

IESE  
SCHOOL

BETTER SOCIETY

# FULFILL YOUR POTENTIAL - BECOME A RESPECTFUL, DYNAMIC AND PRODUCTIVE BUSINESS LEADER

> A series of specialized Master programs with one ambition: to help you excel as you pursue your career path.

## MASTER OF SCIENCE PROGRAMS



**IESEG**  
SCHOOL OF MANAGEMENT

EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY



## CLASS PROFILE

### ACADEMIC BACKGROUND

17.4%	Business Administration	4.6%	Social Sciences
15.1%	Management	3.5%	IT
15.1%	Accounting, Economics and Finance	3.5%	Sciences and Mathematics
9.3%	Engineering	3.5%	Design and Architecture
8.1%	Languages	3.5%	Law
7%	Marketing and Communication	2.4%	International Relations
7%	Commerce		

### AGE RANGE

41.9%	< 23
39.5%	23-27
18.6%	27+



## CAREER OPPORTUNITIES\*

### ROLES

- > Business Developer
- > Finance Manager
- > Senior Consultant
- > Finance Project Coordinator
- > Marketing Manager
- > Project and Process Management Consultant
- > Sector Analyst
- > Services Account Manager

### POST-MSC SALARY

- > **€62,889** Average Annual Salary (bonus included)

### EXAMPLES OF COMPANIES THAT HAVE RECRUITED ALUMNI

- > PWC
- > DECATHLON
- > HUAWEI
- > FINEXIO
- > NOVO NORDISK
- > NESTLÉ
- > TETRAPAK
- > DEEZER
- > EMMA SLEEP GMBH
- > KI GROUP

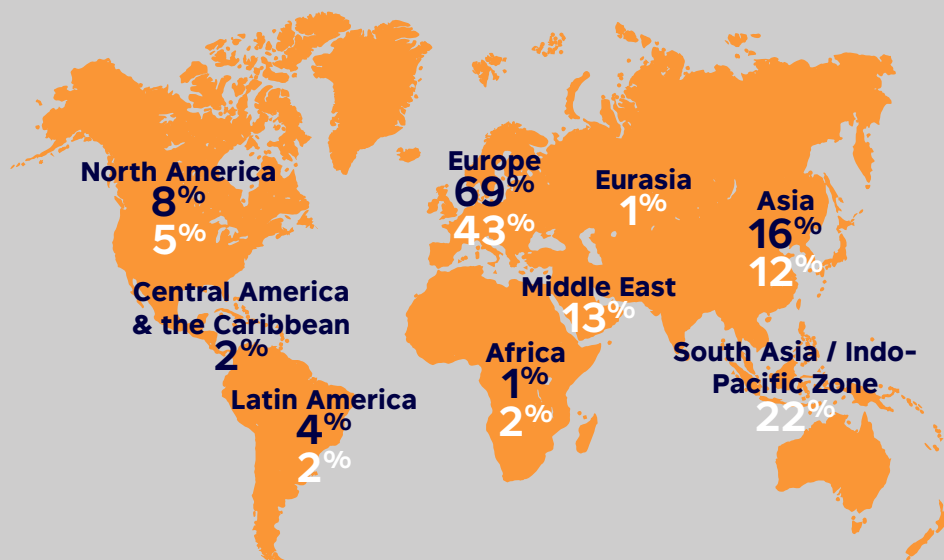
## THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



### ORIGIN OF OUR CURRENT STUDENTS



### LOCATION OF OUR ALUMNI



\*2021 Survey led by the *Conférence des Grandes Écoles* with graduates from the 2018, 2019 and 2020 classes of the program which was cross-referenced with LinkedIn and the IÉSEG Network database.

# MSc IN INTERNATIONAL BUSINESS

## PREPARING LEADERS WITH A GLOBAL MINDSET FOR INTERNATIONAL BUSINESS



### OBJECTIVES

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

The program will strengthen your theoretical foundations in management, even without an academic background in business. It provides new and different perspectives that will enrich your 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 and intensive management program delivered in an international context
- > The possibility to customize 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 and LILLE



### ADMISSION REQUIREMENTS

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



### IN PARTNERSHIP WITH







*“A program to develop a global mindset.”*

Dr. Paulami MITRA,  
Prof. Dr. Johan MAES,  
& Dr. Jimena RAMIREZ MARIN,  
Academic Directors,  
One per intake/campus

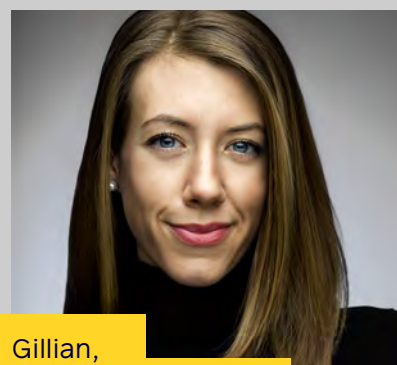
#### ■ ZOOM ON... COMPANY EVENTS

Our students participate in various collaborations with companies like CLUSE, 9ALTITUDES or DECATHLON, which enable them to benefit from a full immersion in business activities. Our partnerships with different companies therefore, allow students to gain first-hand experience in different corporate activities such as developing consulting skills or designing an international marketing campaign. These activities can vary as they are developed at the request of our partner companies.

#### ■ PARTNERSHIP

The MIB program has developed a TALENT GAME with our partner DECATHLON. In the 2021 edition, students had to help the company develop a particular project involving digital presence in a set geographical area.

The MIB students' solutions received feedback from the company's managers. The finalists were offered awards and distinctions that can be helpful when looking for internships and jobs.



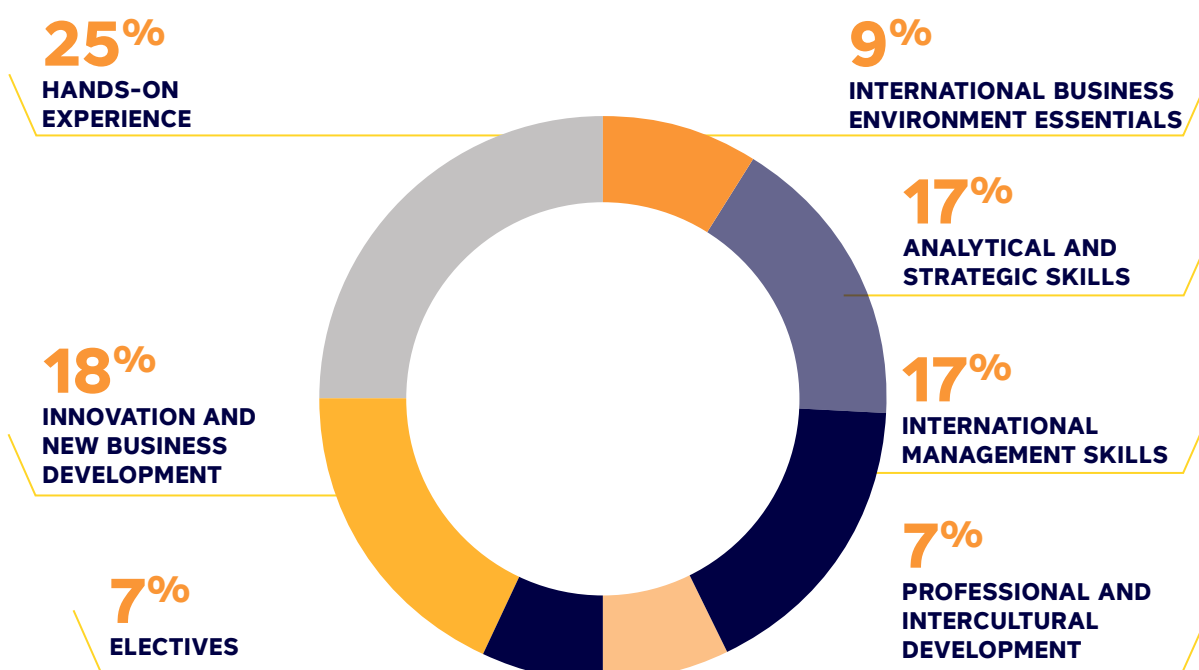
Gillian,  
Graduate – Canada

*Before coming to IÉSEG, I was working and living in Toronto, Canada as a Communications and Marketing Assistant for a small international consulting group. After a few months, I decided I wanted to pursue a Master's degree. I had always wanted to live in France, so I started looking for programs that best suited me and my career goals. What struck me most about IÉSEG was its commitment to providing a truly international learning environment. I was impressed by the sheer number of international students and teachers, which to me translated to even further opportunities to learn. Developing cultural literacy skills is crucial in today's business world, and IÉSEG seemed like the best place to start!*

*The MSc in International Business was the most fitting for my career aspirations. I wanted a program that would refine my pre-existing skills and encourage me to become a more well-rounded business professional.*

## PROGRAM STRUCTURE

(Figures indicate the percentage of the program devoted to each subject area.)



### INTERNATIONAL BUSINESS ENVIRONMENT ESSENTIALS

9%

- > Cybersecurity and International Business
- > European Union Relations Management
- > International Economics
- > Global Finance

### ANALYTICAL AND STRATEGIC SKILLS

17%

- > Business Game
- > Financial Analysis
- > International Business Strategy and CSR
- > Managing Consultancy
- > Research Methods for Business
- > SAP for International Business
- > Social Media Analytics
- > Trends in Digital Innovations

### INTERNATIONAL MANAGEMENT SKILLS

17%

- > International Human Resources Management
- > International Marketing
- > International Supply Chain Management
- > Negotiation for International Managers
- > Principles of Accounting and Management Control
- > Professional Selling Skills and Personal Sales Performance
- > Project Management

### PROFESSIONAL AND INTERCULTURAL DEVELOPMENT

7%

- > Authentic Leadership
- > Business Ethics and Managerial Behavior
- > Intercultural Management

### ELECTIVES

7%

- > Several electives from our course catalogue
- > Electives cover a broad range of topics that include legal aspects, multi-channel marketing, creativity and design thinking, etc.

### INNOVATION AND NEW BUSINESS DEVELOPMENT

18%

- > Business Consultancy in a Digital Environment
- > Career Program
- > Creativity and Design Thinking
- > Entrepreneurship and New Business Development
- > Language Courses

### HANDS-ON EXPERIENCE

25%

- > Capstone Project: 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

## 2 types of candidates are eligible to apply for the MSc programs:

- International candidates that have graduated (or will graduate) from a Bachelor degree (minimum)
- Candidates from the French Education system that have graduated (or will graduate) from a Licence (minimum)

## APPLICATION PROCESS

Admission is via an online application at [apply.ieseg.fr](https://apply.ieseg.fr), the review of the supporting documents and an online conversation with a recruiter. A rolling admission is offered to qualified candidates starting in October 2021.

### Application Checklist for all the MSc programs

- Online application form
- Recent CV/Resume
- English proficiency test for non-native speakers: IELTS 6.5, TOEFL IBT 85, TOEIC 4 skills 850, Duolingo 105, Cambridge Exam B2 - students with IELTS 6.0, TOEFL IBT 75, TOEIC 4 skills 800, Duolingo 100, Cambridge Exam B2 will also be considered  
*Native English speakers or candidates who have had two years of courses taught in English are exempt.*
- Transcripts and diploma
- GMAT/GRE is a plus (yet not mandatory)
- Copy of passport
- €100 application fee

**There are specific admission requirements for each of the proposed degree programs. For more information, please refer to the individual program pages.**

### Application Deadlines

#### January 2022 intake (MSc in International Business in Lille only):

- November 14<sup>th</sup> 2021 for all candidates
- Early bird deadline: October 17<sup>th</sup> 2021

#### September 2022 intake

- May 31<sup>st</sup> 2022 for all candidates
- Early bird deadline: January 16<sup>th</sup> 2022



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