

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

MSC IN STRATEGY AND DIGITAL TRANSFORMATION



CLASS PROFILE

ACADEMIC BACKGROUND

62.5% Engineering
25% Information Systems
12.5% Medical Sciences

AGE RANGE

75% **23-27**

25% **27+**



CAREER OPPORTUNITIES

The needs in terms of digital transformation in organizations are very important. This program thus opens to a wide range of careers in consultancy and project management notably.

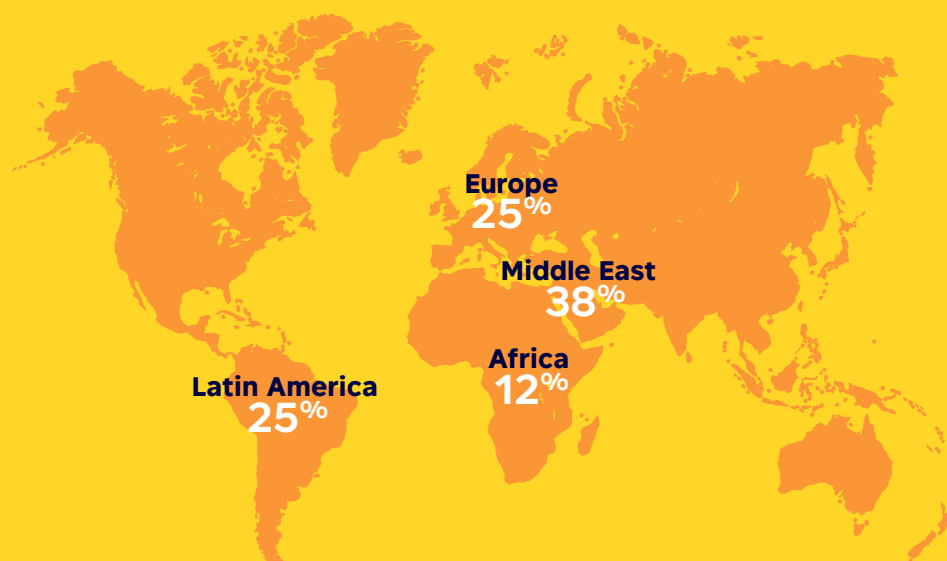
ROLES

- Business Process Analyst
- Chief Digital Officer
- Digital Project Manager
- Digital Transformation Consultant
- Digital Transformation Manager
- Digital Strategy Consultant
- Operations Manager
- Strategy and Management Consultant

THE IÉSEG COMMUNITY IS PRESENT ON 5 CONTINENTS



ORIGIN OF OUR CURRENT STUDENTS



MSc IN STRATEGY AND DIGITAL TRANSFORMATION

STRATEGY AND TECHNOLOGY FOR AN INNOVATIVE FUTURE



OBJECTIVES

The MSc in Strategy and Digital Transformation aims at cultivating digital masters that allow companies to transform digital technology into business advantage. ‘Digital transformation’ is a buzz phrase. Most organizations wish to implement it but do not know how to proceed. Oftentimes, it amounts to introducing some digital tools. However, digital transformation is a holistic and complex endeavour that requires a systematic approach to its strategy and execution. A recent study finds that becoming a digital master entails not only digital capability, that is the use of innovative technologies to improve elements of the business, but also leadership capability, in order to envision and drive organizational change in systematic and profitable ways. Digital transformation is 20% tech and 80% human. This Master aims at equipping the students with the digital technologies knowledge as well as the skills needed to design and successfully lead digital transformation across functions (e.g. operations, customer experience, employee experience) and at the corporate level (strategy, business model innovation).



ADVANTAGES

- > A comprehensive and multidisciplinary approach to business and strategy
- > Cutting-edge courses on digital innovation and transformation
- > Heavy focus on consulting skills (managing consultancy, business consultancy in a digital environment, transformation consulting)
- > Digital innovation and transformation live business case through a hackathon



IÉSEG CAMPUS

- > PARIS-LA DÉFENSE



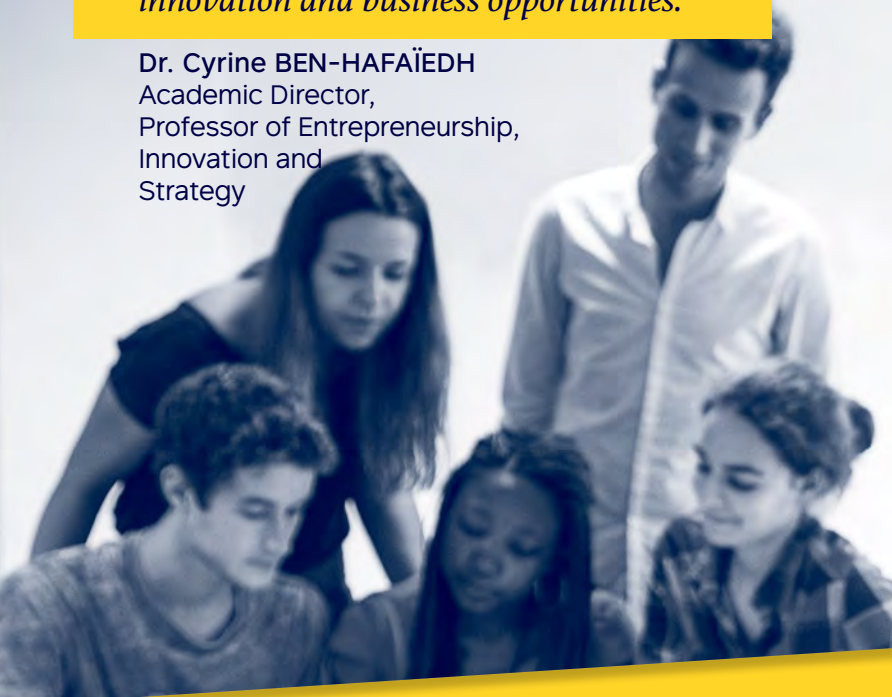
ADMISSION REQUIREMENTS

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

For more information: www.ieseg.fr/en/msc-strategy-digital-transformation/

“Our ambition is to bridge the gap between technological innovation and business opportunities.”

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



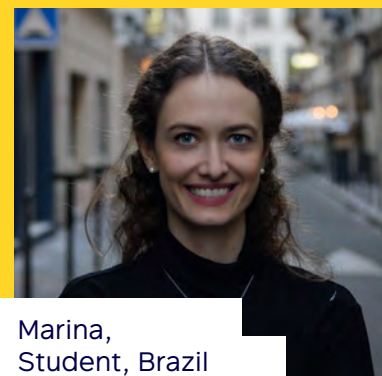
■ ZOOM ON... INNOVATIVE TECHNOLOGIES

Every module delivered seeks to strike the right balance between learning through cutting-edge research (theory) and learning-by-doing (practice). On top of these modules, three more particularly, aim at bringing all these different learning experiences together, as in real life, where future graduates will not be addressing siloed issues. The first is a business strategy simulation where students, in teams, will have a practical and transdisciplinary application of their courses. They will need to understand the complexity of global business operations in a dynamic environment and take decisions as to maximize their results while respecting the strategy they designed. The students' mission will be to lead a legacy business into a new digital paradigm, where it can compete at the top of the market. They will need to introduce new technologies as well as new ways of working (practices/processes) and use data analytics to aid the decision-making process. Finally, one or more of IÉSEG partner companies, will present the students with one of their current issues related to strategy and digital transformation and the students will, in a hackathon format, develop solutions and pitch them to the client.

■ PARTNERSHIP

IÉSEG has a team dedicated to developing relationships with organizations in a wide range of sectors and industries. We have notably developed institutional relationships with the following companies that are particularly looking for digital innovation and transformation manager profiles:

- | | |
|------------------|-------------|
| ➤ ACCENTURE | ➤ DEVOTEAM |
| ➤ CAP GEMINI | ➤ DHL |
| ➤ RENAULT | ➤ ORACLE |
| ➤ DXC TECHNOLOGY | ➤ L'ORÉAL |
| ➤ ORANGE | ➤ DECATHLON |
| ➤ IBM | ➤ JC DECAUX |
| ➤ SOPRA STERIA | ➤ SEPHORA |



Marina,
Student, Brazil



I chose the MSc in Strategy and Digital Transformation at IÉSEG for its hybrid content, which gave me management skills while updating my knowledge on the use of different technologies in business. I loved my experience at IÉSEG - the teacher openness, the content learnt, and the friends I made. I found the program to be a dynamic and comprehensive course, with a very diversified group of students and professors from all over Europe and the USA.

All the courses of the MSc in Strategy and Digital Transformation were very useful and linked among each other. I particularly enjoyed the course on Legal Aspects of Innovation and I was grateful for having French classes every Friday, which helped to learn the local language and culture, and to get to know students from other programs.

I would advise anyone who consider taking the program to apply without doubts and to take advantage of all the opportunities IÉSEG and the program give you.



PROGRAM STRUCTURE

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



INTERNATIONAL MANAGEMENT SKILLS

22%

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

DIGITAL INNOVATION AND TRANSFORMATION

17%

- > Big Data Analytics
- > Business Model Innovation
- > Challenge
- > Digital Marketing
- > Digital Transformation
- > Emerging Technologies for Business
- > HR & Digital
- > Industry 4.0
- > Introduction to Machine Learning and AI
- > Legal Aspects of Innovation and Digitization

ANALYTICS AND STRATEGIC SKILLS

12%

- > Business Simulation
- > International Business Strategy and CSR
- > Managing Consultancy
- > Research Methods for Business
- > Transformation Consulting

PROFESSIONAL AND INTERCULTURAL DEVELOPMENT

6%

- > Authentic Organizational Leadership
- > Ethics, Decision-making and Innovation
- > Intercultural Management

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, 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 14th 2021 for all candidates
- Early bird deadline: October 17th 2021

September 2022 intake

- May 31st 2022 for all candidates
- Early bird deadline: January 16th 2022



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