

ICN

**PARIS
NANCY
BERLIN**

CREACTIVE

BUSINESS

SCHOOL

MSc

PROGRAMS

WELCOME!

TO **icn business school ARTEM**.

Located on 3 campuses, Paris La Défense – Nancy – Berlin, ICN Business School Artem has been a leading business school since 1905 (ranked 12th best management school in France by the Financial Times in 2019). Enrolling on one of our courses is a step towards becoming a truly responsible manager. Open-mindedness, team spirit and commitment are core values shared by all our students, professors and staff.

Enrolling at ICN means:

- Joining a large family that offers you the support you need to embark on your career and become a **"CreaCtive Manager"**.
- Experiencing the Artem teaching method, based on a multidisciplinary approach that is unique in France, and hitting the ground running in the business world as a result.



↑ ICN Business School Artem has a 97,000 m² campus in Nancy

YOU TOO, JOIN OUR FAMILY!

TEAM SPIRIT

OPEN-MINDEDNESS

COMMITMENT

OUR ACCREDITATIONS AND CERTIFICATIONS



ICN has earned the prestigious EQUIS and AMBA international accreditations, and represents the benchmark for 'Grandes Écoles de Management' elite business schools. EQUIS validates the school's overall plan and strategy, while AMBA focuses on the quality of its Executive MBA program.



ICN obtained EESPIG (public interest private higher education institution) certification from the French government on 8 June 2016, as featured in the Official Bulletin on 7 July 2016.



Approved by the French Ministry of Higher Education: ICN is authorized to issue a diploma targeted by the Ministry of Higher Education and Research for its programs Bachelor in management (Bac +3) and Master in management (master's degree).



ICN is affiliated with the University of Lorraine and plays an active role in creating joint programs and double degrees with this university, as well as with ISAM/IAE and Mines Nancy.



ICN is a member of the management chapter of the Conférence des Grandes Écoles.



ICN is an ISO 26000 certified university that seeks to produce responsible managers, those who are committed to respecting humanity and the natural world while delivering results and profit.



The CEFDG (French national commission for the evaluation of training and qualifications in management) was created to monitor the quality of education offered by business and management schools and develop a European Higher Education Area. It also looks at the development of higher education management courses when compared to the existing range of higher education programs overall.



ICN is a member of two influential networks – AACSB International (Association to Advance Collegiate Schools of Business) and The Business Graduates Association – which connect leaders from business schools, companies and society in over 100 countries. These associations promote excellence in management training, innovation and engagement.

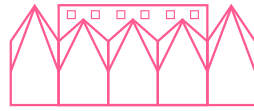
icn business school ARTEM

KEYFIGURES



3,000

students



3

campuses for the MSc:

Paris La Défense,
Nancy & Berlin



15,000

graduates



119

partner universities
worldwide



44

student
associations



30

years of one-on-one
support



130

business partners



110

members of
administrative staff



70

permanent professors and
70% come from abroad



20

associate professors



91%

of the permanent teaching
staff hold a PhD
and **50% come from
another country**



330

experts in their fields



15

databases, including
Bloomberg, Ebsco
and ABI Proquest



3

K'hub:
the 5.0 media library
in Nancy, Paris & Berlin



3 QUESTIONS

for **Maxime Koromyslov**,
Director of MSc Programs!

1 IN YOUR VIEW WHAT ARE THE 3 KEY STRENGTHS OF THE MSc PROGRAMS?

First and foremost, all our MSc programs are vocational: the course fast tracks the students' professional growth in various ways. We invite experts to share their experience with the students, include business projects as part of certain activities and also organize site visits. The degree ends with the completion of a work-related thesis and an extended final internship. The strong link between the academic and practical aspects of the course provides students with a "tool kit" that will bring them success in their future career. Developing these hard skills is one of our priorities.

Secondly, the **ARTEM teaching method**: our MSc programs follow a multidisciplinary approach and enable you to think outside the box and really broaden your horizons, whatever area you decide to specialize in. Your creativity will be unleashed!

Our MSc programs follow a multidisciplinary approach and enable you to think outside the box and truly broaden your horizons.

And finally, **our one-on-one support**: finding a job will primarily depend on soft skills, which you will have developed at ICN and will be able to demonstrate to future recruiters. When you enrol on one of our programs you will receive individual guidance provided by ICN Business School Artem's Careers and Internships Office and PEPS (Professional Experience and Personal Support).

2 WHAT'S NEW THIS ACADEMIC YEAR?

ICN Business School Artem already offers a wide range of MSc programs covering key management techniques and expanding sectors of the economy. Your professional goals will shape your study path. Innovation is one of the school's key strengths, which is why a new MSc will be launched at the start of the 2020 academic year: the MSc in Digital Transformation Management. This course will be taught in English on our Berlin

campus. The popular MSc in Luxury and Design Management will now also be offered on our Paris campus, in addition to our Nancy site.

3 HAVE YOU ANY ADVICE FOR FUTURE STUDENTS?

When entering the labour market, a candidate's expert knowledge and skills in a specific field (hard skills) are not enough – they also need concrete soft skills.

Be curious, open-minded and ready to take on new challenges!

These soft skills are honed throughout your career. Your success will depend on the educational path you decide to take, your personal and professional network and your personality. It helps to be curious, open-minded and ready to take on new challenges!



↑ All of our teaching and administrative staff look forward to welcoming you in September 2020!

7

good REASONS to join us!

1

ARTEM
20
ANS

THE ARTEM ALLIANCE: AN ALLIANCE UNIQUE IN FRANCE

Incorporating the Nancy School of Art, ICN Business School Artem and Mines Nancy, and first established in 1999, today, these three schools share the same 97,000 m² campus in Nancy. The campus is home to 3,500 students, 300 administrative and technical staff, and 153 lecturers and researchers as well as a university canteen, a media library and ultra-modern student accommodation. Artem is also a place for meetings and exchanges between student managers, engineers and designer artists. A real openness to the key!



↑ The 3 schools: ICN, Mines Nancy and ENSAD share the same 97,000 m² campus



2

INTERNATIONALLY RECOGNIZED

ICN is also 38% of foreign students who integrate our training. 70% of permanent professors are international. The geographic location of the historic campus in Nancy offers great internship opportunities in Luxembourg, Germany, Belgium or Switzerland. Without forgetting that ICN is also established in Berlin.



↑ International Forum and "Foire du Québec"

3

AN ACTION-ORIENTED EDUCATIONAL APPROACH

Depending on the course, you will be able to personalize your career path: projects, seminars, study tours, recognized external professional certifications (AMF, IRE ...), electives. Everything you need to refine your journey and build a unique profile.



4

ONE-ON-ONE SUPPORT FOR EACH OF OUR STUDENTS

ICN was one of the first schools to make one-on-one support a core feature of its courses, with 1 tutor per student, 1 professor for every 33 students and outdoor seminars. Finally, ICN campuses are easy to navigate, be it in Paris, Nancy, Berlin or Nuremberg.



5

EXCELLENT RELATIONSHIPS WITH THE CORPORATE WORLD

The aim: to transform ICN students into seasoned professionals who are ready for the workplace. During your time at ICN you will have access to workshops, the Career Center, fora and one-on-one meetings to help you plan your future career. Your international job hunt will be facilitated by ICN's location at the crossroads of Luxembourg, Germany, Belgium and Switzerland.

6

A SOCIALLY ENGAGED BUSINESS SCHOOL

ICN Business School Artem seeks to produce responsible managers who are committed to minimizing the negative and maximizing the positive impacts that their decisions and actions have on others and on their environment. ICN is one of the only business schools to be headed by a female dean, Florence Legros.

Women are also well represented in the business school's management, making up 74% of its Advisory Board and 60% of its Executive Committee. Sustainable development, corporate responsibility and INCLUSIVENESS are the cornerstones of the school's outlook.



7

STATE-OF-THE-ART CAMPUSES

Whether it's Paris la Défense, Nancy or Berlin, our campuses are in strategic locations close to business and economic hubs.

MANY MSC, **3 icn** CAMPUSES in EUROPE!

ICN Business School Artem is situated at the crossroads of **Belgium, Luxembourg, Germany and France**. It is ranked among the top business schools internationally and surrounded by the world's 20 strongest economies by GDP (source: IMF).



PARIS: CNIT LA DÉFENSE

ICN Business School Artem decided to open its Parisian campus in the heart of the La Défense district, alongside the head offices of major CAC 40 corporations.

La Défense in figures:

- ▶ Europe's largest business district,
- ▶ A site with over 3 million m² of office space,
- ▶ 3,600 businesses, including 15 of the world's 50 largest companies,
- ▶ 1,500 head offices,
- ▶ 180,000 employees,
- ▶ Europe's largest public transport hub with 500,000 passengers per day, 230,000 m² of shops including 130,000 in the Quatre Temps mall.



NANCY

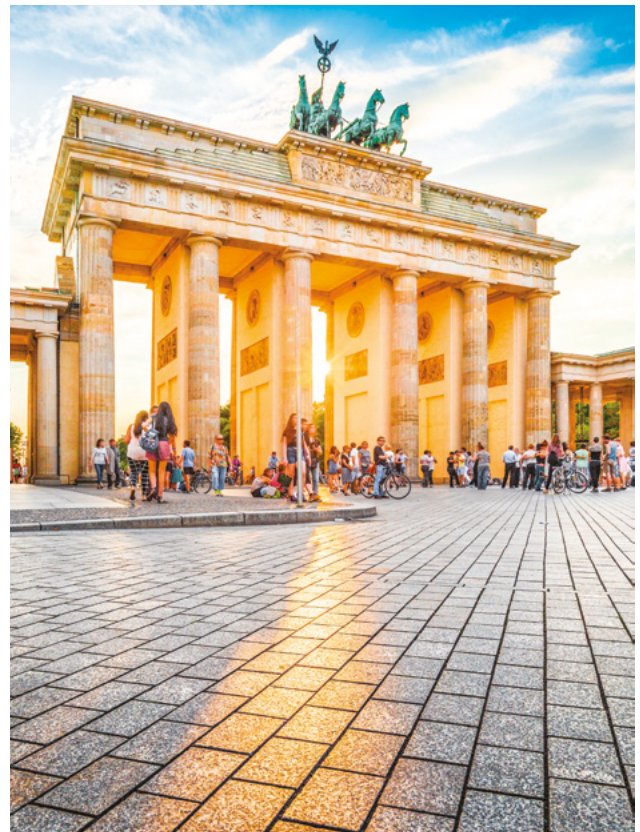
With almost 48,000 students (1 in 3 residents), Nancy has all it takes to make student life easy: free access to a vast array of museums and sports facilities, an efficient public transport system and a high number of university residences with accommodation costing less than many other major French cities. It also has a vibrant nightlife, with a wide selection of concert venues, bars and clubs right in the heart of the city! Situated just 1 hour 30 minutes from Paris, Nancy has preserved its Art Nouveau heritage. Place Stanislas, Place Carrière, Place d'Alliance and the Palais du Gouvernement are all included on UNESCO's World Heritage List.



↑ Our Berlin campus is located in a building designed by Jean Nouvel that also houses the Galeries Lafayette department store

BERLIN

ICN Business School Artem has opened a campus in Berlin, the capital of Germany and the country's largest city with 3.5 million inhabitants. Berlin shares all of ICN's values: it is a tolerant and multicultural city which is committed to tackling current and future challenges.



what is an **MSc** ?

MSc programs are high-level international master's courses (known as BAC+5 in France) with a professional focus that prepare students for a career in a specific profession, sector or field. With its locations in Paris, Nancy and Berlin, ICN Business School Artem offers students the chance to study on one of our three campuses, depending on their area of specialization.

ICN Business School Artem's MSc programs (level M2) span 2 or 3 semesters (for holders of a master's/Bac+4 degree or equivalent) and will help you to develop management skills in a spirit of open-mindedness, commitment and team spirit (the school's 3 values). You will also gain in-depth professional experience (with a specialist-subject thesis focused on your target profession/sector) and end your course with an extended internship within a company (work placement or contract).

If you have successfully completed a 3-year higher-education degree (Bac+3), you will need to undertake a preparatory year (level M1) before you can enrol on the MSc.

You can also study for your MSc as a double degree with our MBA program.

Contact us for more details!

HAVE YOU COMPLETED 3 YEARS OF HIGHER EDUCATION (BAC+3)? YOUR STUDIES WILL TAKE 2 YEARS (LEVEL M1 + LEVEL M2).

PREPARATORY YEAR FOR THE MSc/LEVEL M1 (60 ECTS)	MSc OF YOUR CHOICE/LEVEL M2 (60 OR 90 ECTS)
September → August	September → August (or December N+1)
Acquisition of management skills Prespecialization courses 3-month internship	Consolidation of management skills Acquisition of professional expertise Extended internship (minimum 5 months) + specialist-subject thesis

DO YOU HAVE A MASTER'S DEGREE (BAC+4/5 OR BAC+3) WITH EXTENSIVE WORK EXPERIENCE? YOU CAN MOVE DIRECTLY ON TO THE MSc (LEVEL M2)!

THE PROGRAM WILL RUN FOR 2 OR 3 SEMESTERS DEPENDING ON YOUR CHOSEN SPECIALIZATION.

2-SEMESTER PROGRAM

SEMESTER 1 (30 ECTS)	SEMESTER 2 (30 ECTS)	
September → December	January → February	March → August
Consolidation of management skills Acquisition of professional expertise	Internship (minimum 5 months) + specialist-subject thesis	

3-SEMESTER PROGRAM*

SEMESTER 1 (30 ECTS)	SEMESTER 2 (30 ECTS)	SEMESTER 3 (30 ECTS)
September → December	January → May	June → December N+1
Consolidation of management skills Acquisition of professional expertise		Internship (minimum 5 months) + specialist-subject thesis

MM



find your future **MSC!**

- 14** Audit (Nancy)

- 15** Creative and Cultural Industries Management (Nancy)

- 16** Digital Transformation Management (Berlin) **NEW**

- 17** Finance and Risk Management (Berlin)

- 18** International Business Development (Nancy)

- 19** International Management - MIEIX (Nancy-Bologne)

- 20** Luxury and Design Management (Nancy or Paris)

- 21** Marketing and Brand Management (Berlin)

- 22** Talent Management in Organisations (Nancy)





ADMISSION

- ▶ **4-year higher-education degree (BAC+4) or Master's in management** (with a proficiency in accounting, management control and finance)
- ▶ **3-year higher-education degree (BAC+3)** with extensive work experience in these fields
 - ▶ Proficiency in English essential
 - ▶ Selection based on an application form and interview
- ▶ **3-year higher-education degree (BAC+3)**, you can apply for the preparatory year then take your MSc over 2 years

DURATION

2 semesters
(1 year including an internship of at least 5 months)

LANGUAGE

🇬🇧 English

THE 3 KEY STRENGTHS

A course that delivers in-depth knowledge in external and internal auditing as well as internal control, enabling graduates to quickly secure positions in these fields.

A course that allows students to take a step back and develop their critical thinking skills in a work environment.

A course that tackles the very latest challenges, regulations and changes that auditors will face.

COURSE LOCATION

ICN Nancy Artem campus

CONTACT

French candidates

Admissions
+33 (0)3 54 50 25 38
admissions@icn-artem.com

International candidates

International relations office
+33 (3) 54 50 25 25
studyabroad@icn-artem.com

PROGRAM OBJECTIVES

Upon completion of this course, students will be able to both interpret and understand the specific features of: international accounting standards (consolidation and IFRS standards); the audit process and the role it plays within governance mechanisms; and the core aspects of internal control and fraud as well as the current issues affecting both.

PROGRAM MODULES

This audit course looks at both the auditor's traditional role and how this has evolved in an ever-changing environment. It teaches students about international accounting standards in line with the different existing frameworks, as well as about international auditing standards, compliance and professional ethics, governance, internal control and offers a basic grounding in fraud and cybersecurity concepts. The notions that underpin audit and governance are discussed with practical examples of audit techniques and work programmes used to illustrate how these are applied in real-life situations. The program draws on case studies as well as professional and academic articles for discussion and analysis. This course prepares students to take on roles as external and internal auditors, work on large accounts for the Big 4 accounting firms or as in-house auditors for major listed companies. Students who complete the course satisfy the requirements to work as auditors in Luxembourg.

- ▶ Group accounts in an international setting
- ▶ Audit, governance, and internal control
- ▶ External and internal auditing
- ▶ Advanced IFRS standards
- ▶ External and Internal Audit (Advanced)
- ▶ Audit, Frauds and Cyber threats
- ▶ Bankruptcy law
- ▶ Specific Challenge IT/Cyber/Audit in partnership with PwC Luxembourg

CAREER OPPORTUNITIES

- ▶ Statutory Auditor (The "Big 4" audit and consultancy firms)
- ▶ Internal Auditor (listed companies, family businesses, the "Big 4" audit and consultancy firms)
- ▶ Compliance Officer
- ▶ Forensic Auditor

A FEW OF OUR BUSINESS PARTNERS

- PwC Luxembourg
- KPMG Luxembourg
- Deloitte Luxembourg
- Ernst & Young Paris
- Roquette group
- Pomona group



The teaching was of exceptionally high quality and it provided me with in-depth, comprehensive knowledge of the auditor's role. Students on the program require a high level of accuracy and analytical skills as well as a strong sense of curiosity. This helps them gain an insight into a wide range of subjects, from the principles behind internal and external audits, fraud, and more. I greatly enjoyed the interactive nature of the case study sessions, when we worked in small groups on specific audit issues. I also really appreciated the lecturers' help with finding an internship and employment, and their support upon graduation. I highly recommend this program because the tutorials and real-life case studies helped me to quickly get up to speed when I worked in the internal audit department of a major corporate during my final internship, as well as in my current role at an audit firm.

Marion Tellechea

Senior Advisor - PwC Luxembourg



CREATIVE AND CULTURAL INDUSTRIES MANAGEMENT **nancy**


ADMISSION

- ▶ **4-year higher-education degree (BAC+4) or Master's in management** (with a proficiency in accounting, management control and finance)
- ▶ **3-year higher-education degree (BAC+3)** with extensive work experience in these fields
- ▶ Selection based on an application form and interview
- ▶ **3-year higher-education degree (BAC+3)**, you can apply for the preparatory year then take your MSc over 2 years

DURATION

2 semesters
(1 year including an internship of at least 5 months)

LANGUAGE

 English

THE 3 KEY STRENGTHS

An immersive educational approach that places an emphasis on interaction between students and teaching staff. The course is taught via tutorials, visits, practical workshops and entrepreneurial projects.

A vocational course that boosts the students' professional development by inviting experts from the arts and cultural sectors in to share their experience.

A course that is fully in line with the school's ARTEM principles that promote creativity, the ability to develop original ideas and appreciate cultural diversity.

COURSE LOCATION

ICN Nancy Artem campus

CONTACT

French candidates

Admissions
+33 (0)3 54 50 25 38
admissions@icn-artem.com

International candidates

International relations office
+ 33 (3) 54 50 25 25
studyabroad@icn-artem.com

PROGRAM OBJECTIVES

- ▶ Learn to tackle the specific challenges faced by the media and creative industries.
- ▶ Develop a holistic overview of the actual issues that impact these industries.
- ▶ Acquire solid managerial skills.

The media, cultural industries and the art world are taking on an increasingly professional dimension: this course develops the management skills that are essential for those seeking to further professionalize these industries.

PROGRAM MODULES

The course covers a wide range of disciplines, from strategy to marketing, managing creativity and talent, project management to intellectual property rights, while also considering how digital is impacting companies that operate in the creative and arts sectors. In this course, the final seminar on management of the creative and cultural industries is particularly important, as students are given a project that is based on an actual managerial problem (examples: Musée de la Cour d'Or de Metz, Sony Music Entertainment, Auditorium du Louvre, etc.)

CAREER OPPORTUNITIES

One of the main aims of this program is to provide students with the skills they need to work in the creative industries. The management skills that they will acquire will enable them to work in middle to senior management positions in theatre companies, museums, sports centres, art galleries, tourist attractions and production companies.



↑ Lorraine National Opera – Nancy

A FEW OF OUR BUSINESS PARTNERS

- American Center for Culture and Arts Paris
- Art work Luxembourg
- Auditorium du Louvre
- Ensemble Dialogos – Paris
- Leonart – Nancy
- Musée de la Cour d'Or – Metz
- Nancy Tourist Office
- Nancy Opera
- Sony Music Entertainment

Examples of typical positions

- ▶ Entrepreneur
- ▶ Business Developer
- ▶ Theatre or Opera House Director
- ▶ Brand Marketing Director
- ▶ Cultural Policy Manager for a museum
- ▶ Sponsorship Manager for a music festival
- ▶ Video Game Manager
- ▶ Cultural or Sports Event Organization Manager



I followed a literature path during my previous studies, so the option to take a “Creative and Cultural Industries Management” course at ICN was a key reason for choosing this school. One of the strengths of this particular program is that it brings in people who have worked in the cultural sector. They are able to share their experiences and offer us specific advice, helping us understand how the cultural sector operates. We were tasked with running projects from start to finish. This is the best way to learn and get to grips with actual issues faced by people who work in this sector.

Aurélia Pogorzelski, Policy Officer,
Alliance Française (Johannesburg)



digital TRANSFORMATION MANAGEMENT

berlin **NEW**

ADMISSION

- ▶ **4-year higher-education degree (BAC +4)** or **Master's**
- ▶ **3-year higher-education degree (BAC +3)** with extensive work experience
- ▶ Selection based on an application form and interview
- ▶ **3-year higher-education degree (BAC+3)**: 2-year study path. Prior enrolment in one of the following MSc preparatory year courses: "Digital Management" in Paris (taught in French) or "Marketing and Brand Management" in Berlin (taught in English), before enrolling on the MSc in Berlin.

DURATION

2 semesters
(1 year including an internship of at least 5 months)

LANGUAGE

🇬🇧 English

THE 3 KEY STRENGTHS

ICN's proven and recognized expertise in the digital sector.

Quality and diversity of the program with teaching offered by professors and those from the world of business.

One-on-one support for students to help them find a job once they graduate.

COURSE LOCATION

ICN Berlin campus

CONTACT

French candidates

Admissions
+33 (0)3 54 50 25 38
admissions@icn-artem.com

International candidates

International relations office
+ 33 (3) 54 50 25 25
studyabroad@icn-artem.com

PROGRAM OBJECTIVES

- ▶ Teach executives a broad range of digital sector skills, essential for managers in today's companies and industries (4.0).
- ▶ Provide students with the specific skills on disruptive technologies already employed by these pioneering businesses (artificial intelligence, blockchain, etc.).
- ▶ Produce responsible and creative managers who have mastered the core elements of digital and the tools used within a corporate setting.

PROGRAM MODULES

The program combines a variety of teaching methods and activities that allow students to tackle issues such as:

- ▶ Digital transformation of companies, digital strategy, leading a transformation project, change management
- ▶ Enterprise 4.0, industry 4.0, services 4.0 (impacts of digitalisation on the different sectors of activity and work and the new digital professions)
- ▶ New digitally-driven business models
- ▶ Disruptive technologies (cloud, big data, connected objects and IoT, AI, blockchain, etc.) and their value within companies
- ▶ Digital issues: digital law, ethics, data privacy and security, trust, corporate cybersecurity, focus on GDPR
- ▶ Start-ups, entrepreneurship/business transfer/intrapreneurship in the digital sector
- ▶ Digital marketing, social media, ecommerce/ m-commerce, user experience, international dimension
- ▶ Data and how it is used (big data, analytics, etc.)
- ▶ Technical IT skills (coding)
- ▶ Creative thinking (ICN's speciality!): creativity, innovation, agile and collaborative methods, soft skills
- ▶ Digital project throughout the course allowing students to work autonomously on a specific problem



finance and risk MANAGEMENT **berlin**

ADMISSION

- ▶ **4-year higher-education degree (BAC+4) or Master's in management** (with a proficiency in accounting, management control and finance)
- ▶ **3-year higher-education degree (BAC+3)** with extensive work experience in these fields
 - ▶ Proficiency in English essential
 - ▶ Selection based on an application form and interview
- ▶ **3-year higher-education degree (BAC+3)**, you can apply for the preparatory year then take your MSc over 2 years

DURATION

2 semesters
(1 year including an internship of at least 5 months)

LANGUAGE

 English

THE 3 KEY STRENGTHS

An understanding of the finance industry as a whole and how the different financial structures interact.

A focus on operational issues and new financial technology in France.

The behavioural elements that are incorporated at all levels, and finance's geopolitical dimension, unique to this sector.

COURSE LOCATION

ICN Berlin campus

CONTACT

Candidats français

Service admissions / concours
+ 33 (3) 54 50 25 38
admissions@icn-artem.com

Candidats internationaux

International relations office
+ 33 (3) 54 50 25 25
studyabroad@icn-artem.com

PROGRAM OBJECTIVES

The MSc in Finance and Risk Management trains specialists in the finance industry and financial geopolitics. Most Master's in Finance courses offer either training in the financial markets or corporate finance. The MSc has been designed to fill a niche – in the finance industry – with an emphasis on operational and behavioural issues as well as the strategic location of financial vehicles. The program also looks at the interaction between different financial institutions, with a focus on the emergence of Fintech, Cyber Finance and changes in decision-maker behaviour. Once they have completed the program, students will understand the different business models and be prepared for employment in a variety of financial sectors: banks, funds, hedge funds, insurance and the strategic consultancy sector.

PROGRAM MODULES

The program is built around four major module blocks which are designed to produce experts in Finance and Risk Management with an emphasis on the finance sector and financial geopolitics.

Financial Economics, Valuation and Risk Management

This block of modules provides students with a mastery of the financial economics, valuation and risk management tools they need to take the more advanced finance modules. The modules cover portfolio theory, standard derivatives valuation tools and asymmetric information problems. Issues around risk measurement and assessment as well as the aggregation of risks in different sectors of the financial industry are covered. Students learn how to implement a risk management process within a financial institution.

Business Models and Risk Management of the Financial Industry

This block of modules provides an understanding of business models in the financial industry and how these have evolved in recent years, in particular changes among the insurance, banking and funds sectors and the impact of new Fintech tools. Students learn how the industry is adapting to different types of risks, technological changes and regulation. The focus is on the emergence of new systems such as "Shadow Banking" and "Shadow Insurance" as well as location strategies.

Behavioural Finance and the Architecture of Finance

This block of modules analyzes the entire financial industry, i.e. funds, banks, insurance and trading platforms, through the lens of recent developments in behavioural economics. The focus on behavioural economics makes this a truly innovative module.

Geopolitics of Finance and Cyber Finance

This block of modules is unique in that it seeks to develop the strategic skills required to locate financial vehicles. It also covers recent developments in cyber finance and the microstructure of financial markets, which have become key vectors of risk and influence.

CAREER OPPORTUNITIES

- ▶ Risk advisory consulting
- ▶ Managing risk in the fund industry
- ▶ Specialists in structured hedge fund products
- ▶ Private equity fund analysts
- ▶ Private banking and asset manager
- ▶ Bank consulting
- ▶ Financial sector strategic consultancy
- ▶ Cyber finance consultant

A FEW OF OUR BUSINESS PARTNERS

- Ernst & Young Luxembourg
- Farad Group Luxembourg
- Alter Domus Luxembourg
- AM Best Products and Services Europe



A well-designed course tailored to students interested in the growth of the banking and fund market. The tutorials gave me the tools and skills I needed to work in the consultancy sector, advising key Benelux Private Equity companies on the strategic challenges and operational issues that they currently face.

The way the course is structured and run by the first-rate teaching staff, as well as its international environment, are crucial to the students' personal development.

I highly recommend it!

Rossella D'Amico

Strategy Regulatory and Corporate Finance analyst, Deloitte (Luxembourg)

INTERNATIONAL BUSINESS DEVELOPMENT

nancy


ADMISSION

- ▶ **4-year higher-education degree (BAC+4) or Master's**
- ▶ **3-year higher-education degree (BAC+3)** with extensive work experience in these fields
 - ▶ Proficiency in English essential
 - ▶ Selection based on an application form and interview
- ▶ **3-year higher-education degree (BAC+3)**, you can apply for the preparatory year then take your MSc over 2 years

DURATION

2 semesters
(1 year including an internship of at least 5 months)

LANGUAGE

 English

THE 3 KEY STRENGTHS

A course taught by a specialized and highly-qualified teaching staff, including professionals with an international business background.

Links with companies who operate on an international scale (e.g.: The Lorraine Exporters Club).

Practical experience of the corporate environment, with site visits, meetings with professionals from the sector and an extended final internship (5 months).

COURSE LOCATION

ICN Nancy Artem campus

CONTACT

French candidates

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PROGRAM OBJECTIVES

The program has four main thrusts and enables students to:

- ▶ Understand, analyze and leverage cultural differences in the workplace to acquire high-level skills in international negotiations (import and export).
- ▶ Master the European business world, as well as international trade techniques.
- ▶ Implement and run international development projects.
- ▶ Identify and evaluate international business opportunities.

PROGRAM MODULES

The program is split into modules that allow students to acquire international trade and negotiation techniques and discover which regions of the world have the greatest business potential:

- ▶ International Practice
- ▶ International Sourcing & Logistics
- ▶ International Commerce
- ▶ International Negotiation Techniques
- ▶ Export Project and Strategy
- ▶ Advanced Negotiation
- ▶ Business Development and Business Plan
- ▶ Developing Business

CAREER OPPORTUNITIES

- ▶ Export Department Manager
- ▶ Export Zone Manager
- ▶ Export Development Manager
- ▶ International Negotiator, Import and
- ▶ Export Operations Specialist
- ▶ Entrepreneur



A FEW OF OUR BUSINESS PARTNERS

- Saint-Gobain PAM, Pont-à-Mousson
- Rehau, Morhange
- FE Group, Flavigny sur Moselle
- Ets Moine, Xertigny
- CCI International, Lorraine
- Helvetia Assurances, Colmar



The IBD MSc was an extremely rewarding year for me that broadened my horizons and widened my knowledge base, mainly due to the unique nature of the course and the high quality of teaching. This degree also introduced me to international trade and exposed me to cultural differences, which have an important impact on trade negotiations between countries.

Amandine Dabrowski
IBD MSc graduate

INTERNATIONAL MANAGEMENT (MIEX)

nancy (s1) - bologna (s2)

IN COOPERATION WITH MGIMO (RUSSIA),
LA SALLE (MEXICO), ECUST (CHINA), UFRGS
(BRAZIL) AND ICN BERLIN (GERMANY)

ADMISSION

- ▶ 4-year higher-education degree (BAC+4) or Master's
- ▶ 3-year higher-education degree (BAC+3) with extensive work experience in these fields
- ▶ Proficiency in English essential
- ▶ Selection based on an application form and interview

DURATION

2 years (M1 + M2)

LANGUAGE

🇬🇧 English

THE 3 KEY STRENGTHS

The program boasts a strong international dimension thanks to partner universities in Europe, Asia and Latin America, students from diverse backgrounds and the faculty's cosmopolitan teaching staff who are passionate about teaching and research.

The program's content provides the essential knowledge for anyone who is looking to embark on an international career, with an emphasis on international management methods and tools as well as personal and professional development.

A course accredited by the Conférence des Grandes Écoles and recognized as one of the top international management programs.

CONTACT

French candidates

Admissions
+33 (0)3 54 50 25 38
admissions@icn-artem.com

International candidates

International relations office
+ 33 (3) 54 50 25 25
studyabroad@icn-artem.com

Program Director:

Kamel Mnisri

PROGRAM OBJECTIVES

Prepares students to work in companies that are either involved in international trade or looking to expand abroad. The MIEX course is an international and multicultural learning experience designed to provide students with a global perspective of the business world and familiarize them with international management methods and tools.

PROGRAM MODULES

The 1st year modules are compulsory for all students and focus on disciplines that develop the technical skills they need in international situations (negotiation, strategy, team management, finance, economics, etc.).

The 2nd year modules vary depending on where the students decide to spend this year abroad (Berlin, Moscow, Mexico, Porto Alegre or Shanghai). The content builds on the 1st year and addresses international management disciplines by focusing on the target region (Doing business in China, Doing business in Latin America, Doing Business in Europe).

CAREER OPPORTUNITIES

- ▶ International Strategy Consultant
- ▶ International Business Development Manager
- ▶ Account Manager
- ▶ International Business Manager
- ▶ Business Partners Manager
- ▶ Entrepreneur

A FEW OF OUR BUSINESS PARTNERS

- Accenture
- Arcelor Mittal
- Barilla
- Calzedonia
- Ducati
- Ferrero
- Ficosà
- Gazprom
- MaxMara
- P&G
- Pirelli
- Thyssenkrupp

COURSE LOCATIONS

1st year

Campus ICN Nancy Artem
86 rue Sergent Blandan
54000 NANCY

&

Bologna University - Italy

2nd year

Choose from the following institutions:

MGIMO – Russia
La Salle- Mexico
ECUST- China
UFRGS – Brazil
ICN Business School Berlin – Germany



The MIEX program gives students the unique opportunity to live in three different countries and flourish in a multicultural environment. It is an incredible and rewarding academic and personal experience that allows students to approach their future international career with confidence, safe in the knowledge that they are highly adaptable, very open-minded and have developed a broad overview of other cultures.

I'm very proud to have obtained this triple degree and to belong to the MIEX community. I have developed greatly both personally and professionally.

Océane Bouyer

Product Manager Retail Operational
Marketing – L'Occitane en Provence

luxury & design MANAGEMENT PARIS-NANCY


ADMISSION

- ▶ **4-year higher-education degree (BAC+4) or Master's**
- ▶ **3-year higher-education degree (BAC+3)** with extensive work experience in these fields
 - ▶ Proficiency in English essential
 - ▶ Selection based on an application form and interview
- ▶ **3-year higher-education degree (BAC+3)**, you can apply for the preparatory year then take your MSc over 2 years

DURATION

3 semesters (including an internship of at least 5 months)
Paris campus: 3 days in school (Monday to Wednesday)/ Option to spend 3 days working in a company*

LANGUAGE

 English

THE 3 KEY STRENGTHS

A multidisciplinary course that draws on the ARTEM alliance to expose students to luxury marketing and also product design, development and manufacture.

A course that ensures students are prepared for a career in this sector thanks to the involvement of various industry professionals and the vocational aspect of the activities on offer (workshops, projects and company visits).

A course accredited by the **Conférence des Grandes Écoles** and recognized as one of the **top luxury management programs**.

COURSE LOCATIONS

Nancy or Paris campuses

CONTACT

French candidates
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 +33 (0)3 54 50 25 38
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International candidates
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PROGRAM OBJECTIVES

The course is designed to produce multi-talented executives who are able to enter the luxury industry (products and services) with a far-reaching and holistic vision of this sector.

Specifically, course students will be able to:

- ▶ Broaden their knowledge of the luxury sector's key international markets.
- ▶ Understand the complex nature of the "luxury" segment, its key players (large corporations and sub-contractors) and the steps taken to preserve the expertise that is vital for this industry.
- ▶ Develop an awareness of the key role creativity and design play in this sector.

PROGRAM MODULES

The program is split into modules that enable students to keep track of the process used to design, manufacture and launch a product or service from start to finish. The course also covers the luxury industry's key international markets and its most important sectors. Last but not least, special emphasis is placed on providing students with everything they need to find a job in this industry, with "How to succeed in job interviews" and "How to build a career in the luxury industry" workshops.

Module overview:

- ▶ Managing Luxury Production and Design (Product and Pricing Policy, Conception and Product Design, Materials and Manufacturing Techniques, Workshop "Design your Product")
- ▶ Managing Luxury Distribution (Luxury Distribution Strategy, Store Design, Workshop « Design your Store »)
- ▶ Managing Luxury Communication (Luxury Communication Strategy, Workshop « Design your Story »).
- ▶ Luxury Markets: Mature (Europe, USA and Japan) and Emerging Markets (BRICS)
- ▶ Luxury Sectors: Fashion, Wines and Spirits, Perfumes and Cosmetics, Watchmaking et Jewellery, Hospitality, Mobility.



The MSc in Luxury and Design Management enabled me to channel my passion for leatherwork during my final internship at Maison Louis Vuitton. The specialization provided by the MSc played a key role in my being selected by the Maison, as did my experiences abroad. This internship gave me the chance to prove myself and continue on this trajectory since I am now Head of Leatherwork for the Menswear Fashion Show reporting to Virgil Abloh, an exciting role at the heart of the fashion and luxury world.

Constance Martel
 Head of Leatherwork for the Menswear Fashion Show and Collections | Louis Vuitton

CAREER OPPORTUNITIES

- ▶ Product Manager
- ▶ Product Development Manager
- ▶ Project Manager
- ▶ Quality/After-Sales-Service Manager
- ▶ Customer Relations Manager
- ▶ Style Coordinator
- ▶ CRM Manager
- ▶ Sales/Store Manager
- ▶ Retail Coordinator
- ▶ Visual Merchandiser
- ▶ Buyer
- ▶ Communications Manager
- ▶ Recruitment Manager
- ▶ Consultant

A FEW OF OUR BUSINESS PARTNERS

- Louis Vuitton
- Dolce & Gabbana
- Chanel
- Cartier
- Montblanc
- ST Dupont
- Boucheron
- Diptyque
- Swarovski
- Baccarat
- Daum
- Make up for ever
- Le Plaza Athénée
- Printemps Haussmann
- Galeries Lafayette Haussmann
- Vaucher
- Cristal Saint-Louis
- Girard-Perregaux
- Parmigiani
- Le Mandarin Oriental...

MARKETING AND BRAND MANAGEMENT

berlin

ADMISSION

- ▶ **4-year higher-education degree (BAC+4) or Master's**
- ▶ **3-year higher-education degree (BAC+3)** with extensive work experience in these fields
- ▶ Selection based on an application form and interview
- ▶ **3-year higher-education degree (BAC+3)**, you can apply for the preparatory year then take your MSc over 2 years

DURATION

2 semesters
(1 year including an internship of at least 5 months)

LANGUAGE

 English

THE 3 KEY STRENGTHS

Meets the needs of companies seeking new and innovative ideas. Combines the theoretical and creative aspects of marketing and branding. Students apply the conceptual framework to real-life projects with the help of professionals from the world of business.

For a marketing professional in a multicultural company, this is a truly unique personal and professional experience.

The multidisciplinary approach is the ARTEM alliance's key strength, especially in an international context, and one that helps students move beyond the traditionally discipline-based management framework.

COURSE LOCATION

ICN Berlin campus

CONTACT

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International candidates

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PROGRAM OBJECTIVES

Once they have completed the course, MSc in Marketing and Brand Management graduates will be able to identify ways to build the company's brand capital and implement a strategy within a multidisciplinary and/or multicultural context. They will also be able to draw on their aesthetic training as a source of creativity when making branding decisions.

PROGRAM MODULES

The program is split into modules that enable the students to:

- ▶ Explore new challenges in brand management that incorporate sustainable development issues and ethics (Sustainable Brands and Ethics)
- ▶ Analyze the effectiveness of a brand strategy based on facts and data (Brand Performance)
- ▶ Understand the sectoral differences in brand management, drawing on the luxury and fashion sector with its complex management of brand identity in terms of ethics and aesthetics and its intercultural dimension (Luxury and Fashion Business). The course will also look at other sectors such as the automotive industry, banking, electronics, aerospace and biomedicine, among others (Special Topics in Marketing).
- ▶ Explore the specific features of media and non-media communication by examining the most effective ways to implement an online communication strategy (Digital Strategy and Social Media) or plan an event from start to finish and evaluate its success: organizing successful events, logistics, marketing, human resources management and sponsorship (Event Planning and Sponsorship).
- ▶ Express their creativity by exploring theory, visual examples and experimentation in the field of art and brand communication (Visual Identity and Composition) and by launching their innovative projects with creative professionals as part of a communication strategy. Finally, there is also an emphasis on entrepreneurship (Start-up Development).

CAREER OPPORTUNITIES

This program prepares students to take on the following international roles in BtoC or BtoB markets:

- ▶ Global Brand Manager
- ▶ Product Manager
- ▶ Marketing Manager
- ▶ Brand & Marketing Consultant/Analyst

A FEW OF OUR BUSINESS PARTNERS

- Adidas
- Brand Trust
- GFK
- Puma
- VOK DAMS worldwide



The MSc in Marketing and Brand Management course was the perfect springboard for my career. The strong emphasis on theory and practice was a real asset. Consumer analytics, event planning, luxury and fashion business, social media communication, among other subjects help students to learn the core principles of marketing and embark on an international career in the sector that they are interested in. The classes were small and well supervised. After graduation, I went on to work in the international head offices of Puma and Swarovski.

Anissa Heddouche
Product manager, Spadel



TALENT MANAGEMENT in ORGANIZATIONS

nancy


ADMISSION

- ▶ **4-year higher-education degree (BAC+4) or Master's degree (BAC+3)** with extensive work experience in these fields
- ▶ Selection based on an application form and interview
- ▶ **3-year higher-education degree (BAC+3)**, you can apply for the preparatory year then take your MSc over 2 years

DURATION

2 semesters
(1 year including an internship of at least 5 months)

LANGUAGE

 English

THE 3 KEY STRENGTHS

Varied and innovative teaching methods.

Course content is updated each year and focuses on current human resources and organizational theory issues.

A team of committed and dynamic professors and guest speakers.

COURSE LOCATION

ICN Nancy Artem campus

CONTACT

French candidates

Admissions
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International candidates

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PROGRAM OBJECTIVES

This program produces managers who can:

- ▶ Identify, analyze and accurately diagnose an organization's strategic problems.
- ▶ Develop viable and consistent solutions alongside key stakeholders.
- ▶ Implement these measures via the management of people and processes.
- ▶ Foster a diverse, open and accountable approach to talent management in today's organizations.

PROGRAM MODULES

Project management, team building, developing and implementing strategic change management projects as well as developing human resources management practices and policies require a thorough understanding of organizational behaviour and the challenges that leaders face when managing people in an ever-changing business environment. This course seeks to address these challenges by providing a comprehensive insight into how organizations work and the importance of talent management. Students will discover that managing organizations and talent requires responsible measures based on creative and rational initiatives. In this MSc, the emphasis is not only on working individually, but also on engaging with your peers through class discussions and group work, as well as with your professors and guest speakers, to develop a team spirit and sense of partnership. The program will prepare students for jobs that call for a multidisciplinary overview of an organization, such as strategic development, auditing, consulting, project management, knowledge management or the broad field of human resources management. It also prepares students who wish to start their own business and provides support for projects from an organizational/personal point of view.

Other examples of the modules on offer include:

- ▶ HR Administration and Labour Law
- ▶ Advanced Organization Behaviour
- ▶ Talent Management
- ▶ Organizational Restructuring
- ▶ The Dark Side of HRM
- ▶ Sustainable HRM
- ▶ HR Auditing

CAREER OPPORTUNITIES

- ▶ HR Project Manager (diversity awareness, event management, international training, etc.)
- ▶ Organizational Consulting Manager
- ▶ Recruitment Manager
- ▶ HR Administration Manager
- ▶ Internal HR Auditing manager
- ▶ CSR Project Manager
- ▶ Project Manager in Non-Governmental Organizations

A FEW OF OUR BUSINESS PARTNERS

- Agence Française de Développement
- Easy Recrue
- FACE
- Jeune Chambre Économique
- MANPOWER
- RTE CFDT
- Talentreveal
- TomorrowJobs



I found the Talent Management in Organizations course rewarding because it went beyond purely HR-related subjects. We covered a wide range of topics, which helped me understand the strategic issues behind effective talent management. I now work as a recruiter and these subjects are still very relevant because a successful new recruit is about more than just a CV. I recommend this course to anyone who is interested in this area and wants to learn more about talent pooling and management.

Noémie Plaisance

HR Consultant, The Recruiter, Luxembourg



MEET & SHARE!

Joining the **ICN Business School Artem family** opens the door to **15,000 national and international ICN Alumni graduates** and a wealth of future career opportunities. We offer an online directory for one-to-one communication, industry specific professional events and groups for networking, clubs where you can meet others who share your passions, contact with regional and international ambassadors...a wealth of opportunities to obtain **tailored advice** and **raise your profile** amongst graduates in influential positions.

LIVE THE ICN ALUMNI ADVENTURE THROUGH OUR CLUBS AND GROUPS!

GROUPS

- ▶ Banking & insurance
- ▶ Growth, green energy & CSR
- ▶ Paris entrepreneurs
- ▶ Nancy entrepreneurs
- ▶ Well-being
- ▶ Mobility
- ▶ Luxury
- ▶ Human resources
- ▶ Culture & media
- ▶ Finance

CLUBS

- ▶ Paris Oenology
- ▶ Paris Running
- ▶ Blue LGBT+

AMBASSADORS

Meet our 70 regional, international and business ambassadors.

MEET OUR ICN ALUMNI!

Are you a member? Join the network at www.alumnin.com or via **the mobile app**.

Or contact us at contact@alumnin.com

↓ Students meet with *Matthieu Dussovillez, Alumni (Master in Management 2010) and Director of the Lorraine National Opera in Nancy*



↑ *Apéritif Alumni event with Léopold Huriet, Agency Manager at Versusmind!*

VALUED BUSINESS PARTNERS



We have worked with ICN Business School Artem ever since Auchan arrived in Nancy. Each year we offer 400 internships and as many work-study contracts across France for bachelor's and master's degree students.

60% of managers recruited at Auchan Retail come from business schools. We have a high regard for the operational and dynamic profiles of ICN students. They share Auchan's values: open-mindedness, excellence and reliability.

The students are ambitious and dynamic, but also have the humility and sensitivity that our company looks for. They are service-oriented, which means they work well with both our customers and within a team. One piece of advice for students would be never to forget that management is mainly learnt on the job, and that internships and work-study programs are the best way to join a company such as Auchan Retail.

Patrick Peysson
Universities and Work-Study Placements Manager, Auchan Group



join us!

With a network of **15,000 graduates**, countless business partnerships and an ARTEM teaching method that takes a multidisciplinary approach (art, technology and management), the ICN Business School Artem's MSc programs are the perfect way for students to launch their **career** or take it to the **next level**, be it in France or abroad!





Join Our Family

icn business school

COME AND MEET US!

Meet us during the La Défense and Nancy open days!
More info at icn-artem.com

CONTACT US!

International relations office
+33 (0)3 54 50 25 25
studyabroad@icn-artem.com



↑ Graduation ceremony 2019 - Metz Congress Center



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