



Programme ICN  
Grande Ecole

G. Duffing

2014

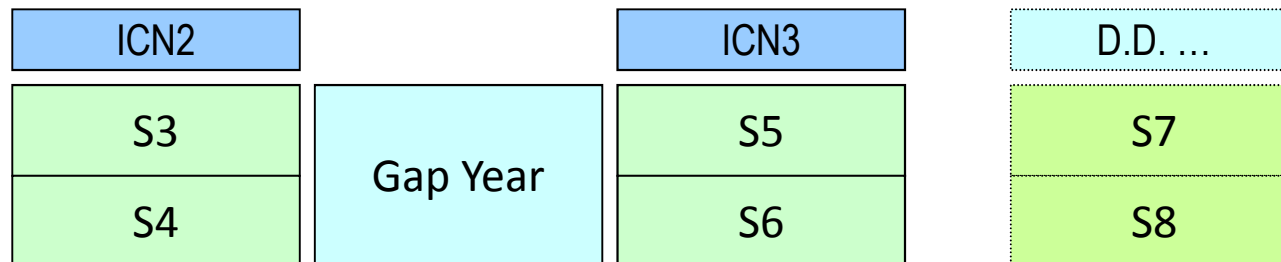
# WELCOME IN ICN PGE 2A - Nürnberg



# Agenda

- Fundamentals
- Teaching Units
- Quitus
- International & Languages
- Gap Year
- ICN Year 3

# Programme General Structure



# Year 2 & Gap Year

SEMESTER 1

SEMESTER 2

## ICN 2

Fundamentals & Specialisation

Workshop

Route & Workshop

Team Spirit Seminar

Internship

## Expériences

Professional & Academic

Internship

Academic Semester

Internship

Academic Semester



Personal Tutoring

## Your Year 2 in Nürnberg

### Some **key points**...

- Complete your training
- **Make your professional more precise** with Specialization Route, Workshop, Seminar, Meetings
- **Prepare your Gap Year**
- Start thinking about your Master's Thesis

### ... and **requirements**

- The *Examinations Rules*

## Fundamentals

- A **year**= 60 ECTS credits, that is 2 semesters of 30-credits
- An **semester**= a set of Teaching Units (TU)
- A **TU**= a set of teaching **modules**

# Examinations

## Each module organizes assessments:

- Continuous assessment, final exam (written or oral), report, participation...
- One single grade is calculated for each module
- 👉 Disqualifying grade: 5/20

## TU is also assessed by a grade (average of modules grades)

- TU grade  $\geq 10/20$ : PASS
- TU grade  $< 10$ : FAIL

## Retake session

👉 **Caution!**

## Evaluation documents

### ICN1 internship

- Report, evaluated in Year 2 (due date: mid October)

### Long internship (G/Y or Year 3)

- Assessment scheme: enterprise + school
- For each experience.

### Int'l Academic Semester

- University Transcript



## Assessment Board

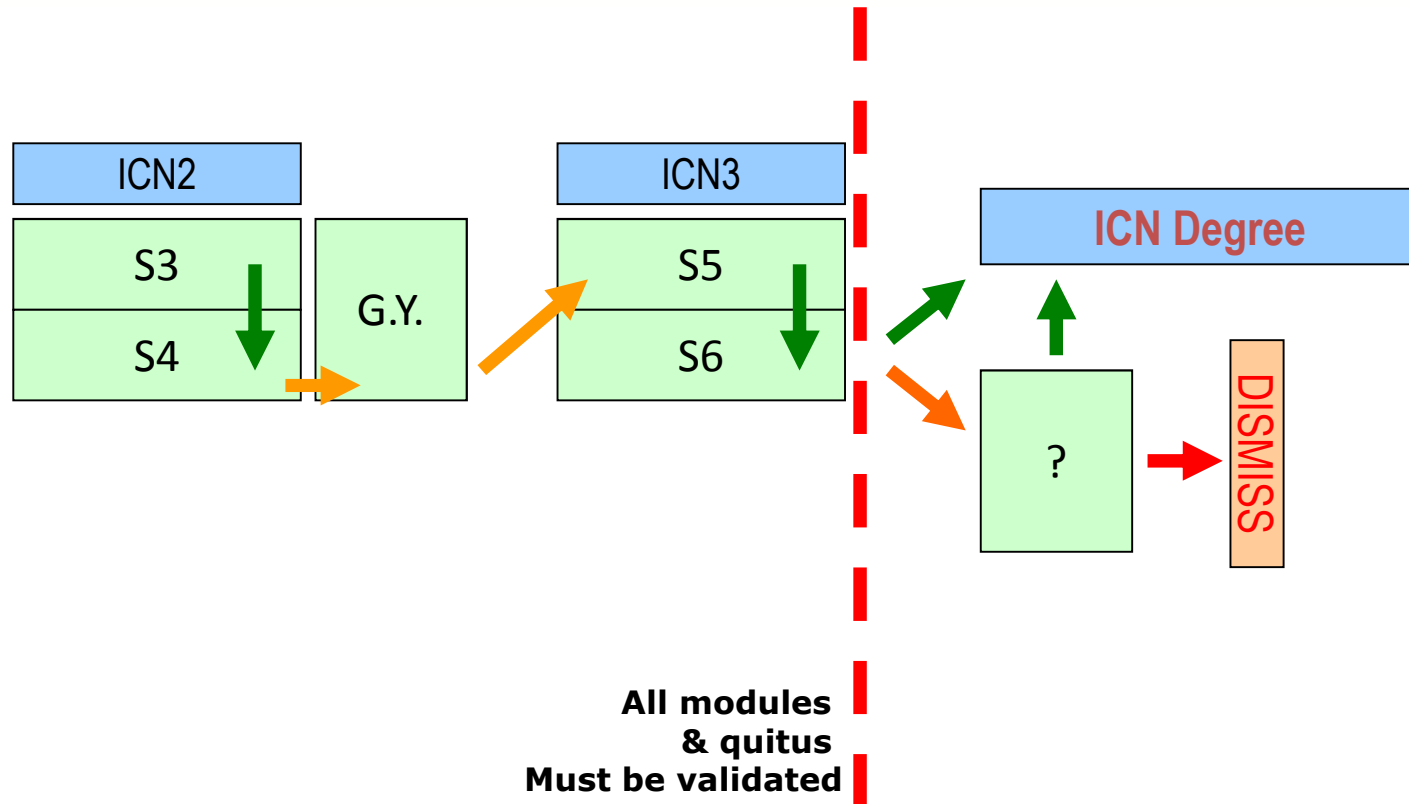
### Examines results and decides:

- PASS: go to Year 3
- FAIL: year or semester Repeat
  - Retake sometimes difficult
- DISMISS: no possibility to continue in ICN PGE Programme

### Discipline Board

- Regulations break
- Inadequate behavior (school, internship, academic, ...)
- Plagiarism

## Longest degree course



## A module consists in.....

- **A textbook**
- **Some preparation**
- **Questions & Debates** during course sessions
- **Further study**
- **Skills & Competencies evaluation**
  - Libraries, book shops, Internet, e-Learning...
  - Meetings & discussions with professors

## MANAGEMENT 1 (6 ECTS)

- Organizational Behavior
- Intercultural Communication
- **Management Control**

## MANAGEMENT 2 (6 ECTS)

- Strategic Marketing
- **Investment & Financing Decision**
- **Management Accounting**

### TOOLS & METHODS (8 ECTS)

- Information Systems Management
- Business Environment
- Data Analysis

### ARTEM (8 ECTS)

- Workshop
- Project Management
- Professional Skills

### LANGUAGES (2 ECTS)

- German or French

## MANAGEMENT 1 (4 ECTS)

- Strategic Analysis
- Risks & Evaluation

## MANAGEMENT 2 (5 ECTS)

- Industrial & Services Marketing
- Intercultural Management
- Organizational Design

## Year 2 / S4 (cont'd)

### SPECIALISATION (12 ECTS)

- Three modules

### ARTEM (7 ECTS)

- Workshop
- Team Spirit Seminar

### LANGUAGES (2 ECTS)

- German or French

## Year 3

- Int'l Brand Management: go further in your route
- Other Marketing Routes
- ICN MSc
  
- ... And ICN selection of double degrees!



## International

■ Nürnberg Route validates your Int'l Quidus

■ Academic Semester Abroad is possible

- 135 universities, Double Degrees, MSc IM/MIEX
- Erasmus (European Union)



***GREAT opportunities for your Professional & Personal Profile!***

## Quitus

ICN Quitus correspond to **mandatory** activities

 *All must be validated by the end of Year 3 (before board meets!)*

Quitus to validate:

- **English:** TOEFL or GMAT
- **International :** done!
- **Professional :** 12 months
  - Generally: 3 months in 1A / 2A + 6 to 12 months during G/Y + 6 months in Year 3

## Gap Year

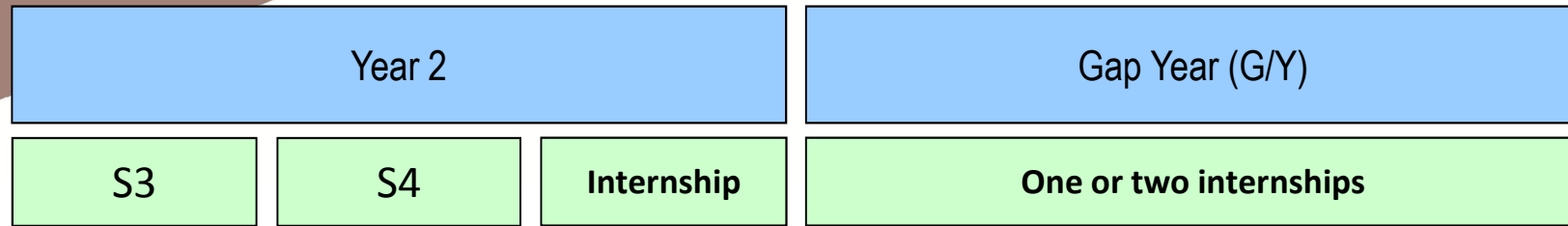
SEMESTER 1	SEMESTER 2
Internship	Internship
Internship	Semester in University

 **Gap Year needs preparation ...**

- ICN Entreprise
- International Office

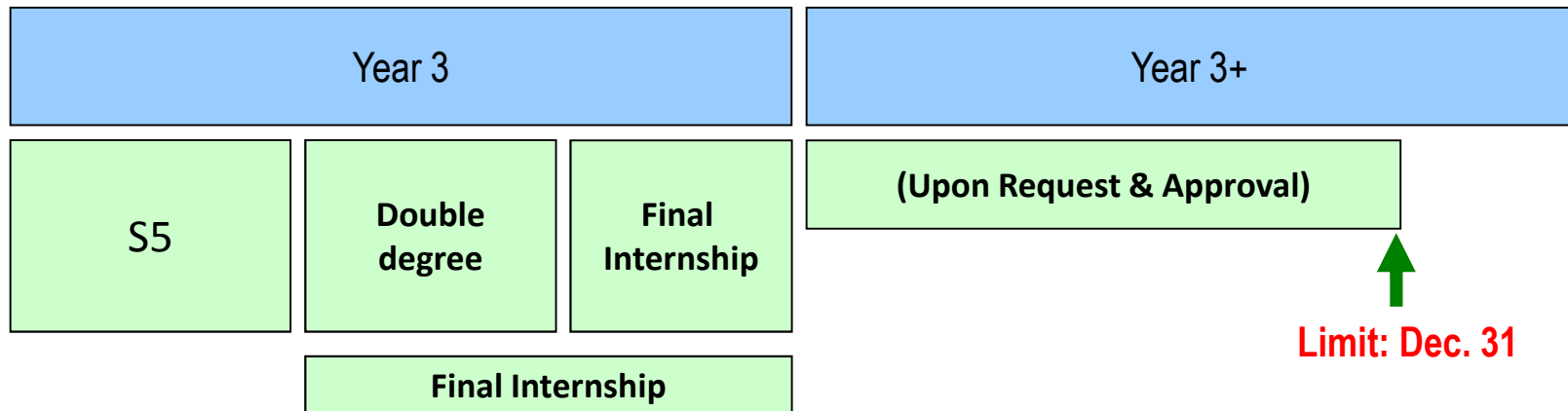
*(At most one G/Y)*

# Internship Regulations



*One internship =  
maximum 6 months*

Limit: Sept. 30 or Year start date



Limit: Sept 30

Limit: Dec. 31

## Internship Assessment

■ EACH internship must be assessed separately

- Evaluated by School + enterprise

■ Report

- The G/Y report can comprehend several internships
- The « small » report (enterprise, mission, results)

■ Prof'I Quitus will be **suspended**

- As soon as a new internship contract is settled.
- **Validated at the end of the degree course, after examination of all internships.**

# Guidance

- Long Internship (G/Y or Year 3)
  - 1 unique guide
  
- Academic Semester
  - Depends!
  
- Master's Thesis
  - Guide & related documents

### ■ Think about it right now!

- Preparatory readings
- Experiences to exploit (G/Y)
- Precise Requirements
- **Always a last minute problem !!**

# Thank You!



## CONTACT

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[www.icn-groupe.fr](http://www.icn-groupe.fr)

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## Q & A



CREATIVE THINKING MAKES THE DIFFERENCE\*

\*La créativité fait la différence