPING CREATIVITY AND INNOVATION

OBJECTIVES

- > Develop and demonstrate creative and innovative abilities
- > Integrate the international and intercultural dimensions in decision-making
- > Acquire the fundamentals of management disciplines
- > Learn to select the most appropriate tools

CAPSTONE PROJECT= Designing and implementing a new offering in a foreign country

SEMESTER 4

APPLYING LEARNING TO THE REALITY OF THE CORPORATE WORLD

OBJECTIVES

- > Go further into depth and apply management disciplines
- > Learn to make well-founded choices and balanced decisions
- > Learn what motivates students as future professionals.
- > Act in an ethical and responsible way

CAPSTONE PROJECT = Managing for PPE (People, Planet, Economic Sustainability)

SEMESTER 5

DEPLOYING A SPIRIT OF ENTREPRENEURSHIP IN A DIGITALIZED WORD

OBJECTIVES

- > Develop and implement the capacity for innovation in the framework of entrepreneurial projects
- > Demonstrate a sound understanding and mastery of management consulting assignments
- > Take up the challenges of digital transformation, develop and disseminate digital culture
- > Develop the student's professional project and prepare their choice of Master major

CAPSTONE PROJECT= Creating business

SEMESTER 6

ACQUIRING A HOLISTIC INTERNATIONAL EXPERIENCE

OBJECTIVES

- > Full exposure to a cultural and international environment
- > Adopt the international and cultural dimensions in the curriculum and learning environment through an academic exchange or internationalization «at home»
- > Reinforce autonomy and decision-making skills
- > Broaden skills by building the portfolio of courses in line with the student's personal and professional project



INTERNATIONAL EXPERIENCE AND OPENNESS TO THE WORLD

■ UNIVERSITY EXCHANGES DURING A SEMESTER

In order to obtain a Grade de Master degree in Management at IÉSEG, students must have at least one semester of university experience in one of the School's partner universities/schools abroad. The university semester exchange may take place during the Bachelor or Master Cycle, or during both.

Students benefit from six semesters of teaching during the Bachelor Cycle. One of them is dedicated to the university exchange abroad or to an international experience on the IÉSEG campus, where students will interact with French and international students and follow a program exposing them to international and intercultural issues.

University exchanges aim to:

- > Familiarize students with other pedagogical methods and ways of approaching management, along with the ways companies handle business issues;
- > Help students become more open-minded regarding other ways of thinking and living;
- > Strengthen their intercultural skills by learning to communicate and work in another culture.

■ LEARNING BASED ON LANGUAGE PRACTICE

To reinforce their international dimension, students follow a compulsory language (French for non-French speakers or German, Spanish or Chinese) and can also choose a second language option from one of the following languages:

- > Arabic
- > Chinese
- > German
- > Italian
- > Japanese
- > Portuguese
- > Russian
- > Spanish

PROFESSIONAL EXPERIENCE

Three professional experiences (which may be internships or work contracts) are part of the Bachelor Cycle, at the end of each academic year.

■ SOCIAL AND PROFESSIONAL INTERNSHIP

During the first year, IÉSEG students participate in a 1 to 2-month Social and Professional Internship. This may come in the form of a humanitarian mission, manual jobs or positions in factories, line work, etc.

Examples:

- > Supermarket Cashier
- > Warehouse Logistician
- > Helper in an animal shelter

■ SALES INTERNSHIP

During the second year, students participate in a 2 to 3-month Sales Internship. The aim of this is to be in direct contact with a diverse clientele in order to develop sales-related skills. The mission may take place in BtoC or BtoB environments.

Examples:

- > Salesperson in a luxury boutique or specialized distribution store
- > Service or Product Advisor in BtoB (insurance, tourism, IT, event management)

■ PROFESSIONAL INTERNSHIP

During the third year, students must participate in a 4 to 6-month Professional Internship. Missions may take place within various fields (finance, management, marketing, human resources, sales, logistics, etc.).

Examples:

- > Accounting Assistant
- > HR Researcher
- > Assistant Marketing Product Manager
- > Financial Controller Assistant
- > Supply Chain Manager



ZOOM SUR



le wagon

Since September 2019, all Grande École Program students have been following mandatory online courses in web development, UX (User Experience) and UI Design (User Interface or Design Interface) and in Data Science, designed and taught by Le Wagon, an internationally recognized coding school.

Web development is integrated as part of the « Communication » hub, contributing to the solidarity project in the second semester. The UX/UI module contributes to the project design and implementation of a new offering in a foreign country, which takes place in the third semester.

Finally, the Introduction to Data Science module is part of the Data Analysis hub in the fifth semester, contributing to the creation of a company that takes place in this same period.

2 YEARS TO DEVELOP THE SKILLS ESSENTIAL TO YOUR FUTURE CAREER



ADVANTAGES

- > **A skill-based approach:** learning through experience and experimentation: students learn via concrete situations (data provided by companies or organizations) and projects. The Master Cycle is made up of courses, a thesis or consulting project and a long internship.
- > **The Managing Diversity in Vivo course** allows students to acquire experience as the manager of a group.
- > **Active pedagogy** based on interactions between professors and students mixing distance and physical courses.
- > Preparation for students' professional projects **via personalized support** from coaches who are experts in their domain.



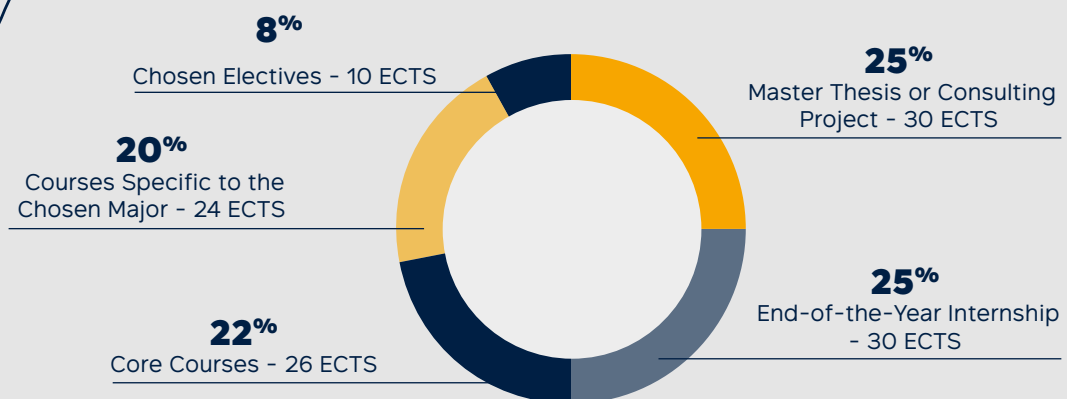
OBJECTIVES

- > To acquire a set of strong disciplinary and interdisciplinary skills
- > To advance in their professional project with an ability to think differently and, above all, to ask themselves the right questions
- > To work on leadership, change management, CSR, creativity and innovation, and analysis and decision-making in a complex environment

ORGANIZATION OF THE 4 SEMESTERS



MASTER CYCLE AT IÉSEG: DISTRIBUTION OF CREDITS AND TEACHING



DURING THE TWO SEMESTERS OF COURSES, MASTER CYCLE STUDENTS WILL BENEFIT FROM:

- > Core courses
- > Mandatory courses in the selected major
- > Three electives related to the major
- > Five open electives



CORE COURSES

The core courses offered in the Master Cycle aim to train responsible, innovative leaders, capable of initiating change with an overall understanding of economic, technological, societal, financial and environmental issues.



THE CORE COURSES ARE:

- > Change Management for Sustainability Strategies
- > Leadership for a Better Organization and Society
- > Data Sciences
- > Understanding Business Cycles for Strategic Decisions
- > Managing Diversity in Vivo
- > Career Program
- > Language

OPEN ELECTIVES

In addition to their core courses and the courses related to their chosen major, students will choose five open electives.

Master students have access to a wide range of elective courses that allow them to personalize their studies, with a view to open-mindedness and general culture, as well as an interdisciplinary mindset.

Examples of electives: Employee Performance Management, Managing Well-Being and Work-Life Balance, VBA and Data Analysis, Sustainability Management and Reporting, Sport Marketing, Digital Leadership and Innovation, The Project Management Experience, VBA for Finance, Corporate Governance, Machine Learning, Tax Planning, Certified Internal Auditor (CIA) Exam Preparation, Applied Data Visualization, Simulation Modeling for Business Applications, Chinese Political and Economic Strategies, etc.



Mariana, Colombia



Doing my Master in Management at IÉSEG, after completing my studies in Finance, has been a very enriching experience for me since IÉSEG has not only offered me a multidisciplinary approach through its wide range of courses, but also multiculturalism by allowing me to interact with people of different nationalities.

Studying at IÉSEG has given me an opportunity to interact with people from different parts of the world in a vibrant and inspirational environment. This multicultural environment has not only provided me with good friends, but on a professional level it has given me the tools to get along with people whose mindset and culture is completely different from my own.



PRESENTATION OF THE 12 MAJORS

An IÉSEG student in the Grande École Program Master cycle can choose one of the 12 available majors.*



MARKETING MANAGEMENT

The Marketing Management major offers extensive training in managing marketing actions across different media and in reaching objectives at an international level.

DIGITAL MARKETING

The Digital Marketing major provides students with a profound understanding of designing, implementing, and optimizing marketing activities using digital technologies.

INTERNATIONAL NEGOTIATION AND BUSINESS DEVELOPMENT

This major focuses on nurturing international negotiation experts with professional knowledge in business development to handle procurement and sales activities as a liaison with customers, suppliers, partners and organizational units in business networks.

INFORMATION SYSTEMS

Information Systems are at the heart of all organizational processes. They must be developed and managed in a way that aligns with the organizational goals. This major trains experts who can serve as a bridge between technical experts (i.e. engineers) and users (managers, users, customers) in organizations.

BUSINESS ECONOMICS

The Business Economics major targets students who want to deepen their knowledge of how the business world works and how the economic environment affects business decisions. It prepares future changemakers to be key drivers of sustainable firms' performance and to conduct missions in large companies and in French, European and international institutions.

ENTREPRENEURSHIP

This major aims to immerse students in the practice of entrepreneurial management to help familiarize them with how to launch a new business, revitalize an existing one, or drive sustainable change/innovation in an established organization.

*Provided that the student's choice is validated by passing the selection test for the chosen major.



MANAGING PEOPLE AND ORGANIZATIONS

We nurture our students towards becoming effective and responsible people managers. This major seeks to train future managers and consultants in the areas of human resources, people or HR analytics, learning and development, change management, talent management, and general management.

OPERATIONS AND SUPPLY CHAIN MANAGEMENT

This major focuses on how a firm can efficiently manage its operations, logistics, supply chain, purchasing, inventory, quality, and projects.

ASSET AND RISK MANAGEMENT

The aim of this major is for students to understand the functioning and management of the key risky financial assets in one of the most challenging and fast-changing industry landscapes.

FINANCIAL MANAGEMENT AND CONTROL

This major is the gateway for students who want to achieve high-quality knowledge in control, accounting and financial management, with an emphasis on financial planning and analysis, and efficient decision making.

FINANCIAL TRANSACTIONS AND CORPORATE STRATEGY

Students in this major will be introduced to different techniques of decision making in corporate finance, as well as to recent developments relevant to a financial director's role.

AUDIT AND ADVISORY

Designed for students looking to jumpstart their career in audit and advisory services, this major blends advanced knowledge of accounting/audit/finance and data analytics skills that are in-demand.



FINAL THESIS AND CONSULTING PROJECTS

During the Master Cycle, students have to complete a final thesis/dissertation or a consulting project. The objectives are to develop analytical, research and organizational skills related to real situations. It aims to show students' aptitude to work on complex problems, the results of their research and suggested solutions.

■ FINAL THESIS

Students are responsible for writing a thesis, which involves in-depth personal research, all the while benefiting from the assistance of their thesis supervisor. In this way, they reflect upon and develop a specific issue extensively.

■ CONSULTING PROJECTS

> Business Consulting Project

Consulting projects are educational work where students (either alone or in pairs) hold a position as consultant for a company. They will work on a specific aspect for one semester and their objective will be to provide an external perspective and fresh ideas so that the company may make progress on projects in France and across the globe.

> Entrepreneurship Consulting Project

With the Entrepreneurship Consulting Project, students develop a detailed project to create a new company and a full business plan, under the guidance of a pool of academic and professional experts.

> Innovation Consulting Project

With the consulting projects in Innovation (Projets de Consulting Innovation – PCI), students have the opportunity to work with engineering students from Yncréa Hauts-de-France. These are real innovation projects (for example, products or services, or corporate reorganization processes) that have been entrusted to the engineering students, and those from IÉSEG, by companies or organizations.

INTERNSHIP

During the Master's degree program, IÉSEG students must do a work placement for 6 months. They will have to assume responsibilities at a **"junior executive"** level, so they may demonstrate their capacity to analyse a problem, suggest solutions, etc.

Examples: Junior Auditor, Product Assistant Manager, Junior Management Controller, Human Resources Officer, etc.

DUAL/DOUBLE DEGREES

■ DUAL DEGREE FROM A PARTNER UNIVERSITY

Students of the Grande École Program also have the opportunity to obtain a degree from a partner university through the exchange programs.

BACHELOR'S LEVEL

- > Universidad del Rosario – Bogota, COLOMBIA
- > EBS Business School, Universität für Wirtschaft und Recht i. Gr. – Oestrich-Winkel, GERMANY
- > Pforzheim University – GERMANY
- > Universitat Politècnica de València – SPAIN
- > Fairleigh Dickinson University – Teaneck (NJ), USA
- > Juniata College – Huntingdon, USA

MASTER'S LEVEL

- > Queensland University of Technology – Brisbane, AUSTRALIA
- > McGill University, School of Continuing Studies – Montreal, CANADA
- > Tongji University School of Economics and Management – Shanghai, CHINA
- > University of Vaasa – FINLAND
- > Università Carlo Cattaneo LIUC – Castellanza, ITALY
- > Rikkyo University – Tokyo, JAPAN
- > IBS-Plekhanov – Moscow, RUSSIA
- > Lancaster University Management School – UNITED KINGDOM
- > The City University of New York – Baruch College – New York City, USA

MBA LEVEL

- > ESAN Graduate School of Business – Lima, PERU
- > National Chengchi University – Taipei, TAIWAN
- > Centre Franco – Vietnamien de formation à la Gestion – Hanoi, VIETNAM
- > Centre Franco – Vietnamien de formation à la Gestion – Ho Chi Minh Ville, VIETNAM

■ DOUBLE DEGREE: IÉSEG GRANDE ÉCOLE PROGRAM / MASTERS OF SCIENCE (MSc)

Grande École Program students may choose to do a double degree by completing at least 30 ECTS of the Master of Science (MSc) program of their choice. In addition, they must write a thesis or do a consulting project that is related to the Master of Science subject of their choice, along with their Grande École Program major. This second element is important for the validation of their thesis/consulting project theme.

During an additional semester, double degree students will participate in a 6-month long internship in France or abroad. As with the thesis or the consulting project, the content and the mission of the internship must be related to the subject of both of the programs' selected majors.

IÉSEG Masters of Science accessible as double degrees for Grande École Master students:

- > **Finance** (open to students majoring in Audit and Advisory and Financial Management and Control)
- > **International Accounting, Audit and Control** (open to all students)
- > **Business Analysis and Consulting** (open to students from the following majors: Information Systems, Operations and Supply Chain Management, Audit and Advisory, Financial Management and Control, Financial Transactions and Corporate Strategy, and Asset and Risk Management)
- > **International Business Negotiation** (open to students from the following majors: Marketing Management, Digital Marketing, Entrepreneurship, Managing People and Organizations, Information Systems, Operations and Supply Chain Management, and Business Economics)
- > **Fashion Management** (open to all students)
- > **Banking, Capital Markets and Financial Technologies** (open to students from the following majors: Audit and Advisory, Financial Management and Control, Financial Transactions and Corporate Strategy, Asset and Risk Management and Business Economics)
- > **Digital Marketing and CRM** (open to all students)
- > **Big Data Analytics for Business** (open to all students)



BACHELOR IN INTERNATIONAL BUSINESS - ADMISSION PROCESS

■ MINIMUM ADMISSION REQUIREMENTS

Applicants must have graduated from a secondary school with good results and have an excellent command of English. It is recommended for students to have taken mathematics courses up to the final year and to have an interest in international current affairs.

Admission directly into the 2nd year can be considered for applicants with a minimum of 1/2 year(s) of business-related studies at university level.

IESEG incorporates a holistic approach to assess the applications. English proficiency tests are required; however, native English speakers, and those who have had the past two years of their studies in English, are exempt.

■ APPLICATION PROCESS

The application process is entirely online. Students should create an account on our application platform and follow the instructions online. The online application platform is available via: apply.ieseg.fr

Admission is offered on a rolling basis to qualified students from September 2020.

■ APPLICATION CHECKLIST

- > Online application form
- > Secondary education transcripts
- > High school diploma (if available)
- > 1st year university transcripts (for students applying to the 2nd year)
- > English proficiency test (IELTS 6.5, TOEFL IBT 85, TOEIC 800 – students with IELTS 6.0, TOEFL IBT 75, TOEIC 720, Duolingo 100, Cambridge Exam B2 will also be considered)
- > CV/Resume
- > Copy of passport
- > €100 application fee

■ APPLICATION DEADLINES

- > 31st May 2021 for non-European Students
- > 13th June 2021 for European Students

■ TUITION FEES* AND SCHOLARSHIPS

- > €10,734 (2021-22) per year for EU and non-EU students
- > Merit-based scholarship available (up to 25% tuition waiver)



GRANDE ÉCOLE PROGRAM

ADMISSION PROCESS

Admission is based on students' online application, available at apply.ieseg.fr and the review of the required documents by a Ministerial Jury.

Admission into the 1st year is accessible to candidates with an IB, EB, high school diploma or any secondary education diploma other than a French baccalaureate.

Applicants from within France must apply through the Concours Accès: concours@ieseg.fr

Admission directly into the 2nd or 3rd year can be considered for students with a business-related academic background.

English proficiency tests are required; however native English speakers, and those who have had the past two years of their studies in English, are exempt.

■ APPLICATION CHECKLIST

- > Online application form
- > Transcripts of the last 2 years of education (translated into English or French)
- > English proficiency test (IELTS 6.5, TOEFL IBT 85, Duolingo 105, TOEIC 4 skills 850 or Cambridge Exam B2 - students with IELTS 6.0, TOEFL IBT 75, TOEIC 4 skills 720+240, Duolingo 100 or Cambridge Exam B2 will also be considered)
- > Candidate's motivation video on the Visio Talent website
- > A recent CV/Resume
- > 3 recommendation letters
- > Copy of passport
- > Application fee: €200 for 1st year - €140 for 2nd and 3rd year

1st year

- > 4 application rounds from December 2020 to June 2021. For more information about the calendar, please check on the IÉSEG website. Decisions will be released about 2 or 3 weeks after each session's application deadline.

2nd and 3rd year

- > March 2021. Decisions will be released on May 2021.

■ TUITION FEES* AND SCHOLARSHIPS

- > €11,480 (2020-21) per year for EU and non-EU students
- > Merit-based scholarships available (up to 50% tuition waiver for international students)

More information: www.ieseg.fr/en/programs

*Tuition fees are subject to change

MEET WITH US

■ OPEN DAYS

Come visit our facilities and meet IÉSEG faculty and students to discuss your plans. Doors open from 10 am to 5 pm (visit at your convenience).



LILLE AND PARIS CAMPUSES:

- > Saturday 28th November 2020
- > Saturday 30th January 2021
- > Saturday 6th March 2021

■ EDUCATIONAL FAIRS

Discover the list of educational fairs at which IÉSEG will be present:
www.ieseg.fr/en/discover-ieseg/meet-with-us

■ AMBASSADOR PLATFORM

Discover our Ambassador Platform and ask our students and alumni all your questions about our programs, campus life, etc.

More information at: www.ieseg.fr/en/ambassadors

■ LIVE EVENTS

Find the list of virtual (online) events at:
www.ieseg.fr/en/discover-ieseg/meet-with-us/#live

SOCIAL MEDIA



IÉSEG School of Management /
Study at IÉSEG



ieseg_school



IESEG School of Management



IESEG School of Management



@IESEG / @StudyatIESEG



IESEG_School



<http://weibo.com/iesegofficial>



<http://www.tudou.com/home/IESEG>



<http://i.youku.com/IESEGofficial>

CONTACTS



> **Mainland China,
Hong Kong, Macau, Taiwan,
Singapore, Japan, Korea and
Malaysia**

Marc PORTO - m.porto@ieseg.fr

Jing LIU - chinaoffice@ieseg.fr



The information contained in this brochure was established in September 2020 and is subject to change.



LILLE:

> 3 rue de la Digue
F-59000 Lille

PARIS:

> Socle de la Grande Arche – 1 Parvis de La Défense
F-92044 Paris – La Défense cedex

> Switchboard: +33 (0)3 20 54 58 92 / +33 (0)1 55 91 10 10
> www.ieseg.com

SHANGHAI:

> 999 Dongxiu Road, Building 8, Room 1806,
Pudong New District, 200127, Shanghai
> Tel.: +86 (021) 3382 1506
> Email: m.porto@ieseg.fr; chinaoffice@ieseg.fr



EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY