

icn
CREACTIVE
business
school

PROGRAMME GRANDE ÉCOLE

Diplôme ICN – *Master in Management*
Conférant grade de master contrôlé par l'Etat

Gérald DUFFING
Programme Grande École (PGE) Director



**Programme
Grande Ecole**

**NANCY / METZ /
BERLIN**

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MASTER IN MGT PGE2 (M1)

WELCOME AT ICN @Berlin!

Understanding the French system

This is all the same:

PGE

=

Programme Grande Ecole

=

Master in Management

=

French State accredited!

Admission tracks

According to French law & regulations:

- All admissions at ICN must comply with a ***competitive exam***
- French ICN students
 - “Concours” → PGE1 / PGE2 → PGE3
- Foreign students
 - IPM (= PGE2 !) → “AST” Competitive Exam → PGE3

Competitive exam

For IPM students only:

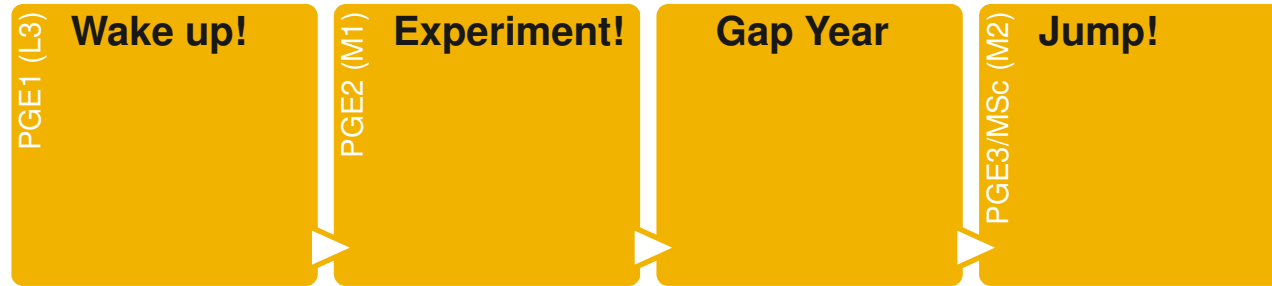
According to our rules, entering the PGE requires a twofold competitive exam:

- Written part: GMAT + English
 - Students who validate IPM (aka PGE2) do not need to take the exams above!
- Oral part: English + Motivation
 - An interview in Berlin or in Nancy, in May.

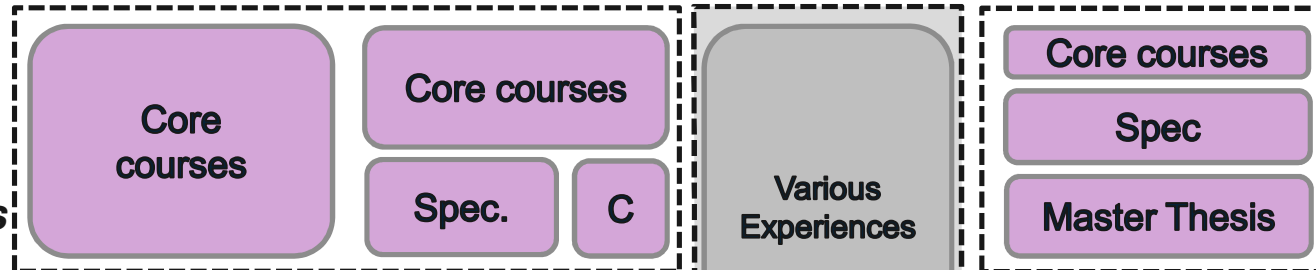
Programme general structure

PGE2/IPM/M1		PGE3/M2/ (MSc)	D.D. ...
S3	Optional Gap Year	S5	S7
S4		S6	S8

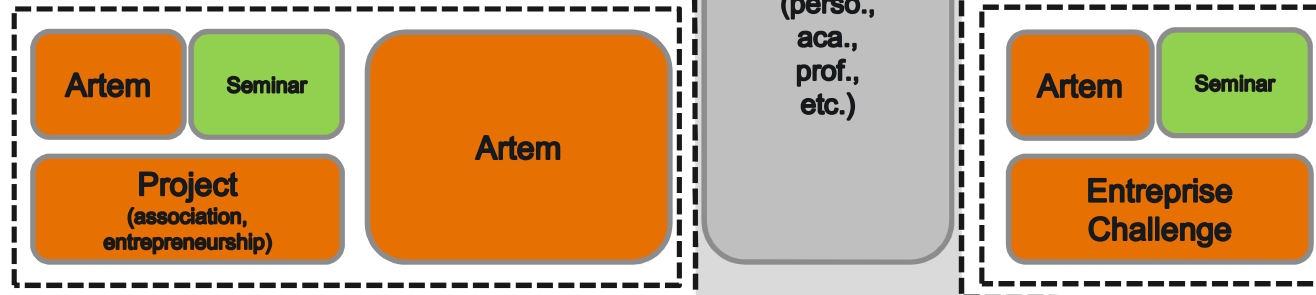
Gap year is optional, upon your request, and needs to be approved.



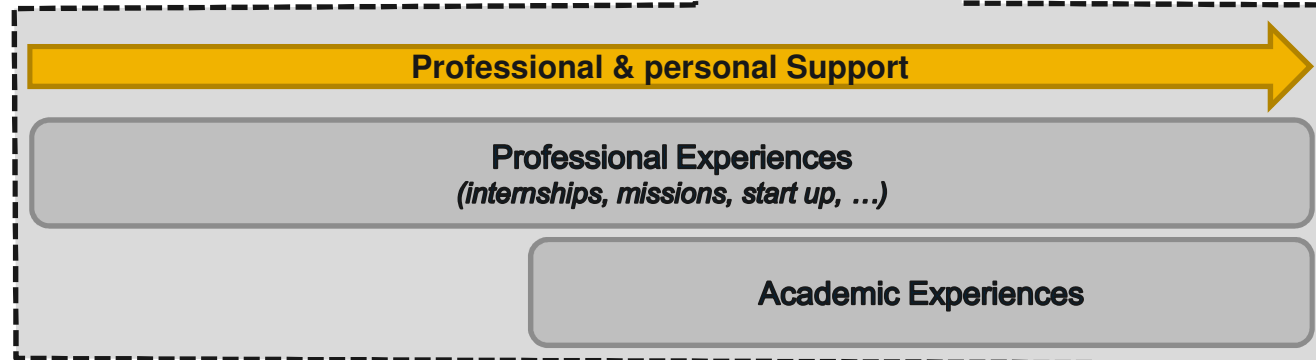
Core Academic Management courses



Commitment & Team Spirit




Individual learning & professional empowerment



Key points

What to expect?

- **Continue your degree course**
 - Core courses + specialization
 - Workshop
 - **Prepare for an optional gap year**
 - Look for professional experience (eg, internships), or academic semester abroad. Think about the opportunity to take a gap year.
 - Academic semesters: take care of the selection process (January and March)
-  **Complete your personal and professional project**

Good practices

How to learn and renew your skills and knowledge?

- Read carefully all suggested **textbooks**, and, of course, many other books
- Make sure you are enough « exposed » to all proposed disciplines: in the future, you will be able to easily use and refresh them, as and when required
- Do not forget to **practice** (projects, exercises, ...)

 **No master degree without readings and hard work!**

PGE objectives

Our learning goals

They define the « ICN profile », which is made up of 5 items:

- Graduates solve complex problems, providing an appropriate and possibly innovative solution, based on a pertinent analysis and synthesis of the situation. (***Innovate***)
- Graduates take with decisions as a sense of corporate responsibility and respecting ethical rules, demonstrating qualities of effective communication in written and oral form. (***Manage***)

PGE objectives

Our learning goals (cont'd)

- Graduates adapt and integrate into multidisciplinary and multicultural environments. (***Adapt***)
- Graduates continually update their knowledge and skills and are able to apply them to areas other than management. (***Life Long Learning***)
- Graduates show confidence and demonstrate their leadership skills in project- and teamwork. (***Show Commitment***)

PGE objectives

Goals break up into *learning objectives*

These are our measurable programme *learning goals* :

- 1.1- To analyze and prioritize the major facets of a management problem, making confident use of all useful tools available.
- 1.2- To design an appropriate and, where possible, creative solution to a given problem.
- 2.1- To make well thought-out and well-argued decisions, fully aware of their impact on the organisation and its environment.

PGE objectives

Goals break up into *learning objectives*

- 2.2- To communicate effectively via convincing written and oral presentations.
- 3.1- To demonstrate a capacity to work either in an environment which is culturally different, or on a multidisciplinary project
- 4.1- To demonstrate their knowledge and understanding of the business environment, and an ability to develop these skills further.
- 5.1- To demonstrate a positive contribution to the project in which they are involved, and show team leadership and team motivation skills.

PGE objectives

Learning objectives in modules

For each programme module, your instructor lists all expected skills: the syllabus provides a global course description:

- **Content** and general pedagogy
- **Skills, outcomes** that are expected at the end of the course
- **Evaluation rules**
- ...

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PEDAGOGICAL ELEMENTS

Fundamentals

Three 60-credits years (master degree = 180 ects)

- A year = 60 ECTS credits, that is 2 semesters of 30 credits each
- An semester = a set of modules (aka “courses”)

Caution : officially, credits acquired during a gap year cannot be taken into account: they are *extra* credits.

Courses and personal work

Each course may be based on a textbook

- Preparation in advance
- In-class questions & discussions
- Further readings and work after each session
- Evaluation

- Resources:
 - Libraries, Internet, e-Learning...
 - Professors

PGE2 / PY modules

S3			S4		
Module	ECTS	Vol. H	Module	ECTS	Vol. H
Financial decisions	4	30	Intercultural management	4	30
Management control	4	30	Management of organisations	4	30
Strategic Marketing and planning	4	30	Strategy	4	30
Information Systems Management	4	30	Financial risk management	4	30
ARTEM Workshop	5	45	ARTEM Workshop	5	45
Specialisation 1	4	30	Specialisation 3	4	30
Specialisation 2	4	30	Complementary	4	30
Foreign language	1	15	Elective	1	15

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EXAMINATIONS

Examination rules



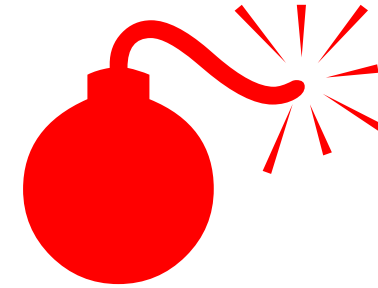
A module may organize several exams

- Continuous assessment, final exam (written or oral), report, participation... (cf syllabus)
- **One single grade per module**
- Disqualifying grade: 7/20
- Only professors can grade, and are fully responsible for grading

- Each semester is evaluated based on the average grade of its modules:
 - 10 out of 20 is not sufficient to pass
 - 🚫 Disqualifying grade + nbr of failed modules + absences + ...

- Retake (**In August, after Aug. 15th, usually**)

Plagiarism and fraud



Plagiarism is always a bad solution!

- **Plagiarism is:**
 - Copying / pasting some content without reformulating it
 - Not citing sources
 - Not quoting
- **Consequences**
 - Module invalidated, AND:
 - Disciplinary board

PGE's three quitus

**A quitus states that a mandatory activity
has been realized**


All quitus must be validated by the end of master 2

- **English proficiency:** you are proficient in business English
- **International experience:** part of your experience has been done abroad
- **Professional experience:** you are ready to join a company

English proficiency

Minimum score (toeic, toefl, or gmat)

- A minimal score is required for:
 - Graduating (for all students, except native speakers)
 - Being selected for UP academic semester
 - Accessing to ICN MSc
- You must anticipate:
 - Evaluate and adjust your level
 - Seriously prepare for the exam
 - Get some information about UP expectations



750 TOEIC
or
78 TOEFL
or
550 GMAT

English quitus

We demand a minimum grade

- **General TOEIC/TOEFL grades decrease → ICN reaction:**
 - Priority to English proficiency
 - New e-learning platform for self learning & testing
 - Practice & work as often as possible
 - Target imperatively the minimum required grade
- **The assessment board already strengthened its requirements:**
 - No more D.S. after two fails...
 - No more D.S. because of professional career start...
 - No more D.S. below a given grade (which increases each year)...

Professional quitus

Nine months of professional experience

- **We talk about « professional » experience:**
 - Various contracts are admitted: internship agreements, regular contracts, CDD, CDI, VIE, ...
 - Always with a prior, clear mission, validated by your supervisor.
- **Many constraints apply for Gap Year, in case of internship agreements:**
 - Must begin at the end of master 1
 - One single internship (max 6 months allowed)
 - Contact us for more information



International quitus

General case: one academic semester abroad

- **Many opportunities:** S4, G/Y, S5, S6.
But: *when done in a G/Y, no credits can be accumulated!*
- **Normally, as foreign students, or French students in Berlin, you have already validated this quitus!**

Semester evaluation

The 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 program

- **If required: the disciplinary board**
 - Regulations break
 - Inadequate behavior (school, internship, academic, ...)
 - Plagiarism, fraud

The assessment board

Common rules generally applied

- The general semester average will **not** determine the semester's validation
- The **total number of FAILED modules** will be the main criterion
- Grade levels are important, especially in specialization courses
- The assessment board takes into account **academic facts only**
- Students' non-academic (over)involvement will not be taken into account

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NEXT STEPS

Choices in Berlin

During PGE2, you will have to decide...

- In January (1st session, then in March for a 2nd selection session) :
 - **Academic semester abroad** in UP (G/Y or 3A)
- In March / April
 - Do you want to take a gap year?
 - Which kind of PGE3/MSc? Double degree? Academic semester?
 - Language course in PGE3

Selection process

Mainly based on academic facts

- **Selection criteria**
 - Academic results (choice of modules depending on the requested specialization)
 - Seats offered
 - *If required*, motivation or other information
- **Choice modification**
 - An exception, with good reasons
 - On authorization only (Pr + scholar + prog. dir.)
 - Request must be submitted after the the first session of the course.

End of PGE2

What to do during summer?

- **A short professional experience**
 - A must, if not already done during 1A
 - A must, if you do not choose to take a gap year
 - May be extended, in case of a gap year
- **Prepare some future academic semester abroad**
 - Cultural immersion
 - Language practice

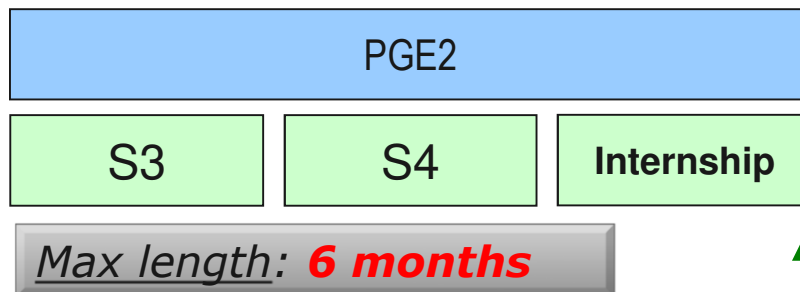
👉 **10 weeks minimum (3 months is better!)**

The gap year

What you should know about the G/Y

- **It's optional:**
 - You must apply during master 1 (around March)
 - Credits earned in G/Y cannot be taken into account for the master degree
- **Its content is (quite) free, with some limits:**
 - Internships are strongly regulated by the French Law:
 - OK, if linked to PGE2 (starts during master 1)
 - OK, if you validate 200 hours of training during G/Y (UP, e.g.)
 - One single internship, 6 months max, is allowed
 - ***But:*** this only applies for internship agreements. Any other form of contract is not subject to these constraints.

Internships in PGE2



Limit: Aug. 31st

PGE2 prof. experience (minimum 10 weeks) is important to:

- Validate a short experience (if not done before)
- Contribute to the required minimum of 9 months of prof. exp

Some rules:

- Do not choose a very short experience
- Do not change ending dates

Internships and gap year



At most one internship,
unless you take some additional courses

*Contact our
service carrières et stages
(SC&S)*

*Max length: **6 months***

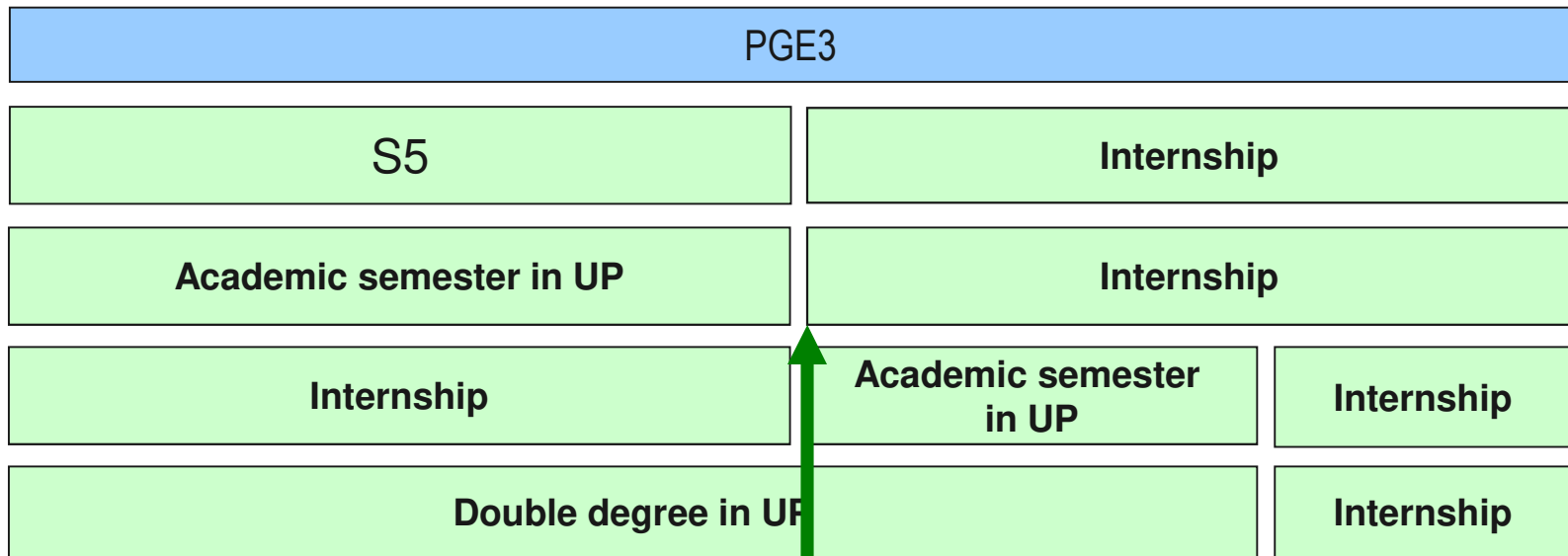
Limit: Aug. 31st

PGE3/MSc (M2) in Berlin

After PGE2 (M1) in Berlin

- **Best choice: complete your specialization here**
 - MSc Marketing and Brand Management
 - MSc Finance, Insurance, and Risk Management
- **Other opportunities**
 - MSc or certificate in Nancy, Chengdu, Paris...
 - Selection in UP, for 1 semester or 2 (double degrees)

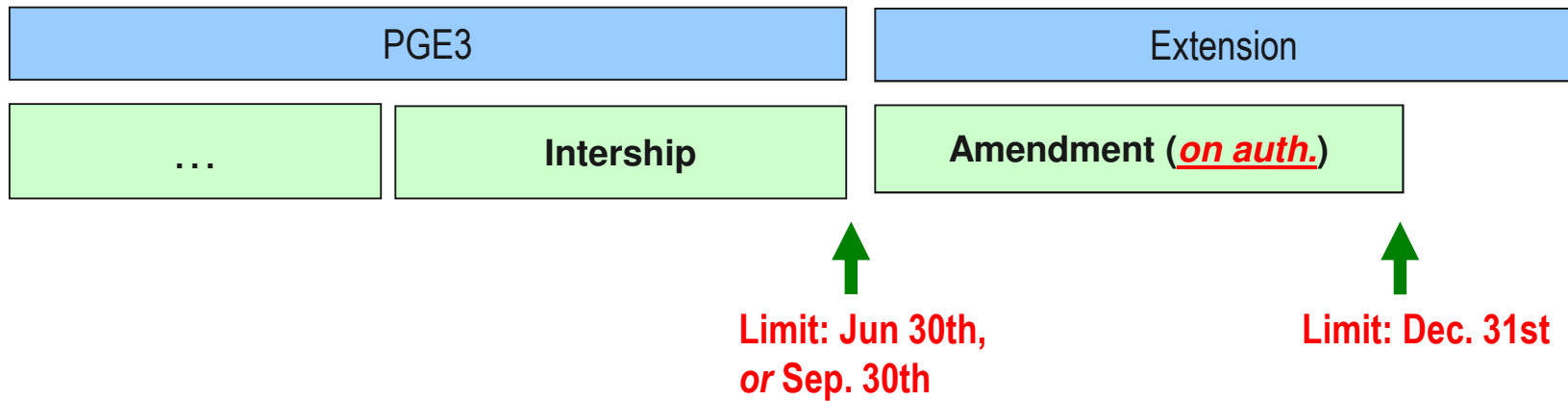
Internships in PGE3



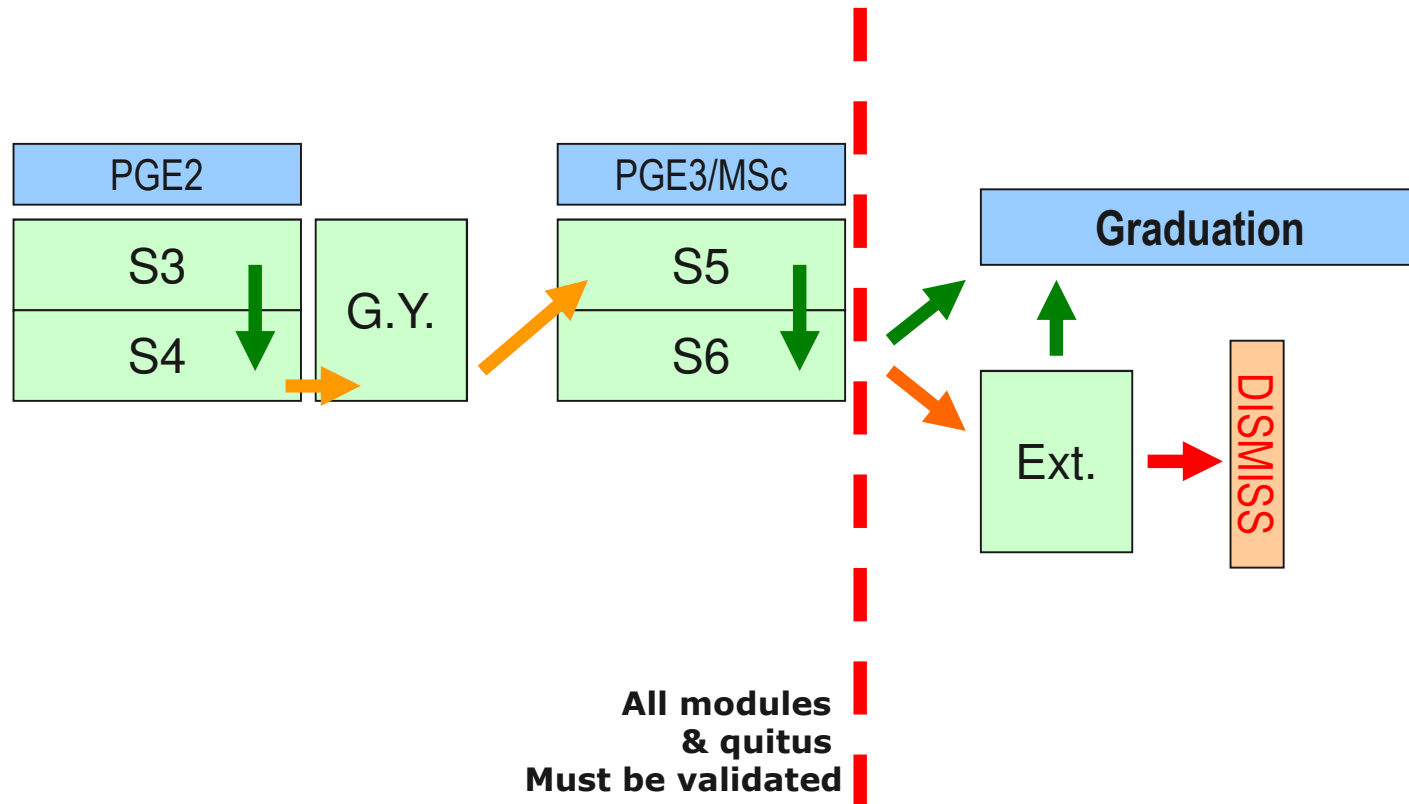
Starts before: Aug. 31th

Limit 1: Jun. 30th
Limit 2: Sep. 30th

Extension (PGE3+)



Longest degree course



Special personal projects

Entrepreneurial and/or Artem, according to your ambition...

- **Follow up of some PGE1 project, or start of a new project... You may take advantage of:**
 - Electives and learning agreements
 - Workshops, specializations, double degree, Artem courses choices...
 - Later on: adapted master thesis choice
 - Up to our « incubators », if necessary.

👉 Contact us for more information.

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WARNINGS

Quitus validation

Too often, a problem at the end of PGE!

- **Evaluate your situation** today!
- When do you satisfy to all required quitus?
- How?
- What time do you have to get prepared, apply, etc.
- Any alternate plan, just in case... ?

☞ Exceptions are now on really rarely granted by the assessment board. **DO NOT COUNT ON THEM!**

Contracting with companies

A strong commitment

- Commitment is very important, even if no contract has been signed yet.
- Do not chase many contracts in parallel, « cheating » companies
- Define precisely your mission, and ask your supervisor to validate it
- Do not end a contract by your own, without warning your supervisor, and SC&S
- The company that welcomes you also counts on you
- Do not end a contact for « personal reasons »
- ICN will keep a close watch on students / company relationships
- Never start a internship without a signed internship agreement (or other contract).

RUMORS...

The « former students told me that... » syndrome

- **Regulations do change**, but we inform you:
 - Consider MyICN, and look at our messages attentively
- **Assessment board decisions do change**, depending on results, ICN politics, ... You cannot anticipate, and compare with Year - 1
 - Do not believe all that students may say!
 - Just try to validate all modules and quitus!

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PRACTICAL INFORMATION

Professional experience validation

Simple rules to keep in mind:

- **EACH experience must be assessed separately**
 - Evaluated by school + enterprise
- **For each experience, you submit:**
 - A report, assessed by your supervisor
 - A self assessment, plus a synthesis
- **Prof'l Quitus validation**
 - At the end of the program, after examination of all internships.

Who's who / contacts

We are her to help you!

- Your supervisor, or Pr responsible for your specialization
- *Campus Director* : **Lena Scholtke** (Berlin)
- *Prog. Director*: **Gérald Duffing** (Nancy) – assistant: **Marie Forticaux**

Where to find information?

Mainly on MyICN

- **About our campuses and courses locations:**
 - ☞ Information on sites: MyICN
- **Course schedule**
 - MyICN
 - Updated regularly (unforeseen events may always occur!)
- **Communication rules**
 - MyICN: repository for almost all information you may need
 - Emails, with your ICN account: firstname.lastname@myicn.fr. **Manage your emails!**

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THANK YOU!

icn-artem.com