

# ICN

# BUSINESS

# SCHOOL

## PROGRAMME GRANDE ÉCOLE

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SPECIALISATIONS AND  
DOUBLE DEGREE BOOKLET  
2024 - 2025

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Master in Management  
Ranking 2019



icn ARTEM  
business school

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# Master in Management (PGE)

## Mission

“The mission of the ICN Master in Management programme is to educate diverse undergraduate students in general business theory and practice to become creative, innovative, and responsible managers, so that they can contribute to local, national, or international companies across diverse sectors.”

**ICN offers you a wide choice of specialisations,  
with or without a double degree,  
either at the school or in a partner school,  
in France or abroad.**

**In this booklet you will find information to help you make your choice,  
based on your objectives and your academic results.**

### **WARNINGS:**

- Each pathway has its own application procedures and selection rules.
- The documents to be submitted and the dates to be respected may differ significantly.
- A new version of the PGE will be launched in September 2024.
- Specialisations planned in PGE3 will enable students in PGE2 or experience year to complete their course as normal.
- The information contained in this document is subject to change.
- Students will be informed of any changes by email.

# DOMAINS, SPECIALISATIONS, DOUBLE DEGREES, CERTIFICATES

## Domains and specialisations

Specialisation in the PGE is progressive in the new PGE 2024.

- In PGE2 in the 1st semester (S3), we talk about **domains** such as *Marketing*. From the 2nd semester onwards, a choice of modules allows you to refine your educational choices. In PGE2, four 30-hour modules make up a domain.
- The course continues with a **specialisation** in PGE3, such as *Marketing and Product Innovation*. In PGE3, the specialisation also represents four 30-hour modules.

There are **three** different teaching **rhythms**, alternating "school" periods devoted to courses and "company" periods reserved for professional activity. The rhythm and language of the courses depend on your choice of domain, specialisation and campus (see Table 1).

## Double degree pathways

**Double degree pathways** are available after PGE2 (instead of the PGE3 year and, in some cases, including a compulsory gap year for two-year double degrees). Access to these programmes is subject to selection and certain conditions. Each case is specific. Double degree pathways fall into three categories:

- PGE + DESSMI,
- PGE + #ATM degree (the engineering and law paths of excellence),
- PGE + partner university.

## ICN Certificates

**Certificates** are thematic courses that complement our specialisations. They are organised by ICN and its partners on a semester or annual basis. They are completed during the gap year. The free semester may be devoted to professional experience.

- **How to be a sustainable entrepreneur? Inspirations from start-ups in Berlin** –2nd semester at ICN Berlin.
- **Shift Year** – annual, at CentraleSupélec Metz.
- **Chinese Business Development** –1st semester at S.A.U. (Chengdu, Chine).

## THE 2024-2025 SPECIALISATIONS OFFER

Table 1 below sets out the domains and specialisations by campus and indicates available rhythms.

The colour indicates which domain in PGE2 leads to which specialisations in PGE3. Reorientations between PGE2 and PGE3 are possible, so don't hesitate to discuss this with your teachers and programme director.

Table 3 shows which PGE1 subjects are particularly important for following a specialisation (*and therefore the corresponding domain*) in the best possible conditions.

DOMAINES PGE2	NANCY		PARIS		BERLIN*
	Classique	Alterné	Classique	Alterné	
Audit	ENG (TC = FRA+ENG)	ENG (TC = FRA)	-	-	-
Finance et contrôle	FRA + ENG (TC = FRA+ENG)	FRA + ENG (TC = FRA)	FRA + ENG (TC = ENG)	FRA + ENG (TC = FRA+ENG)	-
Risk Management	-	-	-	-	ENG (TC = ENG)
Marketing	FRA + ENG (TC = FRA+ENG)	FRA + ENG (TC = FRA)	FRA + ENG (TC = ENG)	FRA + ENG (TC = FRA+ENG)	-
Branding	-	-	-	-	ENG (TC = ENG)
Management of Organisations	FRA + ENG (TC = FRA+ENG)	FRA + ENG (TC = FRA)	ENG (TC = ENG)	ENG (TC = FRA+ENG)	-
Ressources humaines	FRA (TC = FRA+ENG)	FRA (TC = FRA)	FRA (TC = ENG)	FRA (TC = FRA+ENG)	-
Innovation and Sustainability	-	-	-	-	ENG (TC = ENG)

SPECIALISATIONS PGE3 24-25	NANCY		PARIS		BERLIN*
	Classique	Alterné	Classique	Alterné	
Audit and compliance	ENG (TC = FRA+ENG)	ENG (TC = FRA)			
Contrôle de gestion	(25-26)	(25-26)			
International Finance and Fintech			ENG (TC = ENG)	ENG (TC = FRA+ENG)	
Banque et gestion de patrimoine	FRA (TC = FRA+ENG)	FRA (TC = FRA)			
Finance d'entreprise	FRA (TC = FRA+ENG)	FRA (TC = FRA)	FRA (TC = ENG)	FRA (TC = FRA+ENG)	
Corporate Finance			ENG (TC = ENG)	ENG (TC = FRA+ENG)	ENG (TC = ENG)
Finance & Risk Management					(25-26)
Marketing et innovation produit	FRA (TC = FRA+ENG)	FRA (TC = FRA)			
Marketing and Product Innovation			ENG (TC = ENG)	ENG (TC = FRA+ENG)	
Luxury et Design Management			FRA (TC = ENG)	FRA (TC = FRA+ENG)	
Luxury & Design Management	ENG (TC = FRA+ENG)	ENG (TC = FRA)	ENG (TC = ENG)	ENG (TC = FRA+ENG)	
Marketing digital			FRA (TC = ENG)	FRA (TC = FRA+ENG)	
Stratégie marketing et développement commercial	FRA (TC = FRA+ENG)	FRA (TC = FRA)	FRA (TC = ENG)	FRA (TC = FRA+ENG)	
Brand and Marketing Management					ENG (TC = ENG)
International Business Development	ENG (TC = FRA+ENG)	ENG (TC = FRA)	ENG (TC = ENG)	ENG (TC = FRA+ENG)	
Cultural and Creative Industries Management			ENG (TC = ENG)	ENG (TC = FRA+ENG)	
Management de la supply chain et des achats	FRA (TC = FRA+ENG)	FRA (TC = FRA)			
Supply Chain Management & Purchasing			ENG (TC = ENG)	ENG (TC = FRA+ENG)	
Management des ressources humaines et innovations sociales	FRA (TC = FRA+ENG)	FRA (TC = FRA)	FRA (TC = ENG)	FRA (TC = FRA+ENG)	
Entrepreneurship and Business Innovation					(25-26)

(\*) Le rythme classique à Berlin autorise la réalisation d'activités professionnelles (voir calendrier prévisionnel)

Table 1 : Domains (PGE2) and specialisations (PGE3)

## Classic and alternating rhythms

There are two main rhythms: the classic rhythm and the alternating rhythm, which is divided into two distinct cases.

### Classic rhythm

You are 100% at the school, and your work experience comes at the end of the year, often in the form of internships: May - August in PGE1 and PGE2, in the gap year between PGE1 and PGE2 and/or PGE2 and PGE3, and at the end of PGE3 (2nd semester). In total, you can accumulate many months of varied professional experience.

### Alternating rhythm : simple alternating work placement and apprenticeship

You are sometimes at school, sometimes in a company, according to a work-study calendar (specific calendars for Nancy/Paris and for Berlin, and also specific calendars for PGE2 and PGE3 - *find the calendars on MyICM*). Work experience is therefore split between two 'school' periods. There are two different types of work experience: simple alternating work placements and apprenticeships.

	TYPES OF CONTRACT	YOUR INCOME	STUDY FINANCING	STATUS CHARACTERISTICS
<b>ALTERNANCE</b> ( <u>student</u> status)	Internship agreement  Classic employment contract (CDD)	Gratification  Salary	<i>Payable by the student</i>	Greater choice of training (stays, workshops, varied professional experience, gap year, double degrees with our partners, etc.)
<b>APPRENTICESHIP</b> ( <u>apprentice</u> status)	Apprenticeship contract	Salary	<i>Via an external organisation</i>	Intense work schedule (employee + student).  Only one company (if PGE2+PGE3).  More difficult international environment.  High attendance requirements.No gap year between PGE2 and PGE3.  <b>Limited to France.</b>

Table 2 : The two types of work-study programme



## Les rhythms offered on campuses

The flags indicate whether core courses can be taken in English or French (with some sessions in English).



### NANCY

- Classic rhythm: 100% at school in PGE2 and PGE3.
- Alternating rhythm on all PGE2 and PGE3 specialisations.



### BERLIN

- Alternating rhythm for all the specialisations proposed, over one week ("Berlin" specific calendar).



### PARIS

- Classic rhythm: 100% at school in PGE2 and PGE3.
- Alternating months for all the specialisations proposed (common calendar for Paris and Nancy).

**Please note that** in Nancy, there is no English core course for alternance students. In Paris, there is no core course in French.

***☞ Apprenticeships follow strict rules and require you to look for a contract. Consult the specific apprenticeship documentation or contact the ICN CFA (Apprentice Training Centre).***

Contact : [apprentissage@icn-artem.com](mailto:apprentissage@icn-artem.com)

# THE PROGRESS OF YOUR STUDIES

## How to choose your specialisation?

Your curriculum is determined by a number of choices, including specialisation, which is progressive: you must choose a **domain** in PGE2 (2 compulsory modules in the 1st semester, then two pre-specialisation modules in the 2nd semester), before choosing a precise **specialisation** in PGE3.

*Your career project* should guide your choices, taking into account two important factors:

- *Your academic results* in a range of subjects that are important for following your chosen course effectively;
- *Your level of English*, if you are considering a course taught in English.

If you are considering an alternating rhythm, it is essential that your course of study is relevant to the tasks you will be given, so that you can quickly become operational in the company where you will be working (this is also a legal requirement).

When you apply, you will need to choose just one domain. If we have any doubts about your chances of success, we will contact you directly to discuss possible alternatives.

## How to choose your campus?

Each domain and/or specialisation is attached to a specific campus. Some are taught on several campuses.

## When should you choose your domain and specialisation?

- For PGE1 students, you will receive a questionnaire by e-mail from the student services department in the spring to help you choose a **domain**;
- For students joining us directly in PGE2 (parallel admissions), you make your choice of **domain** during the registration process;
- For PGE2 (or gap year) students, a questionnaire relating to your choices for the PGE3 (**specialisation** or **double degree**) is submitted to you in the spring.

## When should you choose a double degree course?

This depends on the double degree you are planning (see List of double degrees in this document). There are two typical cases:

- **For two-year double degrees**, the application is submitted during PGE2, then you must complete the M1 of the desired degree during a PGE gap year. At the end of this year, you will join the M2 of the desired degree, instead of the PGE3 year.
- **For one-year double degrees**, the application is submitted during PGE2 or your post-PGE2 gap year. You will then join the M2 of the desired degree, instead of the PGE3 year.

Note: the MIEX is an exception, as its M1 replaces PGE3; then you go on to the M2 of the MIEX.

SPECIALISATION	Fondamentaux du management	Fondamentaux du marketing	Méthodes quantitatives	Comptabilité	Analyse financière et analyse des coûts	Economie	Achats et SCM	Outils numériques	RH et droit du travail	English	Creative thinking
Audit & Compliance			✓	✓	✓	✓				✓	✓
Contrôle de gestion			✓	✓	✓	✓		✓		✓	✓
International Finance & FinTech			✓	✓	✓	✓		✓		✓	✓
Banque et gestion de patrimoine			✓	✓	✓	✓				✓	✓
Finance d'entreprise / Corporate Finance			✓	✓	✓			✓		✓	✓
Finance and Risk Management			✓	✓	✓	✓		✓		✓	✓
Marketing et innovation produit / Marketing & Product Innovation	✓	✓				✓		✓		✓	✓
Marketing digital	✓	✓						✓		✓	✓
Luxury & Design Management	✓	✓								✓	✓
Stratégie marketing et développement commercial	✓	✓				✓				✓	✓
Brand and Marketing Management	✓	✓				✓				✓	✓
Cultural & Creative Industries Management	✓	✓								✓	✓
Management de la Supply Chain et des Achats / Supply Chain Management & Purchasing	✓		✓				✓	✓		✓	✓
Management des Ressources Humaines et innovations sociales	✓								✓	✓	✓
International Business Management	✓	✓				✓	✓	✓		✓	✓
Entrepreneurship and Business Innovation	✓	✓				✓		✓		✓	✓

Table 3 : Important subjects by specialization

# ALTERNANCE & APPRENTICESHIP

## Educational elements

A alternating course means that it follows a specific calendar alternating between periods at school and periods in the company. This course can be completed as an apprentice or a student.

Students under the age of 29 can sign an **apprenticeship contract** with a company, which is governed by a specific legislative framework. The **apprentice** is exempt from tuition fees and the company pays a monthly salary for the duration of the contract, based on a scale set by Law.

The apprenticeship contract can be signed before PGE2 for two years (PGE2 + PGE3), or before PGE3 for one year (PGE3). ***It is not legally possible to sign an apprenticeship contract for PGE2 only.***

On the other hand, **without an apprenticeship contract and therefore with student status**, tuition fees are payable and the "company" periods can be used to gain one or more work experiences with a fixed-term employment contract or a part-time internship agreement.

In the second semester of the PGE3, you may be able to gain experience abroad (this must be arranged with the company when the contract is signed for apprentices). Occasional international assignments within a subsidiary or with a partner of the host company are possible and will significantly enhance your CV: do consider such opportunities!

Alternance calendars are available from the ICN CFA and on MyICN.

## Apply at the right time

Presentations are scheduled to help you make your choice. However, some sectors - such as banking - recruit very early on. You should therefore contact Professors of the alternance specialisations you are interested in as soon as possible, to find out about the specific features of the sector you are aiming for and, if necessary, have a preliminary interview with a teacher.

To prepare your applications, keep the following documents updated:

- Available grade transcripts;
- CV;
- A cover letter setting out your personal and professional plans and clearly justifying the training course you intend to follow;
- A list of companies targeted for the apprenticeship contract;
- If applicable, a list of contacts with companies likely to take you on.

**Warning:** your chances of obtaining an apprenticeship contract depend on the quality of your application. It is essential to consult Professors and our departments (contact Careers & Internships Department + CFA) to check your application. We are **very vigilant** about the

quality of communication between ICN students and companies. ICN reputation, its courses and its students, as well as the quality of relations with our partners, depend on it.

## The main stages in the application process

### For PGE 1, PGE2 and gap year students

- From February (for the "Banking" specialisation) or March/April (for all specialisations offered on a work/study basis): tests and interviews with the specialisation supervisors,
- March/April: presentation of specialisations,
- March/ ... applications are submitted,
- March/May: *ad hoc support (fine-tuning your project, enhancing your portfolio, recruitment interviews, etc.)*,
- Confirmation of your placement in a specialisation takes place as the course progresses, once you have signed your apprenticeship contract.

### For AP2 (parallel admissions to PGE2)

- From the admission interviews: information on specialisations,
- 1st July to 31st August:
  - Application,
  - *ad hoc support (fine-tuning your project, enhancing your portfolio, recruitment interviews, etc. ...)*,
- Confirmation of your specialisation assignment will be given as and when you sign your apprenticeship contract.

### Specific cases of parallel admissions 2<sup>nd</sup> year (PGE2) :

The AP2s will be invited to follow the same procedure, according to a broader calendar. They can apply as soon as they express an interest in the programme. Acceptance of the application naturally implies admission to the School and completion of the enrolment process.

Candidates interested in the apprenticeship pathway may be identified as early as the selection interview (competitive entrance examination oral). In any case, during the administrative registration process, apprenticeship candidates should be identified as soon as possible

**Warning : assignment to a specialisation on a work-study basis in no way guarantees that you will obtain an apprenticeship contract.**

A student enrolled on a alternance course must comply with the calendar, whatever his or her status (apprentice or student).

An apprenticeship contract can be signed over a wide period (from two months *before* to three months *after* the official start date - consult the CFA for the exact date, which may change). Students may continue their studies with or without a contract, under apprentice or student status respectively. However, the final choice of status must be made at the latest before the end of the legal period.

## DOMAINS AND SPECIALISATIONS

The following pages describe the specialisations available in each domain. In PGE1, you will choose only one domain. However, we advise you to identify the specialisation that best matches your career ambitions, based on the information provided. You will then be able to deduce which domain to choose.

During PGE1, at the end of the 1st semester, you will refine your orientation by choosing modules in the 2nd semester. Then, before joining PGE3, you will choose your specialisation. Table 1 (p. 7) shows the possible changes of direction

### AUDIT

- Audit and compliance

### FINANCE & CONTROLE

- Contrôle de gestion
- International Finance and Fintech
- Banque et gestion de patrimoine
- Finance d'entreprise / Corporate finance

### RISK MANAGEMENT

- Finance & Risk Management

### MARKETING

- Marketing et innovation
- Marketing and Product Innovation
- Luxury et Design Management / Luxury & Design Management
- Marketing digital
- Stratégie marketing et développement commercial

### BRANDING

- Brand and Marketing Management

## **MANAGEMENT OF ORGANISATIONS**

- International Business Development
- Cultural and Creative Industries Management
- Management de la Supply Chain et des Achats / Supply Chain Management & Purchasing

## **RESSOURCES HUMAINES**

- Management des ressources humaines et innovations sociales

## **INNOVATION AND SUSTAINABILITY**

- Entrepreneurship and Business innovation

### **Warnings :**

- The list of modules and specialisations, as well as their location on campus, is subject to change each year.





**International Audit & Compliance**

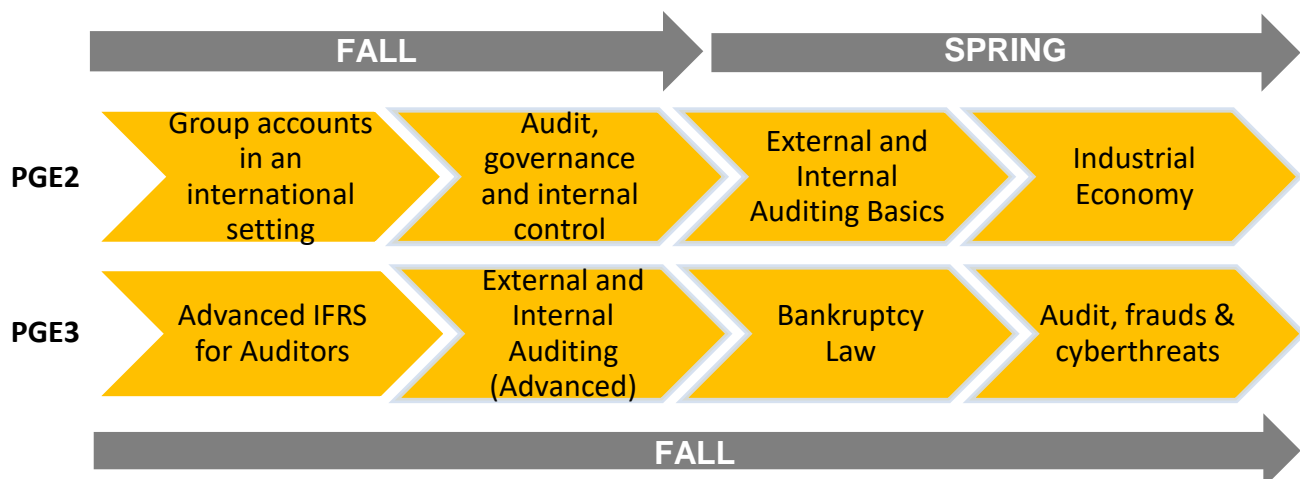
# Audit & compliance

## General description

The specialisation in *Audit and Compliance* looks at both the auditor's traditional role and how this has evolved in an ever-changing environment. This track delivers in-depth knowledge in 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, as well as the current issues affecting both.

The notions that underpin audit and governance are discussed with practical examples and case studies of audit techniques and work programmes used to illustrate how these are applied in real-life situations, as well as, professional and academic articles for discussion and analysis, enabling students to quickly secure positions in these fields.

## Content



## Learning 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.

## Examples of internships and trades

Statutory Auditors and Internal Auditors for Big Audit Firms (Big 4)  
Compliance Officers  
Forensic Auditors

### **Corporate partners**

PWC Luxembourg  
KPMG Luxembourg  
Deloitte Luxembourg  
Deloitte Nancy  
Roquette Paris  
Pomona

### **Prerequisite**

Proficiency in financial accounting, managerial accounting, law, statistics among others.



Finance &  
Control

**Contrôle de gestion**  
**International Finance and Fintech**  
**Banque et gestion de patrimoine**  
**Finance d'entreprise / Corporate finance**

# Contrôle de gestion

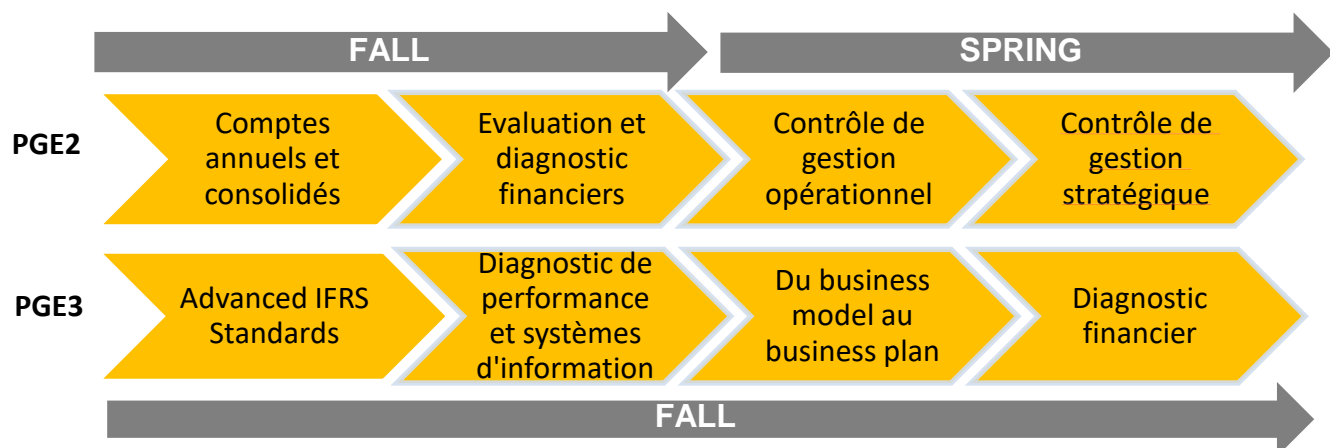
## Présentation générale

Cette spécialité a pour objectif premier de préparer les étudiant(e)s en premier lieu au métier de Contrôleur(se) de gestion, mais elle peut aussi former pour des métiers autour de la comptabilité ou de l'analyse financière (voir liste des débouchés possibles).

Comme le contrôle de gestion aide la direction et les opérationnels à 'piloter leur performance', l'objectif est de maîtriser les principaux outils de pilotage (business plan et budgets, tableaux de bords avec indicateurs variés, analyses de coûts et de rentabilité, suivi de la qualité, suivi de la performance sociale et environnementale...); outils permettant de suivre, d'analyser et d'améliorer la performance financière et non-financière, notamment les dimensions RSE.

Pour ce faire, les étudiant(e)s développeront une bonne maîtrise des états financiers nationaux et internationaux (comptes consolidés, normes IFRS) et des rapports extra-comptables (environnement, RSE), leurs compétences technologiques (Excel, Power BI...) et analytiques afin d'analyser de grosses masses de données ainsi que leur capacité à proposer et à vendre leurs idées d'amélioration à la direction et aux opérationnels.

## Contenu



## Objectifs et approche pédagogique

Les principaux objectifs en rapport avec les modules présentés ci-dessus sont :

- Approfondir les notions et reporting comptables et financiers (Normes IFRS, comptes consolidés)
- Maîtriser les reporting extra-financiers (Contrôle de gestion environnemental et RSE)
- Être en capacité de concevoir et développer des outils de suivis de la performance (Calcul de coût, tableaux de bord, business plan...)
- Maîtrise des outils d'analyse de données (Excel, power BI) et développer ses capacités analytiques
- Être en capacité de faire des restitutions convaincantes et de les partager

La pédagogie est très orientée par le traitement de cas et de situations pratiques, y compris avec des entreprises. Elle est aussi ancrée sur les systèmes d'information pour traiter, analyser et restituer les analyses.

## Exemples de stages et métiers

- Contrôleur de gestion, conseiller de gestion, analyste de gestion d'entreprise
- Contrôleur de gestion commercial, gestion industriel, gestion de projets,
- Contrôleur de gestion groupe, gestionnaire d'une unité de production
- Contrôleur budgétaire ou contrôleur des coûts
- Collaborateur de direction comptable et financière
- Analyste financier
- Responsable reporting financier ou RSE
- Consultant

NB : A noter que le contrôle de gestion est l'un des premiers métiers exercés par les anciens ICN et qu'il y a des débouchés dans de nombreux secteurs tant en matière de contrôle de gestion que de comptabilité (cf. offres emplois de l'APEC).

## Partenariat entreprise

La spécialité est organisée en partenariat avec l'association professionnelle des Directeurs Financiers et Contrôleurs de Gestion (DFCG) et donne la possibilité aux étudiant(e)s d'être intégrés dans les événements organisés par la DFCG (conférences, visites d'usines, groupes de travail...) et ainsi de réseauter et de travailler avec des professionnels. Elle bénéficie aussi d'un partenariat avec l'Ordre des Experts Comptables.

La spécialité est aussi organisée en partenariat avec Grand Nancy Innovation et permet ainsi de collaborer avec des starts-up pour développer avec elles des outils d'analyse et de suivi de la performance (ex. Business Plan).

## Pré-requis

Maîtrise de la comptabilité, du contrôle de gestion et de l'analyse financière (tronc commun), Maîtrise Excel et base de l'analyse de données / statistiques.

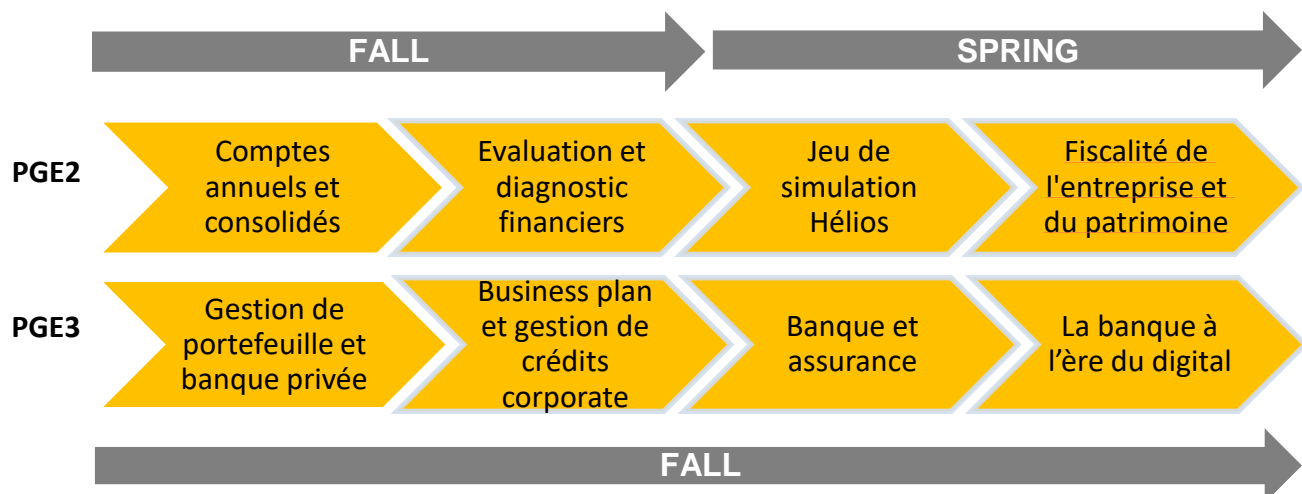
# Banque et gestion de patrimoine

## Présentation générale

La spécialisation *Banque et gestion de patrimoine* a été conçue pour permettre aux étudiants d'avoir une vision globale et internationale des banques en les formant aux multiples facettes du management du risque opérationnel, de crédit et de liquidité dans un environnement complexe où le client et la rentabilité sont au cœur de toutes les préoccupations. Le secteur a connu l'émergence de nouveaux acteurs (Fintechs, blockchain), concurrençant parfois les banques traditionnelles. Ainsi, une sensibilisation à l'impact des technologies, du digital et de l'innovation sur l'organisation des banques est également proposée.

Un autre volet de la spécialisation concerne la gestion de patrimoine qui apparaît plus qu'un simple conseil : elle intègre la structuration et la planification du patrimoine des clients afin de les aider à le protéger et le faire croître de manière fiscalement avantageuse et conformément à leurs souhaits.

## Contenu



## Objectifs et approche pédagogique

Cette spécialisation a pour objectif de préparer aux différents métiers que pourront exercer nos étudiants au cours de leur carrière professionnelle : directeur d'agence, retail et gestionnaire de clientèle, gestionnaire de patrimoine et banque privée.

Il s'agit de donner à nos étudiants une agilité intellectuelle et professionnelle pour leur permettre de s'adapter à des postes polyvalents qui pourront varier tout au long de leur carrière.

## Exemples de stages et métiers

- Chargé de clientèle entreprises ou particuliers
- Responsable/animateur d'une unité commerciale (banque de détail)
- Gestionnaire d'actifs
- Conseiller en patrimoine et banque privée
- Analyste risques, etc.

### **Partenariat entreprise**

Voici quelques exemples d'entreprises partenaires de l'apprentissage dans cette spécialisation : la CELCA, le Crédit Agricole, CIC, BPALC, ...



# International Finance and FinTech (PGE3 uniqueness)

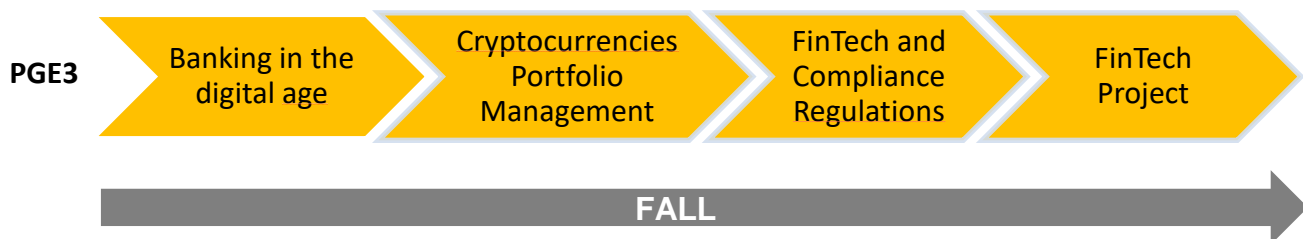
## General description

This *International Finance & FinTech* specialisation has been designed for experienced professionals interested in leading technological advances in the finance industry and trains specialists in the finance industry and financial geopolitics. It has been designed to fill a niche – in the financial industry – and to train business leaders of the future with an emphasis on operational and behavioural issues as well as the strategic location of financial vehicles.

The programme also looks at the interaction between different financial institutions, with a focus on the emergence of Financial Technology (Fintech), Cyber Finance and changes in the decision-maker behaviour.

The future of financial transactions, applications and management of finances is expected to be strongly impacted by FinTechs. The understanding of trends and innovations in the financial industry is evidenced by Financial Technology such as crowdfunding, cryptocurrency, and international and mobile payment systems.

## Content



## Learning objectives

This specialisation trains future experts in the fields of finance, banking, insurance and technology while cultivating an entrepreneurial spirit. It also helps to understand the influence of technology and digital on the finance industry. Upon completion of this course, students will be able to describe the role technology plays in modern capital markets, understand high-level aspects of technology development, digital assets and delve into the entrepreneurial process and learn how to exploit disruptive opportunities to build successful businesses in finance service.

## Examples of internships and trades

After completing this course, students will understand the different business models and be prepared for employment in a variety of financial sectors: banks, funds, hedge funds, insurance and strategic consultancy sector.

- Data analysts
- Data Scientists
- Project manager
- Data risk manager.

## Corporate partners

Banque internationale à Luxembourg  
BNP  
PWC

## Prerequisite

Proficiency in financial analysis, managerial accounting, statistics among others.

# Finance d'entreprise

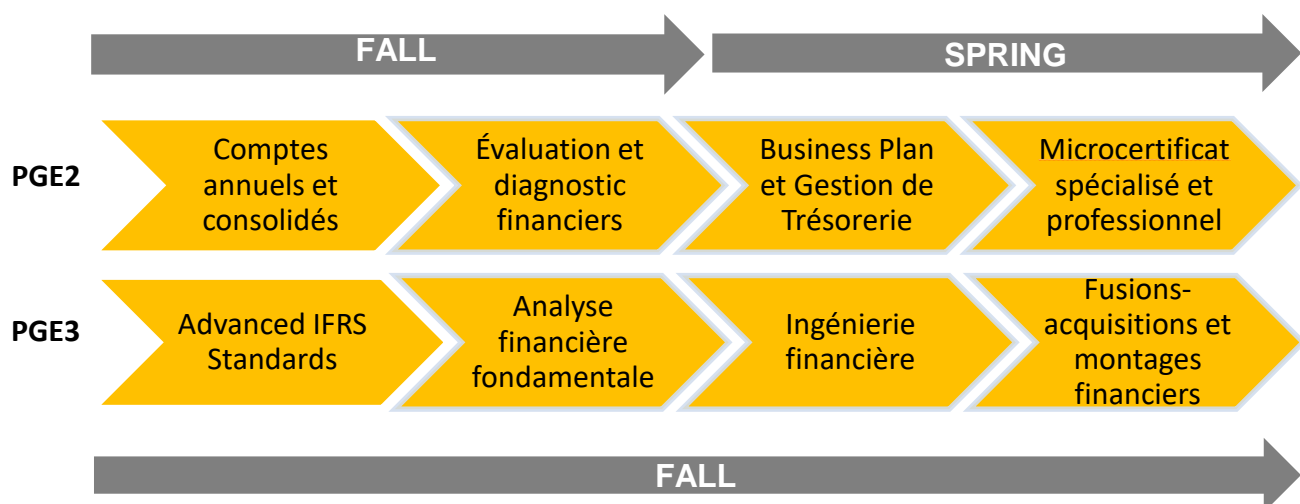
## Présentation générale

La spécialisation *Finance d'entreprise* fournit aux étudiants les compétences nécessaires à l'analyse et la gestion financière des entreprises dans un contexte national et international.

Elle a été conçue pour répondre aux attentes en termes de compétences des CFO et responsables financiers qui recrutent des jeunes diplômés dans leurs équipes.

Le savoir-faire acquis portera sur la gestion des investissements et du risque, l'évaluation de l'entreprise, le montage et la gestion des financements stratégiques, le cash management, la préparation des business plans, la gestion des fusions-acquisitions, l'élaboration des montages financiers, etc.

## Contenu



## Objectifs et approche pédagogique

Cette spécialisation prépare les étudiants aux métiers de la finance d'entreprise en les formant à :

- la gestion des risques financiers ;
- la détermination de la durée des financements émis et de la nature des garanties accordées ;
- l'arbitrage entre différentes sources de financement en tenant compte des aspects fiscaux, des risques et des coûts ;
- l'anticipation des futurs besoins de financement de l'entreprise ;
- l'élaboration des documents et rapports financiers nécessaires à la prise de décision,
- etc.

## Exemples de stages et métiers

Cette spécialisation prépare les étudiants aux métiers de la direction financière au sein des groupes, des PME, des banques, des organismes financiers et des cabinets de conseil.

### Exemples de débouchés

Credit manager

Trésorier

Analyste financier

Directeur financier

Conseiller financier (notamment en fusions-acquisitions), etc.

## Partenariats entreprise

- HPC
- Expertis CFE
- ING Luxembourg
- DFCG

## Pré-requis

Connaissances approfondies en comptabilité / analyse financière / décision de financement et d'investissement, contrôle de gestion, etc.

# Corporate Finance

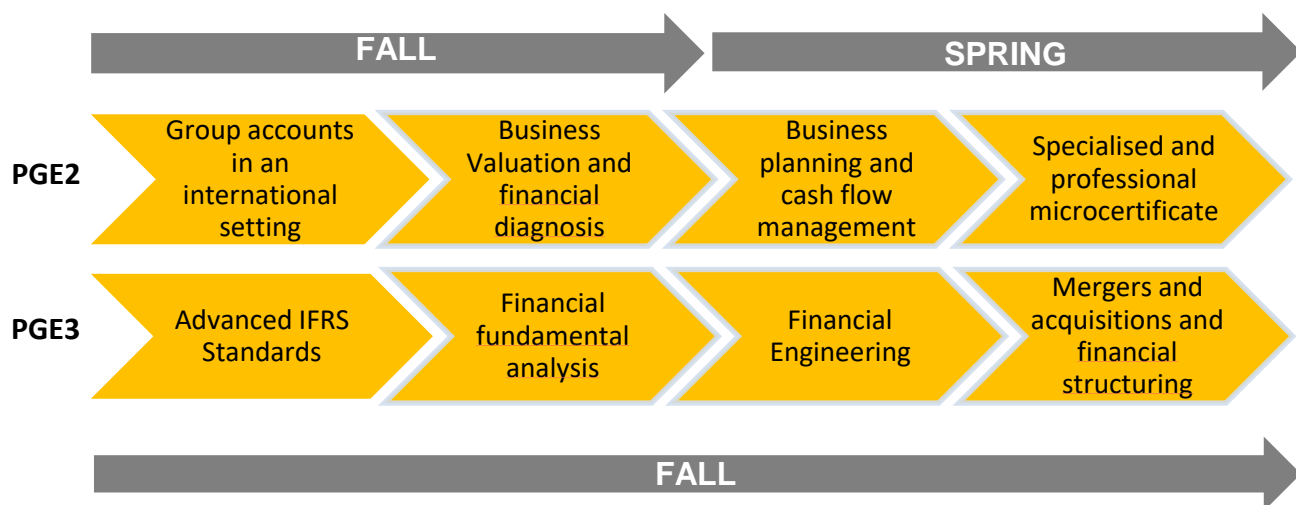
## General description

The *Corporate Finance* specialisation provides students with the skills in Financial Analysis and Management which they will need to manage companies at national or international level.

It has been designed to meet the skill requirements of CFOs and finance managers who recruit young graduates into their teams.

The know-how acquired will cover investment and risk management, company valuation, the setting up and management of strategic financing, cash management, the preparation of business plans, the management of mergers and acquisitions, the preparation of financial packages, etc.

## Content



## Learning objectives

This specialisation prepares students for the professions related to corporate finance, whose main missions are :

- financial risk management ;
- determining the duration of financing issued and the nature of the guarantees granted
- arbitration between different sources of financing, taking into account tax aspects, risks and costs
- anticipating the company's future financing needs;
- preparing the financial documents and reports necessary for decision-making,
- etc.

## Examples of internships and trades

This specialisation prepares students for careers in financial management within groups, SMEs, banks, financial organisations and consultancies and more generally in all companies and not-for-profit entities.

- Credit manager
- Treasurer
- Financial analyst
- Financial director
- Financial advisor (especially in mergers and acquisitions), etc.

## Corporate partners

- HPC
- Expertis CFE
- ING Luxembourg
- DFCG

## Prerequisite

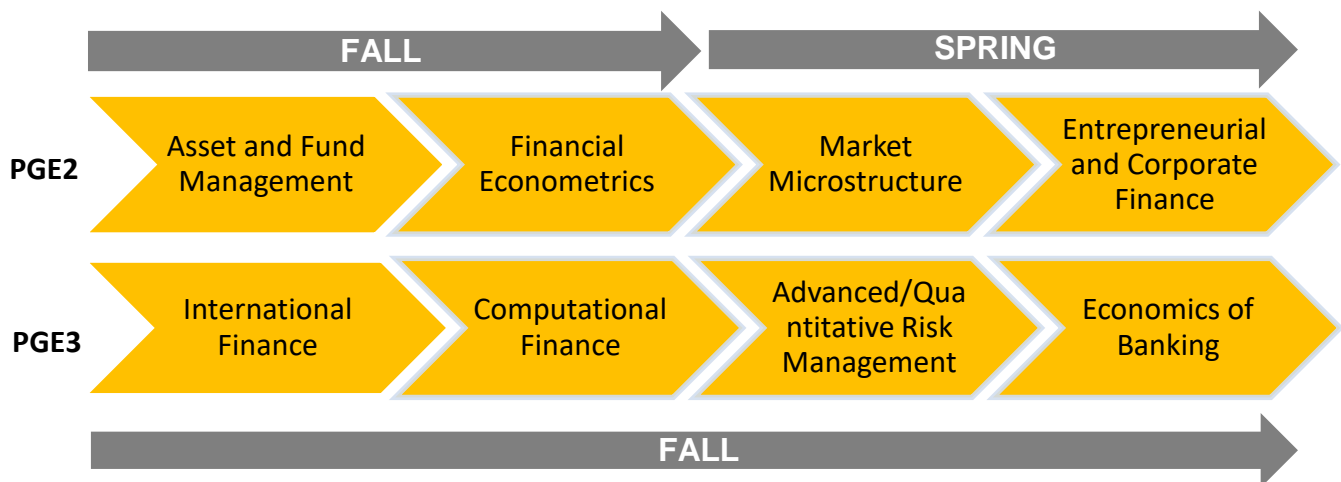
In-depth knowledge of accounting / financial analysis / financing and investment decisions, management accounting, etc.

# Finance & Risk Management

## General description

The *Finance & Risk Management* specialization covers both, financial management as well as quantitative risk management. The curriculum includes market finance such as raising debt and equity in international financial markets. Further subject areas include financial intermediation as well as tools necessary for quantitative risk and asset management. Topics will be addressed from different points of view such as the perspective of entrepreneurs, corporations, banks, and investors.

## Content



## Learning objectives

This specialization prepares students for the professions related to finance and risk management. Examples include:

- Applying quantitative methods, tools and programming skills
- Managing financial risks
- Valuation of financial instruments
- Strategic behaviour of investors
- Understanding financial markets
- Understanding the roles of banks and financial intermediaries for the economy

## Examples of internships and trades

- Financial risk management
- Asset and fund management
- Capital markets, IPOs, bond origination
- Investment banking
- Treasury and overlay management

## Corporate partners

- Capgemini
- Deloitte
- Finlium
- MLP
- N26
- Zalando

## Prerequisite

- Foundations of finance
- Basic knowledge of economics
- Affinity for quantitative work





# Marketing

**Marketing et innovation produit**  
**Marketing & Product Innovation**  
**Luxury & Design Management**  
**Marketing digital**  
**Stratégie marketing et développement commercial**

# Marketing et innovation produit

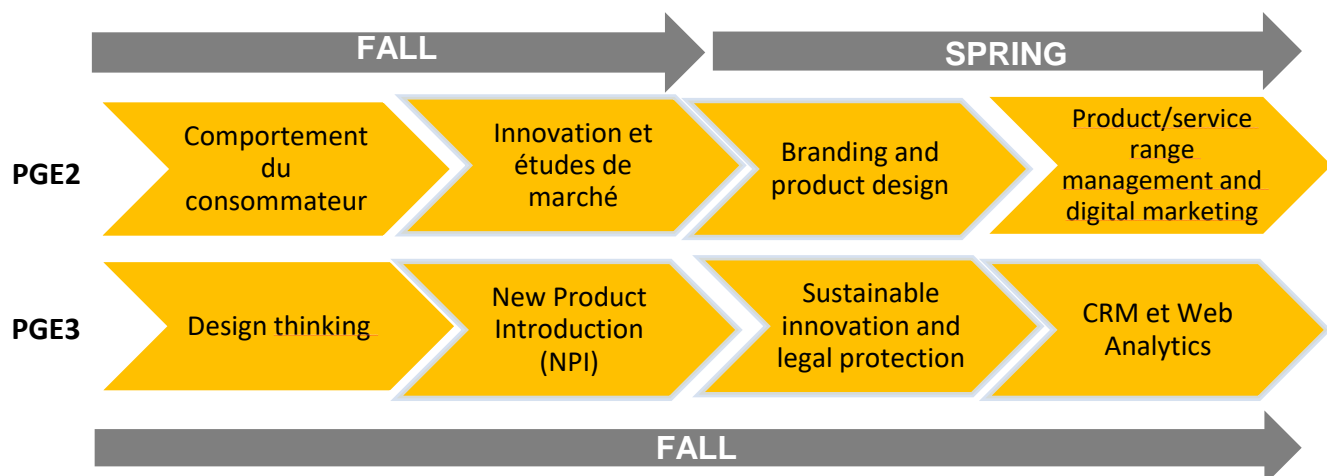
## Présentation générale

L'objectif de cette spécialisation est de permettre aux étudiants d'avoir une vue d'ensemble sur le marketing de l'innovation ainsi que sur les outils nécessaires pour dynamiser leur créativité et traduire leurs idées en produits/services.

Avec l'évolution actuelle des marchés et la digitalisation de l'offre, l'entreprise doit faire preuve d'innovation et de réactivité, face à un challenge constant : la réalisation pertinente et l'action avant la concurrence.

La spécialisation *Marketing et innovation produit* vise à apprendre à l'étudiant comment piloter l'ensemble des phases de développement de nouveaux produits/services : stratégie, élaboration de l'innovation à travers le Design Thinking, prototypage de l'innovation, protection juridique, lancement sur le marché, et suivi du client sur les plateformes physiques et digitales.

## Contenu



## Objectifs et approche pédagogique

La formation a pour objectifs de :

- Favoriser l'émergence des idées et de la créativité en faisant du design un levier stratégique
- Intégrer la méthodologie du « design thinking » dans un projet d'innovation
- Acquérir les techniques marketing nécessaires pour piloter le processus d'innovation dans son ensemble
- Analyser les clients et interpréter les données du marché afin d'en saisir les tendances et les opportunités
- Maîtriser les techniques et outils marketing associés aux différentes phases du lancement de produit
- Protéger et promouvoir l'innovation
- Gérer la relation client sur les plateformes physiques et digitales.

### Exemples de stages et métiers

- Chef de produit
- Responsable innovation
- Manager Online Marketing
- Entrepreneur
- Responsable de développement commercial
- Chef de projet

### Partenariat entreprise

Savencia, Moustache Bikes, ByBenoit, Sophie la Girafe, Baccarat, Publicis, Adidas, GfK, Zalando...

### Pré-requis

Connaissance des fondamentaux du marketing

# Marketing & product innovation

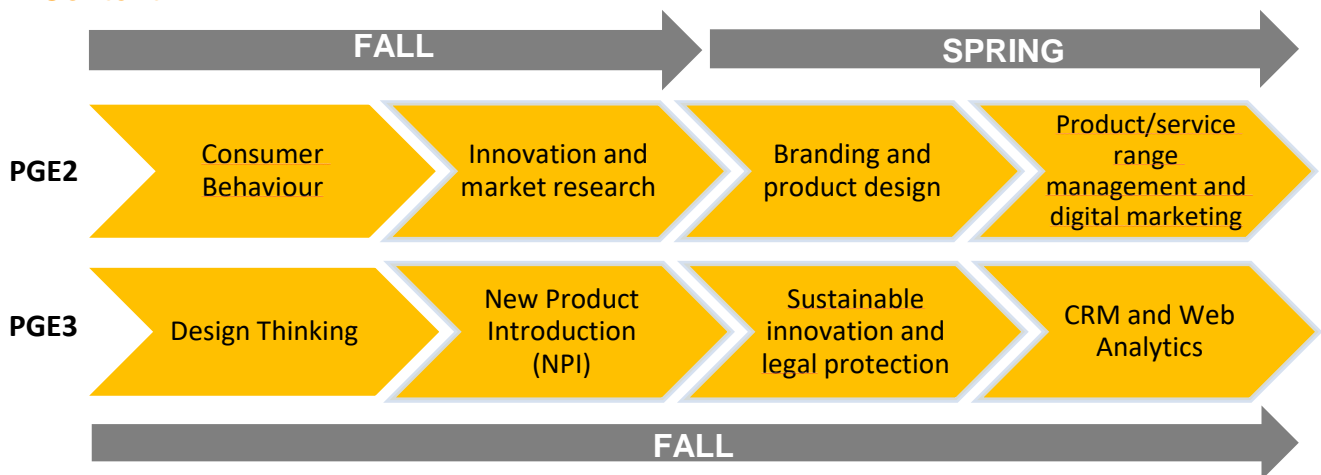
## General description

The objective of this specialisation is to provide students with an **overview of innovation marketing** and the tools needed to **boost creativity and translate their ideas into products and services**.

With the current evolution of the markets and the digitalization of the product offer, the company must **show innovation and reactivity** facing a constant challenge: **to be ahead of the competitors**.

This specialisation aims to teach the students how to **manage all the phases of development of new products and services**: strategy, elaboration of the innovation through design thinking, prototyping of the innovation, legal protection, launch on the market and follow-up of the client on physical and digital platforms.

## Content



## Learning objectives

The main objectives of this programme are to:

- Encourage the emergence of ideas and creativity by making design a strategic lever
- Integrate the "design thinking" methodology into an innovation project
- Acquire the marketing techniques needed to manage the entire innovation process
- Analyse customers and interpret market data in order to grasp trends and opportunities
- Master the marketing techniques and tools associated with the different phases of the product launch
- Protect and promote innovation
- Manage customer relations on physical and digital platforms.

### Examples of internships and trades

- Product manager
- Innovation manager
- Online marketing manager
- Entrepreneur
- Business developer
- Project manager

### Corporate partners

Savencia, Moustache Bikes, ByBenoit, Sophie la Girafe, Baccarat, Publicis, Adidas, GfK, Zalando, Scholz and Friends, N26, Capgemini, DM drugstores, Vielhaber Bakeries or NS Railway Stations...

### Selection and prerequisite

Knowledge of marketing fundamentals

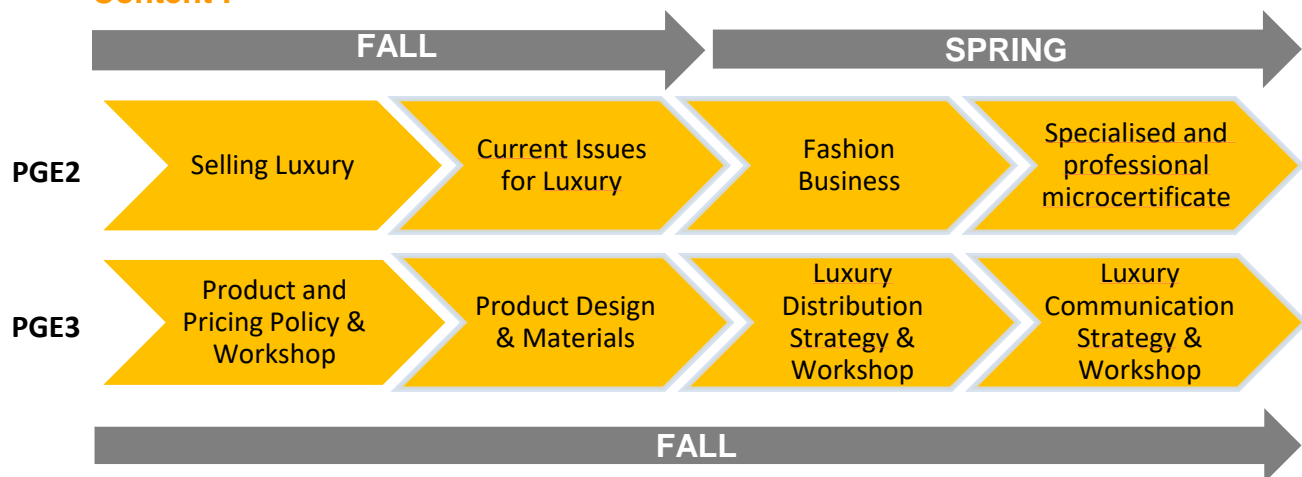
# Luxury and design management

## General description

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

## Content :



## Learning objectives

The aim of the course is to train multi-skilled executives capable of integrating the luxury industry (products and services) by having a 360° vision. Created with an #ArtTechnologyManagement approach, this training will enable you to understand the entire process of creating a product: from the idea to the finished product, through the design and manufacturing stages.

More specifically, students will have the opportunity to:

- Develop their knowledge of the main international markets and luxury sectors.
- Understand all the complexity of the "luxury" sector, its players involved (major groups and subcontractors) and the necessary preservation of the exceptional know-how specific to this industry.
- Be aware of the central role of creation and design in this sector.

### Examples of internships and trades

- Product Manager
- Product Development Manager
- Project Manager
- Head of After Sales Department
- Visual Merchandiser
- Retail Coordinator
- CRM Manager
- Buyer
- Customer Relations Manager
- Store Manager.

### Corporate partners

Louis Vuitton, Chanel, Cartier, ST Dupont, Diptyque, Trudon, Balenciaga, Jacquemus, Baccarat, Daum, Intercontinental, Hôtel du Crillon, Longines, Omega, Vaucher, Parmigiani, Ermenegildo Zegna...

### Prerequisite

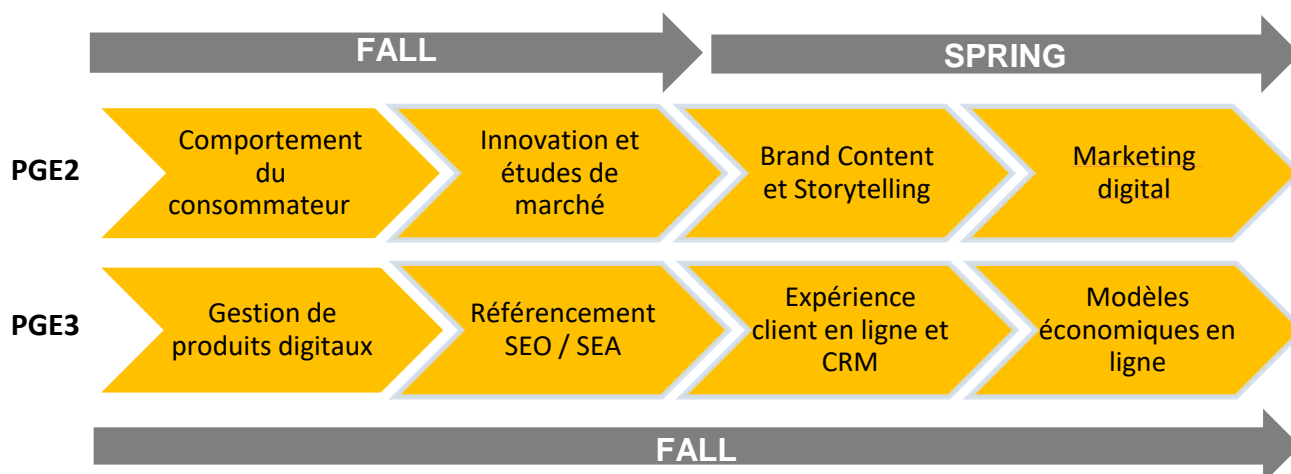
A real motivation for luxury and a real professional project.

# Marketing digital

## Présentation générale

Le *marketing digital* couvre l'ensemble des canaux digitaux qui permettent à une marque / entreprise d'entrer en communication avec les clients ou prospects (site internet, blog, réseaux sociaux, publicité digitale) pour, in fine, vendre un produit ou un service. Cette formation répond à l'évolution des comportements liés à la transformation digitale des entreprises et permet aux étudiants d'étudier les principaux canaux du marketing digital ainsi que les différentes techniques associées (sites Web, réseaux sociaux, SEO/SEA, Inbound Marketing, etc.). Un focus particulier est mis sur la gestion de l'expérience en ligne afin de transformer les visiteurs de sites web en clients réguliers et de les fidéliser dans la durée.

## Contenu



## Objectifs et approche pédagogique

Au terme de la spécialisation, les étudiants seront capables de :

- Comprendre les piliers du marketing digital
- Mesurer les enjeux du digital
- Connaître le référencement en ligne SEO et SEA
- S'approprier les principaux outils digitaux
- Organiser et mettre en œuvre une stratégie digitale efficace
- Evaluer l'efficacité de la stratégie marketing digital.

## Exemples de stages et métiers

- Chef de projet digital
- Traffic manager / Traffic Analyst
- SEO Manager
- Community ou social media manager
- Responsable du marketing digital
- Responsable acquisition SEA



### Partenariat entreprise

- AWS
- Google Atelier numérique
- IBM
- YouTube

### Pré-requis

- Un minimum de connaissance web
- Aisance en bureautique, informatique en général
- Connaissances en marketing.

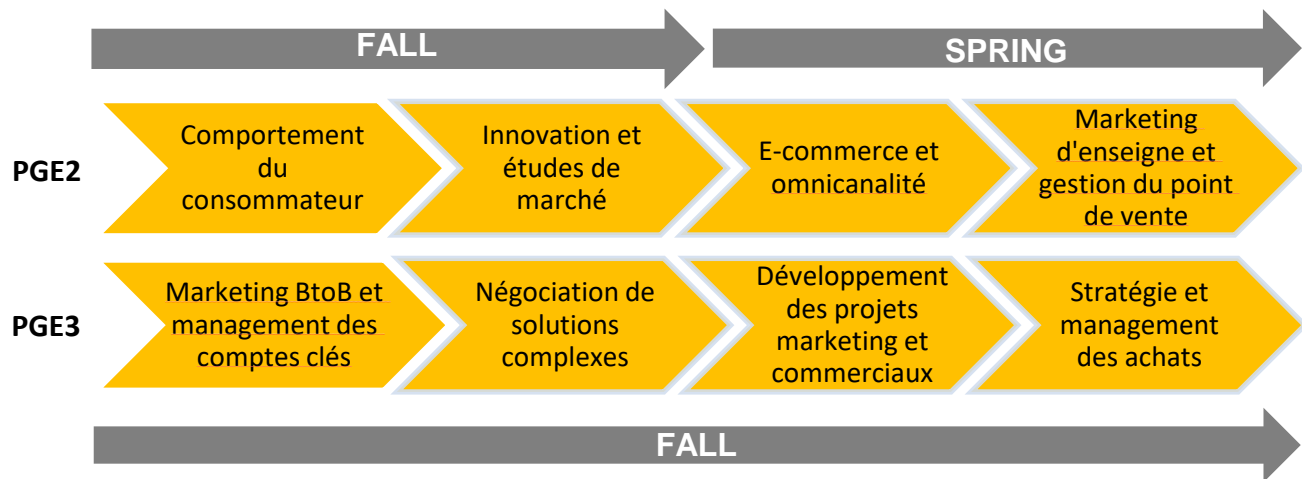
# Stratégie Marketing et développement commercial

## Présentation générale

L'objectif de la spécialisation est de préparer les étudiants aux métiers du marketing et de la vente pour les **marchés des particuliers (BtoC) et des entreprises (BtoB)** dans le domaine des produits de grande consommation, des biens d'équipement, des services ou des projets.

Le développement des affaires est la conséquence des **décisions marketing et des adaptations de l'offre intégrant à la fois les attentes des clients et les impératifs internes.**

## Contenu



## Objectifs et approche pédagogique

Au cours des deux années du programme, les étudiants seront formés à :

- Gérer les réseaux de distribution en intégrant la digitalisation croissante de l'économie
- Travailler avec des clients BtoC ou BtoB
- Piloter la performance commerciale à travers le suivi des KPI
- Gérer les projets marketing et les équipes
- Négocier les solutions complexes
- Développer des stratégies commerciales à l'international.

### Exemples de stages et métiers

- Ingénieur d'affaires
- Chef de projet marketing
- Responsable de marché
- *Category manager*
- Chef de rayon
- Manager de département
- Directeur de magasin
- Responsable grands comptes
- Acheteur.

### Partenariat entreprise

Auchan, Crédit Mutuel, EDF, Engie, Suez, Altran, Cora, Heineken, La Poste, Leroy Merlin.

### Pré-requis

Les fondamentaux du marketing.



# Branding

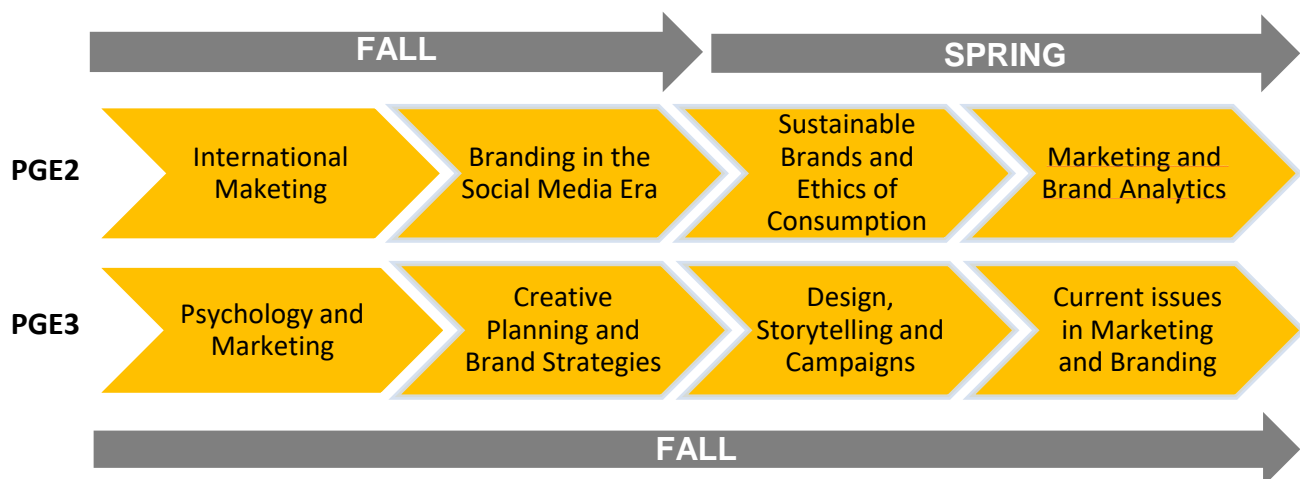
## **Brand and Marketing Management**

# Brand and Marketing Management

## General description

The brand plays an important role for the company. There may be similar products on the market, but the brand must be unique. This specialisation trains professionals to identify ways of building a company's brand equity and to implement strategies in a multidisciplinary and/or multicultural / international context. Graduates will also be able to use aesthetics as a source of creativity when making brand decisions.

## Content



## Learning objectives

This specialisation prepares students for the professions related to branding and marketing, whose main missions are:

- analyzing complex marketing data, leveraging contemporary analytics tools to inform strategy and evaluate marketing effectiveness.
- acquiring advanced skills in digital marketing, using social media, SEO/SEM, and digital advertising to engage target audiences.
- understanding consumer behavior and applying insights to craft targeted marketing strategies that resonate with diverse consumer segments.
- mastering brand strategy development, including positioning, lifecycle management, and value enhancement.
- developing leadership in marketing, capable of driving innovation, leading teams, and managing marketing initiatives to address emerging trends and consumer needs.
- creating visual designs and integrated marketing campaigns, blending artistic principles with brand value.

### Examples of internships and trades

- Brand Manager
- Product Manager
- Marketing Manager
- Strategic Brand Planner
- Brand & Marketing Consultant / Analyst/Consumer Insight Analyst
- Innovation Manager
- Digital or Sustainable Marketing Expert

### Corporate partners

- Dm-drogerie markt
- Fondueelivery
- Finlium
- Social Employment Fund
- Scholz and Friends

### Prerequisite

- work experience could be helpful
- quantitative and qualitative skills.
- good level of English.
- strategic thinking.
- thinking outside the box.



# Management of organisations

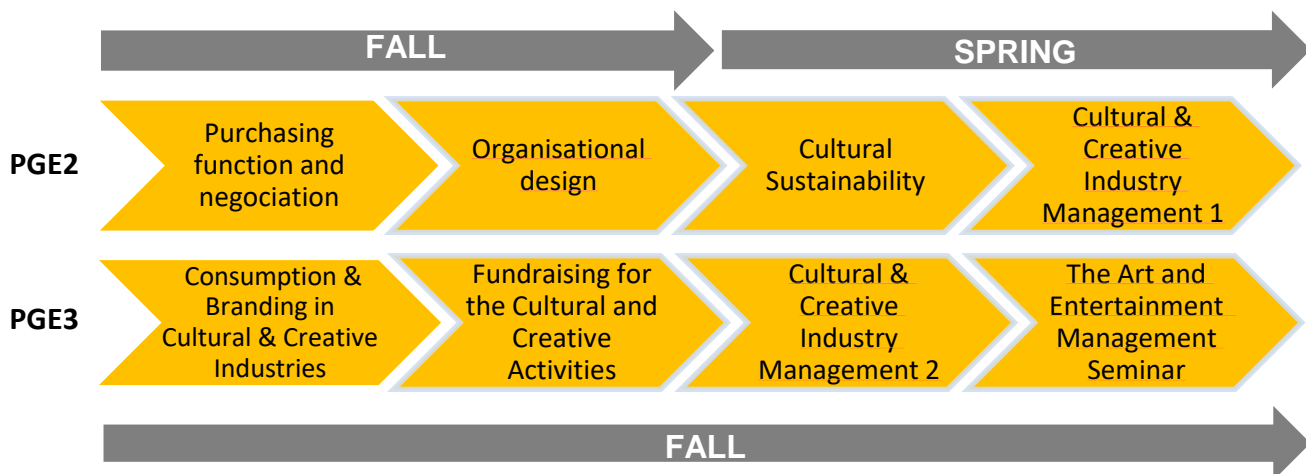
**Cultural and Creative Industries Management**  
**Management de la Supply Chain et des Achats**  
**Supply Chain Management & Purchasing**  
**International Business Management**

# Cultural and Creative Industries Management

## General description

Creative Industries Management is in line with the #ATM approach, which promotes creativity, the ability to develop original ideas and appreciate cultural diversity. Based on transdisciplinary approach to learning, this specialisation places a significant focus on professional development with emphasis on connecting theory and practice. The whole specialisation offers you a comprehensive map of the business side of a dynamic and fast growing field such as the Creative Industries.

## Content



## Learning 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 help students develop their management skills that are essential for those seeking to further professionalize these industries.

## Examples of internships and trades

One of the main goals of this specialisation is to equip you with the appropriate skills and competencies to work in the creative industries. The managerial skills you receive will lead to middle and upper management positions in theatre companies, museums, sport, art galleries, tourist attraction companies and production firms.



**Examples of typical position:**

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

**Corporate partners**

- Sony Music Entertainment
- Hachette Livre
- Auditorium du Louvre
- Nancy Opera House

**Prerequisite**

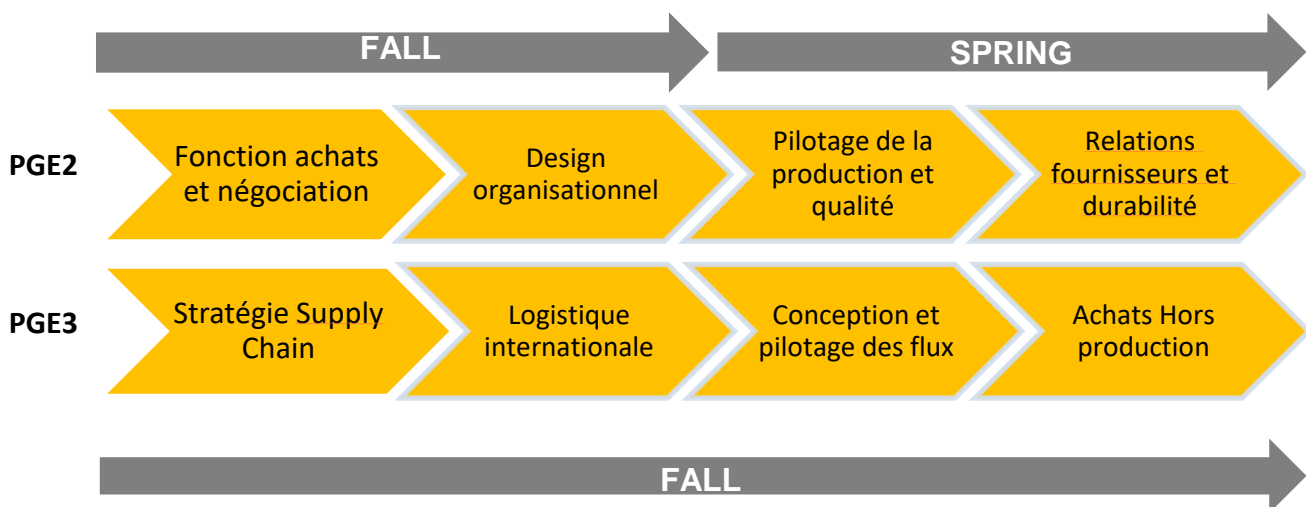
- Fundamentals of Marketing

# Management de la supply chain et des achats

## Présentation générale

Ce parcours a été conçu pour vous permettre d'avoir une vision globale et internationale des entreprises tout en vous formant aux multiples facettes du **management logistique, des achats et du supply chain management**.

## Contenu



## Objectifs et approche pédagogique

La formation prépare au **management des processus complexes (relations clients/fournisseurs, opérations internationales, processus industriels et de service, etc.)** que rencontrent des firmes de plus en plus globalisées évoluant dans un environnement ultra concurrentiel.

## Exemples de stages et métiers

Les débouchés existent dans de nombreux secteurs d'activité : dans l'industrie (industrie pharmaceutique, automobile, luxe, agroalimentaire, énergie, bâtiment, ...), dans la distribution, dans la prestation de services logistiques, mais aussi dans le consulting.

- Chef de projet logistique
- Consultant en supply chain management
- Responsable achats matières premières
- Consultant en stratégie et organisation industrielle
- Acheteur de prestation de service
- Chargé d'études logistiques
- Responsable logistique
- Directeur de plateforme
- Contrôleur de gestion industriel
- Supply chain manager

- Analyste systèmes et procédures
- Analyste process et méthodes

### **Partenariat entreprise**

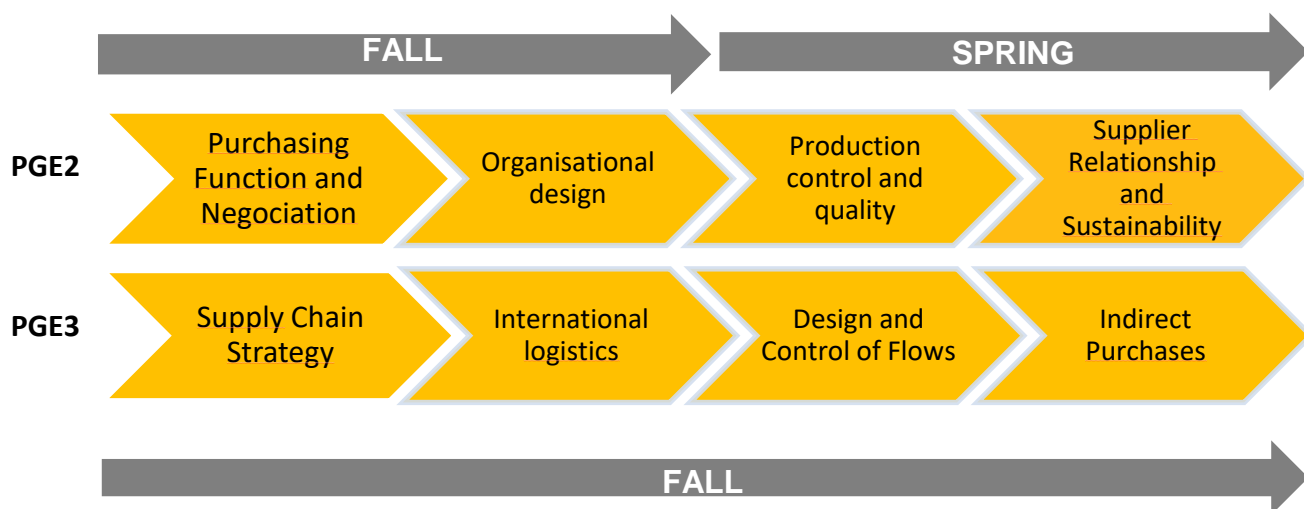
Air France, Alstom, Auchan, Carrefour, Evobus, Galeries Lafayette, Geodis, Grundfos, Kronenbourg, La Poste, Nestlé, Norauto, Philips, Pomona, PSA, Rehau, Renault, Safran, Saint-Gobain, SNCF, Thales, Thiriet, Total, Viessmann, Valéo, ...

# Supply Chain Management & Purchasing

## General description

This course has been designed to give you a global and international vision of companies while training you in the multiple facets of logistics, purchasing and supply chain management.

## Content



## Learning objectives

The training program prepares for the management of complex processes (customer/supplier relationships, international operations, industrial and services processes, etc.) encountered by increasingly globalized firms operating in an ultra-competitive environment.

## Examples of internships and trades

There are opportunities in many sectors of activity: in industry (pharmaceutical, automotive, luxury, food, energy, construction, etc.), in distribution, in the provision of logistics services, but also in consulting.

- Logistics Project Manager
- Raw Materials Purchasing Manager
- Service Provision Buyer
- Logistics Manager
- Supply Chain Management Consultant
- Industrial Strategy and Organisation Consultant
- Supply Chain Manager
- In charge of logistics studies
- Platform manager
- Industrial controller

- System and Procedures Analyst
- Process and Methods Analyst

## Corporate partners

Air France, Alstom, Auchan, Carrefour, Evobus, Galeries Lafayette, Geodis, Grundfos, Kronenbourg, La Poste, Nestlé, Norauto, Philips, Pomona, PSA, Rehau, Renault, Safran, Saint-Gobain, SNCF, Thales, Thiriet, Total, Viessmann, Valéo, ...

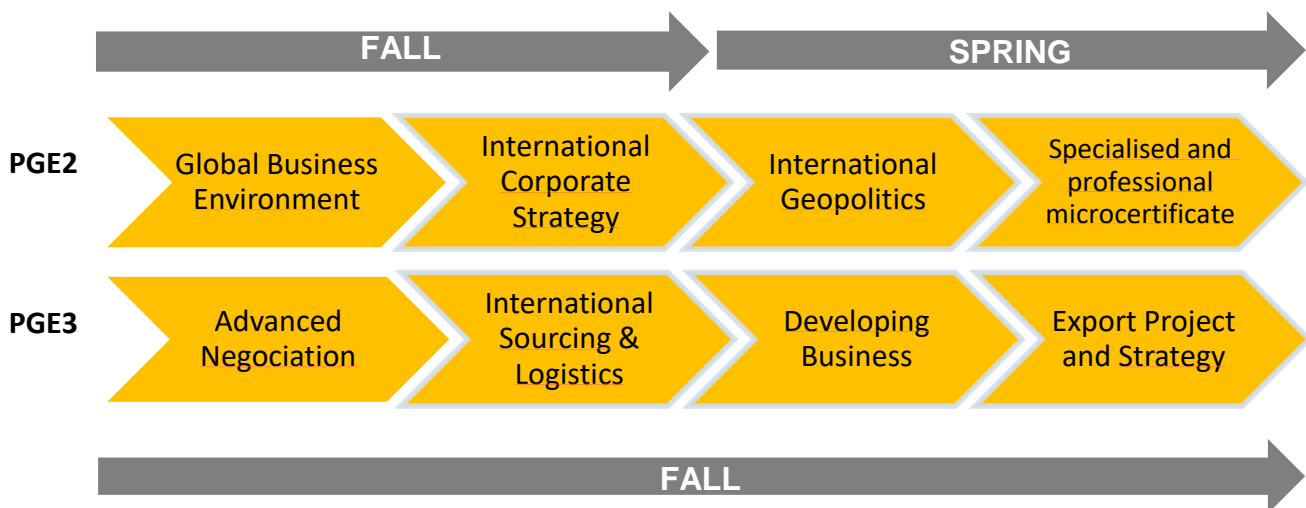
# International Business Management

## General description

*International Business Management* aims to develop the knowledge and expertise necessary to understand international business issues. It offers a wide range of skills and techniques specific to the field of international management and business practices, so that our students learn to **analyze the situations and challenges that companies may face in an international context**.

They will be able to work in **multicultural contexts** and make strategic decisions in all areas of a business.

## Content



## Learning objectives

The main objectives are:

- Understanding cultural differences in order to acquire international negotiation skills
- Acquiring knowledge about the development of international trade & projects
- Understanding the European business environment and international trade techniques
- Discovering and understanding opportunities in the European & emerging countries

## Examples of internships and trades

- ⇒ Innovative Business Manager
- ⇒ International Leader
- ⇒ Manager in Global Employment Relations
- ⇒ Manager in Change and Complexity
- ⇒ Manager in Global Diversity and Equality
- ⇒ Manager in Decision Tools
- ⇒ Export Department Manager
- ⇒ Export Zone Manager

- ⇒ Export Development Manager
- ⇒ International Negotiator, Import and Export Operations Specialist
- ⇒ Entrepreneur

## Corporate partners

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

## Prerequisite

A strong interest toward an international career

English proficiency



# Human resources

**Management des ressources humaines et innovations sociales**



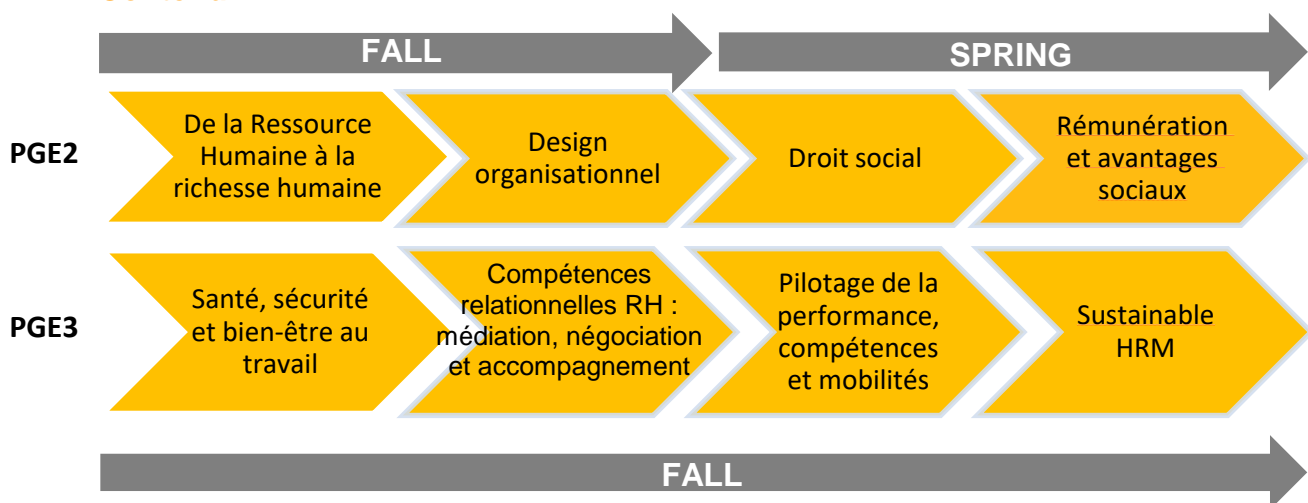
# Management des ressources humaines et innovations sociales

## Description générale

Les nouveaux modes d'organisation dans le monde tels que le télétravail, le flex office, le nomadisme, le smart office et l'usine automatisée offrent des opportunités tout en présentant de multiples défis pour l'entreprise et ses collaborateurs.

Les managers affrontent des « ill-defined problems », des problèmes peu structurés qui nécessitent chaque fois une prise en compte des contingences liées aux situations réelles (types de problèmes, conditions, objectifs) et une élaboration collective pour des raisons sociales et techniques. La fonction RH participe à la mise en oeuvre de la stratégie de transformation des entreprises en ligne avec les exigences de responsabilité sociale, éthique et environnementale. En assurant une veille continue sur l'évolution du travail, des métiers et des compétences-clés, et en développant une approche qualité des processus RH, la Direction RH contribue à la performance organisationnelle dans son rôle de «business partner » et de garante des valeurs développement durable. Dans cette spécialisation, l'accent est mis non seulement sur l'acquisition des compétences techniques RH incontournables mais aussi sur le développement des compétences relationnelles, socio-psychologiques et systémiques essentielles pour tout responsable RH. Le programme pédagogique se construit autour de votre projet professionnel individuel : à travers vos stages RH ou mission d'alternance, votre choix de micro-certificat professionnel et spécialisé et la thématique de mémoire professionnelle, des discussions avec vos pairs en classe et dans les travaux de groupe, ainsi qu'avec vos professeur.e.s et conférencier.e.s invité.e.s afin de développer un esprit de collaboration, de co-apprentissage et de partenariat. Le programme vous préparera à des emplois, peu importe le pays, nécessitant une vision multidisciplinaire de l'organisation, tels que l'élaboration de stratégies, l'audit, le conseil, la gestion de projet, la gestion des connaissances ou le vaste domaine de la gestion des ressources humaines. Il fournit un soutien aux projets d'un point de vue organisationnel / personnel que ce projet à une visée nationale ou internationale.

## Contenu



## Objectifs et approche pédagogique

Ce programme forme les managers capables de :

- ▶ Identifier, analyser et faire un bon **diagnostic des problèmes stratégiques complexes**, aux déterminants multiples et écosystémiques, caractéristiques des organisations contemporaines.
- ▶ Imaginer et construire, en collaboration avec les différentes parties prenantes, des **solutions RH différentes, durables et cohérentes**.
- ▶ Mettre en œuvre ces actions à travers un **management responsable** des ressources humaines et des processus.
- ▶ **Accompagner les parcours et les mobilités** internes et externes, individuels et collectifs, dans une perspective de croissance mutuelle.

## Exemples de missions en entreprises et métiers

Les débouchés existent dans de nombreux secteurs d'activité : dans l'industrie (industrie pharmaceutique, automobile, luxe, agroalimentaire, énergie, bâtiment, ...), dans la distribution, dans la prestation de services logistiques, mais aussi dans le consulting.

- ⇒ HR Project Manager (diversité, égalité f/h, insertion sociale, formation digitale, organisation des événements, développement managérial, etc)
- ⇒ Directeur/rice des RH
- ⇒ Chargé de recherche en recrutement,
- ⇒ Responsable paie
- ⇒ Consultant RH
- ⇒ Knowledge Manager
- ⇒ Responsable formation
- ⇒ Analyste environnement de travail
- ⇒ Responsable des relations sociales

## Partenariats entreprise

ANDRH Nord, Centre d'Énergie Atomique, Ecole du Coaching ICN, EST'elles Executive, FACE, Fidal, Headway, Jeune Chambre Economique, LinkedIn, Malakoff, Manpower, Menway, Opéra Metz Métropole, Nestlé, Now, Steelcase



# Innovation and Sustainability

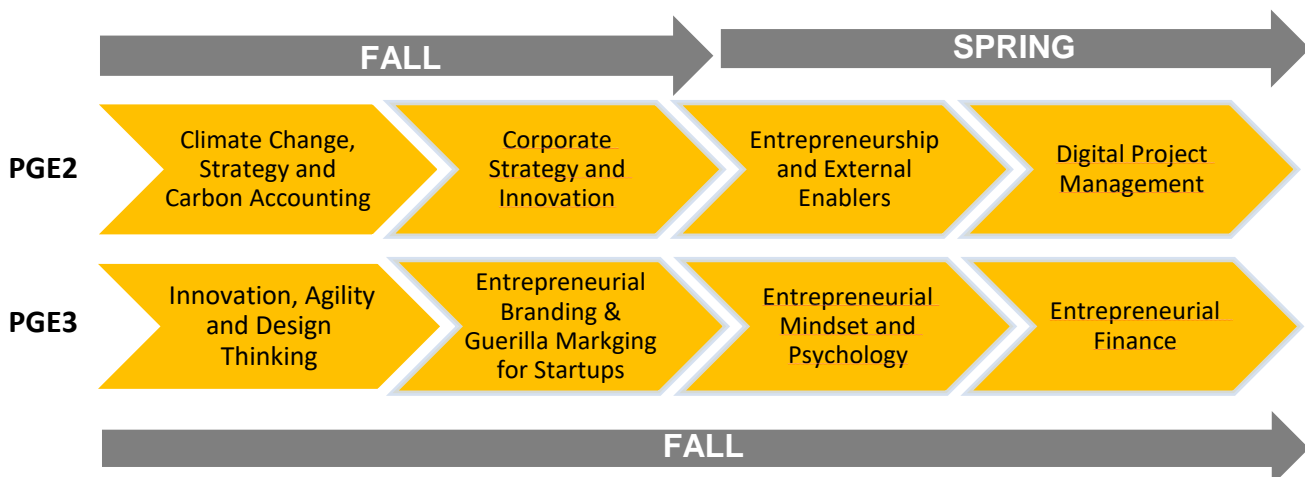
**Entrepreneurship and Business Innovation**

# Entrepreneurship and Business Innovation

## General description

Technological progress like the rise of generative AI and the growing sustainability demands require companies to innovate their products, services, and business models. This specialization teaches students to successfully identify and realize the business opportunities inherent in change. They will acquire a rigorous innovation and sustainability toolkit to develop and transform rough ideas into visionary solutions. To equip them with the hands-on knowledge, they also take part in a courses on Agile Project Management and Carbon Accounting.

## Content



## Learning objectives

This specialisation prepares students for the professions related to innovation management, whose main missions are:

- Identify the opportunities of technological progress and sustainability for a companies' strategy
- Derive desirable, feasible, and desirable measures to innovate products, services, and business models
- Realize projects for innovation and sustainability with agile project management
- Anchor, substantiate, and track the change of sustainability transformations of companies with carbon accounting

### Examples of internships and trades

- Innovation Manager
- Manager Sustainability and/or Climate
- Sustainability Analyst
- Innovation and/or Sustainability Consultant
- GHG Accountant
- Business Development Manager
- Product Development Manager
- Change Manager
- Corporate Social Responsibility Officer
- Project Manager

### Corporate partners

- Agrosolar
- Bosch Startup Harbour
- DB Systel
- Finlium
- Fraunhofer Institute
- Siemens
- Staffbase



# DOUBLE DEGREES

**Double degrees in management**  
**Double degrees in a partner university**  
**Double law degree (Faculté de droit de Nancy)**  
**Double degree-engineer curriculum (MINES – ENSGSI -  
CentraleSupélec)**

At ICN, you can complete your education with a double degree, either at ICN or in another institution in France or abroad. Geographic and thematic diversity allows every project! You just have to get prepared. Set a goal as soon as you can and discuss it with your programme director. Double degrees abroad can request an additional language preparation.

Be aware of the administrative side: you have to anticipate and get ready. Every host institution has its own selection process for double degrees: you need to inquire about the specific selection conditions, and to make sure you have a fallback solution in case of failure. ICN cannot guarantee that you will be admitted in the host institution.

The international relations office offers double degrees in prestigious universities abroad, so do not hesitate to take this opportunity to enrich your education (for more information, contact the international relations office, visit our website and My ICN). Several in-depth study courses, complementary to your manager training, are also possible in France.

For double degrees DESSMI ICN, please refer to specific documentation.

### Keep in mind that every case is different!

*Our advice* : do not miss this opportunity to intensify your education and to enrich your résumé, while living an unforgettable human and cultural experience.

### Please note:

- ⇒ Double registration is compulsory, to ICN and to host institution if necessary, with related fees – in accordance with the current agreement;
- ⇒ Students in double degree do not participate in the PGE3 ICN seminar;
- ⇒ Double degree awarding curriculum\* are achieved (as the case may be) in one or two years (there are several exceptions ,like the MBA programme, which require three semesters);
- ⇒ For **one-year** double degrees, the PGE3 is replaced by the M2 aimed at;
- ⇒ For **two-years** double degrees, the gap year is replaced by the M1, then PGE3 is replaced by the M2. If the students chooses it, and if the course allows it, he/she can have an experience year before joining the M1 (the total curriculum is then one year longer);
- ⇒ Assessment regulations of the chosen program are implemented;
- ⇒ Assessment regulations of the Master in management remain, namely regarding the graduation conditions;
- ⇒ Quitus of the Master in Management are still required (with special arrangements) at the end of the course (professional, international, Foreign Language), unless otherwise specified in a teaching agreement.

## The PGE / DESSMI double degree pathway

The PGE/DESSMI double degree is subject to selection. It replaces the PGE3 with the DESSMI M2 and is based on a transfer of 60 ECTS credits between the DESSMI and the PGE3.

**Warning:** this pathway is reserved for PGE2 students **who do not have an apprenticeship contract**. The DESSMI pathway, on the other hand, can be taken under apprentice status.

### When should you apply ?

During your PGE2 year, or your post-PGE2 gap year if you have chosen this option.



## Double degrees pathways in partner universities

Year 3 of the Master in Management is replaced by the considered studies, and the double degree can go further than year 3 (i.e. For MBA students). Every specialization is unique.

When choosing a double degree, especially when it implies going abroad, you must get prepared as early as possible in order to be accurately informed, to take the potential complementary exams (such as external language exams like TOEFL), get ready for your stay abroad, and apply on time.

☞ *Please refer systematically to the information given by the international relations office.*

Service des relations internationales

ARTEM bureau 102 - 107

[international@icn-artem.com](mailto:international@icn-artem.com)

### Selection and validation of the double degree

**First selection committee:** application in December one year in advance.

**Second selection committee:** application in April one year in advance.

**Please be careful of the specific prerequisite of each school: language (GMAT, TOEFL...) and academic. This is a shortlisting, the final decision will be taken by the partner school.**

### Validation of the stay abroad:

- **You must meet the conditions and respect the rules of the university to get your foreign degree,**
- At the end of the academic year, you must send your transcript, the copy of your foreign degree or an achievement certificate,
- When you are back from your stay abroad, you also have to validate **the experience report and the oral presentation of this report** to get your French degree by submitting your « Bachelor thesis » or « Master thesis » (if required) and the assessment of your stay abroad.

## Detailed double degrees offer

Please note that the list is constantly changing, so check with the SRI first!

### ➔ GERMANY : beginning of October – end of August

- Westfälische Wilhelms - Universität Münster – Münster : Bachelor & Master double degrees
  - Very high academic and linguistic level (English and/or German: TOEFL 80 / IELTS 6 / TOEIC 750 / Duolingo 110 / German internal test min 14 / Goethe C1)
  - Intensive German courses before the start of the semester
  - Administrative fees (approx. €2245 per semester)
  - Compulsory modules, no free choice of course
  - Thesis
  - Double Master's degree: **open only to students with a 3-year Bachelor's degree:**
    - Major Accounting: German & English
    - Major Finance: English
    - Major Management: German & English
    - Major Marketing: English

### ➔ BRAZIL

- Pontifícia Universidade Católica do Paraná PUCPR : Master's double degree
  - Courses exclusively in English (B2 level required : TOEFL 80 / TOEIC 750 / IELTS 6 / DUOLINGO 110)
  - Catholic university accredited by AACSB and member of EQUIS
  - Advanced courses in Management, Marketing, Strategy and Finance
  - Curitiba Campus (main PUCPR campus)
  - Master in Administration degree from PUCPR

### ➔ CANADA

- HEC Montreal : Master's double degree (D.E.S.S)
  - High academic level
  - Entering the final year of PGE
  - The **list of specialisations** is as follows: Business Administration, Business Analysis - Information Technology, Sustainable Development, Organisational Development, Entrepreneurship and Innovation (evening and weekend courses only), Social Innovation, Management, Marketing, Media and Brands, Human Resources
  - 3 on-site trimesters (autumn: September to December, winter: January to April, spring: May to July).
  - Tuition fees: approximately \$5,000 CAD for French and Belgian-speaking students/approximately \$2,250 CAD for students of other nationalities.
  - Possibility of working on campus with a study permit (not guaranteed)
  - A stimulating environment in which to work: high-quality infrastructure, available professors, campus located in the heart of Montreal.

- Université de Laval – Québec : *Double Master's degree under renegotiation*

#### ⇒ CHINA

- China University of Geosciences – Wuhan : Master's double degree
  - In addition to the courses, case study with teaching note and final dissertation (research paper)
  - Specialisation linked to the one followed at ICN
    - Main subjects : Business Management and Economics
    - Specialisations : Accounting, Financial Management and Marketing
- Southwestern University of Finance and Economics – Chengdu: Master's double degree
  - Master in Marketing Management with 9 compulsory courses (Corporate Information Strategy, Managing Innovation, Marketing Research Methodology, China-Europe Marketing, Chinese Language, General Introduction of China...) + additional optional courses
  - Semester 2 dedicated to the thesis
  - For administrative reasons, the Chinese diploma will only be validated after two years (one year after the end of the programme)

#### ⇒ SOUTH KOREA

- Hanyang University Business School – Seoul : Master's double degree

#### ⇒ UNITED STATES

- Duquesne University – Pittsburgh: Master's double degree: "professional MBA **TOEFL 90 or DUOLINGO 115, GMAT 500 (optional)**"
  - 1-year double degree from August to August (Fall + Spring + Summer)
  - Option to take the double degree instead of the 3A
  - between 14 and 20 courses to be completed in order to obtain the MBA
  - Monday to Thursday from 6pm to 9pm
- Georgia Tech – Atlanta : double degree Master MSc **TOEFL 100 GMAT 600** – *place not guaranteed* courses from late August to mid-May within the Master of Science in Management
  - 5 courses to be validated per semester (may be evening courses)
  - assistantship with a teacher 15 hour a week – *remuneration not guaranteed*
- Indiana University of Pennsylvania – Indiana : double degree Master MBA **TOEFL 76 or DUOLINGO 110**
  - courses from the end of August to the end of August of the following year or from January to December (3A+)
  - assistantship with a teacher 10 hour a week – *remuneration not guaranteed, allows you to take certain courses free of charge*
  - Additional fees (in addition to ICN tuition fees): *total estimated tuition/fees after all reductions (2 semesters + summer) = approx. \$15,000. Scholarships available but not guaranteed.*

### ⇒ ITALY

- Università Degli Studi di Bologna : September – July double Master's degree, Forli campus (Italian and/or English : TOEFL 80 / IELTS 6 / TOEIC 750 / Duolingo 110 / Italian internal test min 10 / CILS B2)
  - Specialisations on offer :
    - Master's degree in Business Administration and Sustainability (in English)
    - Master's degree in Economics and Management :
      - Business and Administration curriculum (in English)
      - Economia e Management (in Italian)
    - Master's degree in Management of Social Economy (partly in Italian and partly in English)
  - Compulsory modules, no free choice of courses + Master thesis to be validated at ICN at the end of the exchange.

### ⇒ JAPAN

- Nagoya University of Business and Commerce – Nagoya : Master's double degree
- For Master's students:**
  - Validation of 40 NUCB credits - 6 core courses, 12 elective courses and 4 credits for tutored Case Writing
  - Case with Teaching Note as a final research thesis
  - Students with at least 3 years of professional experience can obtain the NUCB MBA (AMBA criteria) and those with less experience obtain a Master of Science in Management. The courses are the same for both degrees.

### ⇒ PERU

- Centrum PUCP : Master's double degree
  - Courses exclusively in English (B2 level required : TOEFL 80 / TOEIC 750 / DUOLINGO 110)
  - MBA Programmes
  - Length of exchange: 1 year (semester 1 (Fall) from August to December + semester 2 (Spring) from April to August)
  - 50 credits to be validated in one year + Master's thesis to be completed during the exchange at CENTRUM PUCP
  - There are costs involved in obtaining the diploma

### ⇒ SWEDEN

- Umea University – Umea : Master's double degree (English : TOEFL 80 / IELTS 6.5 / TOEIC 750 / Duolingo 110)
  - 1st semester end of August – mid-January. 30 advanced level (D-level) credits in one of the following specialisations:
    - Managerial Perspectives on Strategy, People, Projects and Processes D
    - Consumer Behavior, Market Analysis and Strategic Decision Making D
    - Strategic Business Development D
    - Accounting, Auditing and Control D
    - Financial Management D
  - 2nd semester mid-January – beginning of June. 30 credits :
    - Research Methodology in Business Administration B69, 7,5 credits
    - Master's Thesis 15 credits to be done in pairs
    - Optional course for 7,5 credits

# Double degree in law (Faculté de droit de Nancy)

**Responsable :** Gérald DUFFING ([gerald.duffing@icn-artem.com](mailto:gerald.duffing@icn-artem.com))

## Présentation générale :

Un diplôme universitaire préparatoire est indispensable et se déroule pendant l'année expériences. Si vous êtes intéressé par cette spécialisation vous devrez suivre une préparation spécifique lors de votre PGE2, constituée de deux modules spécifiques. Le cursus droit est un parcours exigeant qui s'adresse aux étudiants désireux de s'orienter parallèlement vers des carrières juridiques. Si les résultats sont satisfaisants, la 3ème année de votre parcours se déroulera intégralement à la faculté de droit, au niveau master 2 de droit. Il s'agit d'une opportunité exceptionnelle d'acquérir une double compétence de haut niveau.

## Contenu :

### PGE 2 :

Choisissez la spécialisation et l'atelier ARTEM que vous souhaitez. En vue de poursuivre avec le diplôme préparatoire en droit, durant votre année expériences, choisissez impérativement les deux modules « méthodologie des exercices juridiques et techniques oratoires » et « renforcement des fondamentaux de droit » en PGE2.

### Année expériences :

*Etape 1 :* suivez le diplôme préparatoire à la faculté de droit, en vue de postuler à l'un des master 2 accessibles à la faculté.

15 places sont ouvertes chaque année aux étudiants ayant totalement validé PGE 1 et PGE 2. La sélection se fait sur dossier :

- CV
- Lettre de motivation
- Bulletins de notes PGE1 et PGE2

Le suivi du diplôme préparatoire exige une double inscription : année expériences ICN + faculté de droit avec option (consultez les tarifs en vigueur).

*Etape 2 :* postulez pour un master 2 à la faculté de droit. Huit places maximum par année universitaire, toutes options confondues, y sont ouvertes. La sélection, propre à chaque option, se fait sur dossier (résultats académiques du PGE et du diplôme préparatoire, lettre de motivation, CV) et entretien. Chaque master 2 a ses propres règles de sélection, auxquelles tout candidat doit se conformer. En conséquence, l'obtention du diplôme préparatoire ne garantit pas l'accès en master 2 de la faculté de droit.

*Etape 3 :* faites le bilan sur les résultats du diplôme préparatoire et de votre candidature en master 2, afin de déterminer quelle forme pourra prendre votre dernière année d'études.

### PGE 3 / Master 2 à la Faculté de droit.

En cas de réussite au diplôme préparatoire et d'admission au master 2 de la faculté de droit, cette formation remplace totalement votre année PGE3. En cas d'échec, choisissez une spécialisation PGE3 et/ou un autre parcours en double diplôme, en fonction de votre spécialisation PGE2.

Le double cursus PGE à ICN / master 2 à la faculté de droit implique :

- Une double inscription à ICN et la faculté, avec les frais afférents aux deux institutions ;
- La validation des quitus LV1 et professionnel du PGE ;

A l'issue du double cursus et sous réserve de validation de l'ensemble des conditions fixées par le règlement d'examens, vous obtenez votre master 2 en droit, et le « Diplôme ICN » (programme Grande Ecole). La liste des spécialités accessibles ci-dessous est donnée à titre indicatif et sous réserve de modification à l'initiative de la faculté de droit :

Master 2 Droit des affaires
Spécialité Droit de l'entreprise et des affaires
Spécialité Juriste d'affaires européen
Spécialité Juriste d'affaires international
Spécialité Propriété intellectuelle et technologies de l'information

### Exemples de stages et métiers :

A l'issue du M2, plusieurs possibilités s'offrent aux titulaires de ce diplôme qui ne se limitent pas au secteur juridique :

- Administration, gestion, finances et même commerce et communication, sont autant de secteurs susceptibles de recruter un(e) juriste.
- Les diplômés en droit privé intègrent majoritairement le secteur privé, en tant que juriste d'entreprise (cabinet d'avocat, banque, assurance, fiduciaire, grande entreprise, etc.)
- Les professions libérales leur ouvrent également leurs portes mais il faudra passer un examen (avocat, notaire, huissier).
- Le secteur public peut constituer une alternative, notamment auprès des administrations centrales ou autres services décentralisés de l'Etat (Justice, impôts, etc., ou collectivités territoriales) mais il faudra également passer un concours de recrutement. Il en est de même pour les organisations internationales.
- Enfin, le droit reste assimilé par les employeurs à une formation générale et pertinente, qui développe une capacité de travail, ainsi que des qualités de rigueur et de synthèse, le ou la juriste pourra alors intégrer une entreprise en tant que cadre.

### Témoignage(s) étudiant(s) et/ou professionnel(s) :

*« Prendre part au double diplôme entre la faculté de droit de Nancy et ICN a été pour moi une opportunité d'étendre mes compétences au monde juridique, grâce à la grande disponibilité des professeurs et étudiants de la faculté.*

*Plus qu'une spécialisation, il s'agit d'un double diplôme à part entière, qui permet au diplômé, fort de son Master 2 en droit, de poursuivre s'il le souhaite sur la voie juridique en passant par exemple les examens pour devenir avocat.*

*Il s'agit aussi, et peut-être même surtout, d'une ouverture: à l'heure où le carcan légal et réglementaire se fait de plus en plus lourd tant pour les entités réglementées (e.g. banques, entreprises d'investissement) que pour les sociétés commerciales en général, appréhender correctement les enjeux posés et être à-même de communiquer efficacement avec les fonctions juridiques internes est un atout réel pour un manager opérationnel. »*

**Fabrice BELLENCONTRE** – Double diplômé

**Parcours double diplôme en droit**

**Diplôme préparatoire « Passerelle vers le droit de l'entreprise »**

**Modules spécifiques à suivre impérativement**

**I. Méthodologie des exercices juridiques et techniques oratoires (30H00)**

Ce cours consistera dans une première partie à mettre les étudiants face à la réalité de la charge de travail qui va leur être demandée. Cela implique motivation, confiance en soi et esprit de groupe pour canaliser les énergies et insuffler un esprit de rigueur et de travail à la fois individuel et collectif.

Par des exercices basés sur le travail de l'éloquence, l'improvisation ainsi que l'analyse de dossiers juridiques, les étudiants vont être confrontés à leurs limites, le reflet de leur image, la nécessité de puiser en eux de nouvelles compétences, aux impératifs liés à l'exigence du travail individuel et collectif.

Cette approche va leur permettre de **gagner en confiance** et estime de soi, d'**améliorer leur éloquence** et de créer un esprit de groupe instituant les bases du travail d'apprentissage, de restitution et de participation collective à la réussite de leur formation.

Ce travail sera assuré par un professionnel issu notamment du milieu théâtral, maîtrisant les techniques et exercices oratoires.

La seconde partie consistera à confronter l'étudiant à la masse de l'information juridique pour lui apprendre non seulement à **structurer sa méthode d'appréhension et de recherche de la matière juridique**, mais également à la **synthétiser et la restituer** sous forme d'exercices théoriques et pratiques, tant à l'oral qu'à l'écrit sur des thématiques variées couvrant notamment les matières abordées lors du DU Droit (sources du droit, droit des obligations, droit du travail, droit international privé, droit et fiscalité des entreprises).

Dans une troisième partie, seront abordés les points de renforcement de la méthodologie des exercices juridiques par des exercices pratiques.

- I. Amélioration des techniques oratoires (Intervenant extérieur 6H00, Prof. Franck Valencia 4H00)
  - Base des techniques oratoires,
  - Exercices d'improvisation,
  - Mises en situation,
  - Restitutions orales.
- II. Recherche et appréhension de la matière juridique : (10H00)
  - Méthodologie de recherche et d'appréhension de l'information juridique (outils, enjeux, méthode),
  - Méthodologie de synthèse et restitution de l'information juridique,
  - Exercices de synthèses,
  - Présentation orale de sujets sur des grandes questions juridiques.
- III. Renforcement de la méthodologie des exercices juridiques : (10H00)
  - Méthodologie du cas pratique,
  - Méthodologie du commentaire d'arrêt,
  - Méthodologie de la synthèse et dissertation.

**Examen : voir le syllabus.**

## **II. Renforcement des fondamentaux de droit (Electif 15H00)**

Ce cours basé sur une recherche préalable de l'information par l'étudiant et d'un travail de synthèse, va lui permettre de saisir les fondamentaux du droit, lesquels seront approfondis en cours par des exercices de discussion et de restitution.

- I. Grandes questions du droit et droits fondamentaux :
- II. Introduction au droit :
  - Le système juridique,
  - Les divisions du droit,
  - L'organisation judiciaire,
  - Les acteurs du droit,
  - Les sources du droit,
  - Identification de la règle applicable (accès, entrée en vigueur),
  - Application de la règle,
  - Interprétation de la règle,
  - La preuve des droits (objet, charge, moyens),
  - Le droit des procédures (systèmes, action en justice, règles de compétences),
  - La notion de contentieux.
- III. Droit de l'Union européenne.
- IV. Droit international privé.
- V. Les grands arrêts de la jurisprudence civile et commerciale.

**Examen : voir le syllabus.**



# Double engineering degree pathways (MINES – ENSGSI - CentraleSupélec)

Ces parcours d'exception s'adressent aux étudiants souhaitant développer une double compétence pointue, dans le cadre d'un projet professionnel bien établi qui la justifie. En effet, la motivation du candidat sera particulièrement étudiée dans le processus de sélection. Ces parcours supposent une préparation supplémentaire, tantôt en solo (cas du double diplôme ingénieur ENSGSI), tantôt, et pour partie, prise en charge par des enseignements spécifiques (cas du cursus Mines Nancy). Il convient de se pencher sur ces formations préparatoires dès la première année du PGE.

Ces parcours se composent de deux années dans le PGE (1<sup>ère</sup> et 2<sup>ème</sup> année), puis de deux années en école d'ingénieur (2<sup>ème</sup> et 3<sup>ème</sup> année du diplôme visé). Pour les doubles diplômes ICN/ENSGSI IDEAS et MSc Technologie & Management à CentraleSupélec Paris, une seule année en école d'ingénieur est requise. Attention, seuls les parcours en deux ans à l'école d'ingénieur permettent d'obtenir le titre d'ingénieur.

Les doubles diplômes ingénieur	Responsable pédagogique
ICN - Mines Nancy : ingénieur civil des Mines (2 ans)	Sylvain BOURLANGE
ICN - ENSGSI : ingénieur / manager (2 ans)	Olivier CHERY
ICN - ENSGSI : Master Innovation et Design... (IDEAS) (1 an)	Éric BONJOUR
MSc Technologie & Management – CentraleSupélec Paris (1 an)	N/C

**Les prérequis sont très différents d'un diplôme à l'autre.** Le cursus à Mines Nancy suppose une maîtrise de l'algorithmique et l'informatique, tandis que celui à l'ENSGSI exige des connaissances en mathématiques (niveau prépa ECG scientifique « + »), physique et chimie.

## Déposer une demande de double diplôme

1. Je choisis une spécialisation classique 2. Je choisis les modules de préparation (complémentaire + électifs + atelier ARTEM...voir descriptifs spécifiques) 3. En mars de ma 2 <sup>ème</sup> année je postule pour le diplôme que je vise  <i>(Attention, ces doubles diplômes se réalisent sur 2 ans et doivent donc débiter dès l'année expériences            A l'exception du Master Innovation et design global de l'ENSGSI qui dure 1 an)</i>	Titre d'ingénieur Mines ou ENSGSI	=>	Année expériences obligatoire : Master 1 Mines ou ENSGSI	=>	Master 2 Mines ou ENSGSI en remplacement de ma 3 <sup>ème</sup> année PGE
	Master Innovation et design global ENSGSI	=>	Cas 1 : Avec année expériences (postuler au Master Innovation et design global pendant l'année expériences)	=>	Master Innovation et design global de l'ENSGSI : en remplacement de ma 3 <sup>ème</sup> année PGE
		=>	Cas 2 : Sans année expériences : Master Innovation et design global de l'ENSGSI : en remplacement de ma 3 <sup>ème</sup> année PGE		

Le départ en double diplôme ingénieur suppose une double sélection : celle d'ICN (par la réussite de votre année) et celle de l'établissement d'accueil. Pour postuler à l'un de ces doubles diplômes vous devez obligatoirement et avant toutes démarches, envoyer un mail à Gérald DUFFING ([gerald.duffing@icn-arterm.com](mailto:gerald.duffing@icn-arterm.com)) afin de vous faire connaître. Le processus de sélection est différent des autres doubles diplômes français. Les programmes d'admissibilités sont disponibles. Ils seront présentés aux étudiants intéressés à l'occasion de réunions d'informations spécifiques, qui donneront tous les détails propres à ces cursus prestigieux.



## Combine your PGE specialisation with an academic stay abroad

If you choose to spend a semester at one of our partner universities, make the right arrangements for the period you choose:

### ⇒ You are leaving in S4:

Think about the specialism *you want to pursue* when you return to PGE3, and choose the modules that are most relevant to this choice during your academic stay. They will complement your 'fundamentals' in this field. You will find the most up-to-date information on the universities' websites (the management modules are open to you as part of your stay)

### ⇒ You are leaving in S5 or S6:

Your choice of modules for the partner university can be either a deepening of your PGE2 specialisation or, on the contrary, a double skill in another field. In this case, be careful about the prerequisites!

### ⇒ What do you do during S5 if you go to a partner university in S6?

If you leave in S6, the contents of semesters S5 and S6 are reversed on your transcript, so that you have one academic semester (at ICN or a partner university) and one internship/MFE semester. **We advise you to devote your S5 to an "end-of-studies" internship**, in order to gain enough professional experience to add to your CV and validate your professional status (9 months in the general case, with at least five months of long-term experience). This internship can start as early as June of your PGE2 or gap year, and continue throughout S5.



# CERTIFICATES

**How to become a sustainable entrepreneur? –  
Inspirations from start-ups in Berlin (ICN Berlin)  
Chinese Business Development (SAU, Chengdu, Chine)  
Shift Year (CentraleSupélec Metz)**

# How to become a sustainable entrepreneur?

## Inspirations from start-ups in Berlin (ICN Berlin)

What?	This programme is designed for students who would like to discover the extraordinary startup environment in Berlin, and who are willing to engage in such a company. However, students who have their own entrepreneurial project are very welcome. The ATM (Art Technology & Management) spirit has inspired this programme: we require active participation & contribution, autonomy, open-mindedness, and curiosity, and we invite you to develop these skills further with this certificate.
Who?	Students in Gap Year 2, after PGE2
When?	2 <sup>nd</sup> semester
Where?	ICN Berlin

☞ Please refer to specific documentation on MyICN.

# Chinese Business Development (SAU, Chengdu, Chine)

What?	This certificate is aimed at students wishing to experience a complete immersion in Chinese culture and the business and management practices of one of the world's most dynamic regions. A semester of courses is planned in collaboration with the prestigious Sichuan Agricultural University (S.A.U.), located in the heart of the vibrant city of Chengdu, China. The programme will focus on the Chinese language, Chinese culture and the specifics of the Chinese business world. Some innovative sectors will be examined in greater depth (tourism, luxury goods, food systems). For those who wish, this semester of courses can be supplemented by work experience in China, in the form of a five-month internship, in one of S.A.U.'s partner companies, in order to apply and deepen your knowledge in a real-life environment. Don't miss this opportunity to give yourself a real competitive edge on the global market!
Who?	<ul style="list-style-type: none"> <li>- Students in Gap Year 2, after PGE2</li> <li>- Students in PGE3</li> </ul>
When?	1 <sup>st</sup> semester (replaces PGE3 S5, for PGE3 students) Optional 2 <sup>nd</sup> semester dedicated to professional experience in China
Where?	S.A.U., Cheng Du (Sichuan, China)

☞ Please refer to specific documentation on MyICN.

# Shift Year (CentraleSupélec Metz)

What?	The "Shift Year" is dedicated to those who wish to commit themselves and act in favour of a sustainable, ethical and united future. It is offered by CentraleSupélec Metz and allows students to immerse themselves in an engineering environment, in perfect harmony with ICN's ATM pedagogy. This programme welcomes students who are open-minded, agile and interested in discovering other disciplines. This pathway offers you two semesters to learn by getting involved and acting in the service of more responsible development. It's a unique opportunity to meet committed players, expand your network and possibly incubate your own project. At the end of the course, you will receive a diploma from CentraleSupélec. A prestigious addition to your CV!
Who?	Students in Gap Year 2, after PGE2
When?	1 <sup>st</sup> & 2 <sup>nd</sup> semester
Where?	CentraleSupélec, Metz

☞ Please refer to specific documentation on MyICN.

**ICN CREACTIVE**  
**BUSINESS SCHOOL**  
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