

A woman with long blonde hair is smiling, looking slightly to the right. The background is a composite image of various cityscapes, including the Empire State Building, the Oriental Pearl Tower, and Christ the Redeemer, all overlaid with a warm, golden light.

# SKEMA BUSINESS SCHOOL

## MASTERS DEGREE PROGRAMMES

Make it possible

Master in Management  
MSc Programmes  
Mastère Spécialisé® Programmes

**skema**  
BUSINESS SCHOOL

AT HOME WORLDWIDE\*

2021-2022 intakes





“SKEMA is a global institution with French roots. Our mission is to train the talents of the knowledge economy.

In an already globalised and digitalised economy, the arrival of artificial intelligence is further disrupting our lifestyles, our social and cultural codes, and the foundations of our society and our economy. Education has a crucial role to play in these changes.

It is in this context that SKEMA trains future business leaders to adapt to the requirements of 21st century companies and organisations. Our students learn to be mobile, multicultural, agile and aware of new societal challenges while possessing entrepreneurial and managerial capabilities. They are committed to the safeguarding of the planet, protection of personal data and essential ethical issues. These are the values and DNA of our research, our programmes and our organisation: **think like the avant-garde school, act as an impactful player, contribute as a global institution.**

Few are those who have the opportunity to study in a global

environment: either face-to-face on the five continents where the school is present or at a distance in a *hybrid* learning mode, these students benefit every day from courses that link global and local practices, technology and experience sharing.

We prepare talents for the new reality of companies and organisations. Through academic research, new programmes and content, and the involvement of companies, SKEMA's graduates are ready for emerging jobs and new horizons.

Your experiences at SKEMA will shape you and they will become some of your greatest memories. You will be ready to succeed in any company, organisation or project you choose, wherever you are in the world.

I sincerely hope that you will enjoy sharing our visions and values.”

**Alice Guilhon**  
Dean,  
SKEMA Business School

**48,000**  
graduates across the world

**9,000**  
students

**120**  
nationalities

**7**  
campuses across the world:  
Brazil, China, France, South Africa  
and the USA

**Multi-  
accredited**

EQUIS, AACSB and EFMD  
Accredited EMBA and member of  
the Conférence des Grandes  
Écoles (CGE)



**3<sup>rd</sup>** best worldwide: MSc  
Financial Markets &  
Investments (2020)  
**2<sup>nd</sup>** worldwide for the overall  
satisfaction



**11<sup>th</sup>** best worldwide and  
**5<sup>th</sup>** in France: MSc in  
International Marketing  
& Business Development  
(2021)

More information: [skema.edu](https://skema.edu)  
News Room section



# Faculty & Research

To meet the needs of the rapidly evolving market, SKEMA organised its teaching body around three academies — **globalisation, innovation and digitalisation** — addressing the conventional fields of expertise (strategy, finance, marketing, supply chain, HR, etc.) in a more transverse and global manner.

With regard to research, the school has opened five research centres, using its own global presence to its advantage:

- ▶ **FAIR** - Finance and Accounting Insights on Risk and Regulation
- ▶ **KTO** - Knowledge, Technology and Organisation
- ▶ **MINT** - Marketing Interactions
- ▶ **PRISM** - Project Information and Supply Management
- ▶ **RISE** - Reflections and Research In International Strategy Sustainability Entrepreneurship and Economics

The ensemble is completed by an institute devoted to **sports and languages** — SKILS (SKEMA Institute for Languages and Sport) and an **artificial intelligence** institute.

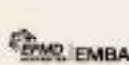
## Governance

The school's governance is structured around a Board of Directors and a General Assembly comprising members from the school's original territories in the north and south of France, as well as prominent alumni working in high-profile international companies, reflecting what constitutes our DNA (globalisation, innovation, digitalisation). The strategic work of the Board of Directors is informed by the recommendations of two advisory bodies: the International Advisory Board (IAB) and the Research Advisory Committee (RAC), each made up of influential people from the academic and corporate spheres.

## Quality & Accreditations

SKEMA is multi-accredited - **EQUIS, AACSB and EFMD Accredited EMBA**. Its programmes are recognised in France (Visa, Master Degree, RNCP, CGE label), as well as in the United States (licensing), Brazil (certificação) and China.

SKEMA is certified ISO 9001 for the quality of its management and ISO 14001 (Lille and Sophia-Antipolis campuses) for its environmental management. It has also obtained the EESPIG label and is a member of the 'Conférence des Grandes Ecoles' (CGE).

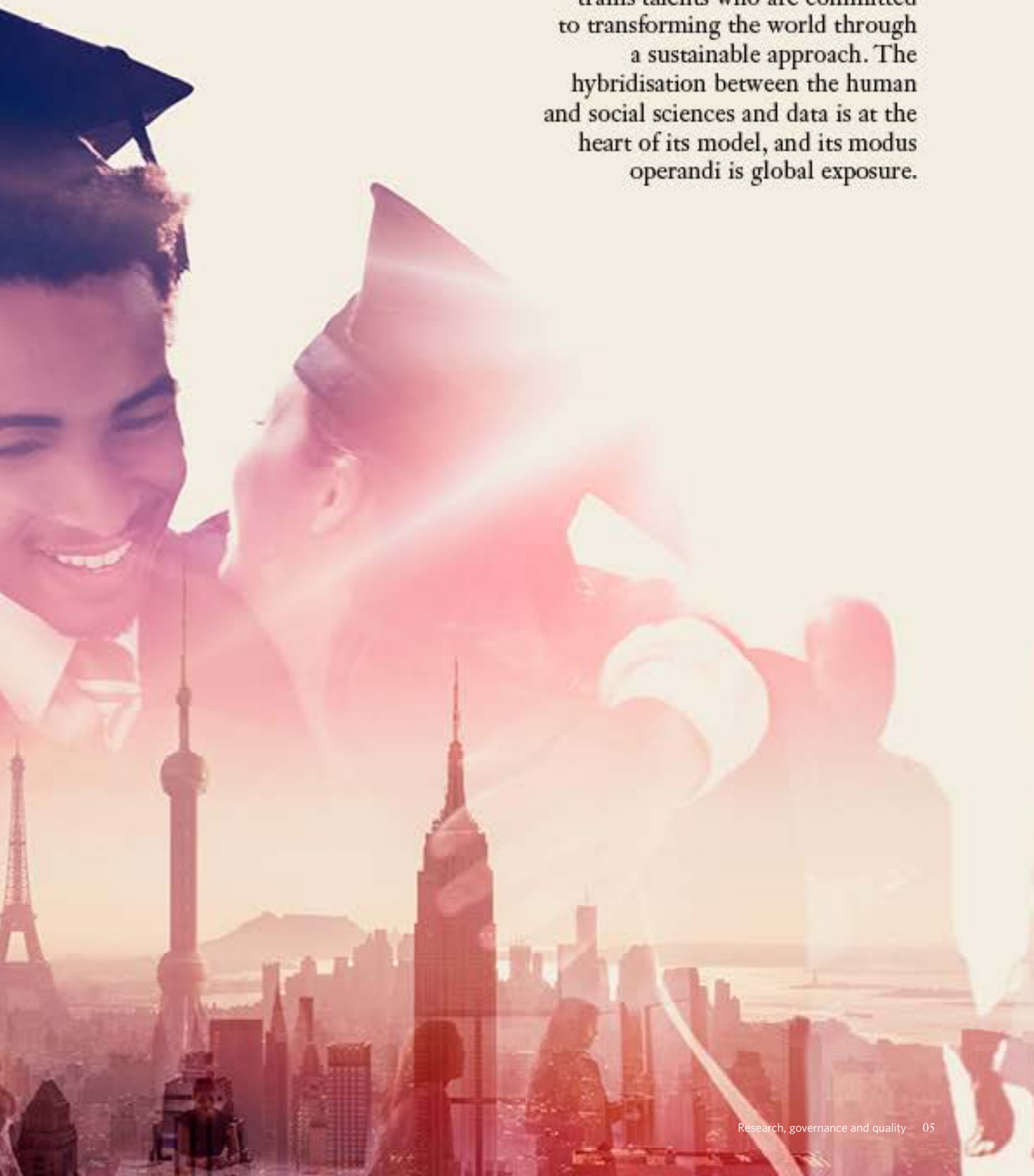


KNOWLEDGE.SKEMA.EDU



# MISSION STATEMENT

SKEMA is a global research and higher education institution that trains talents who are committed to transforming the world through a sustainable approach. The hybridisation between the human and social sciences and data is at the heart of its model, and its modus operandi is global exposure.



# SKEMA GLOBAL EXPERIENCE

Explore the uniqueness of SKEMA Business School: with 7 campuses on 5 continents, the school offers an unparalleled global experience!



## Raleigh Campus

### In the heart of the Research Triangle Park

This campus is located in the heart of North Carolina State University's Centennial Campus. Not far from the leading American technology park (Research Triangle Park), Raleigh brings together many innovative companies and research laboratories. Students have the opportunity to benefit from the infrastructures of one of the largest American universities. To this dense economic fabric, we can add many universities (16 in total) and an exceptional quality of student life.



## Belo Horizonte Campus

### Brazil's Silicon Valley

SKEMA's Brazil campus is established within the Fundação Dom Cabral in Belo Horizonte, located 360 km from Rio de Janeiro and 500 km from São Paulo. Ranked among the ten most dynamic cities for business in Latin America by the magazine América Economia, 80% of its economy is concentrated in the service sector. Belo Horizonte is considered the Brazilian Silicon Valley, with more than 200 start-ups and around ten incubators.



## Grand Paris Campus

### Opening in 2020-2021

Currently based at La Défense, SKEMA is moving in 2020-2021 to a central site 13 minutes from Les Champs Élysées: the 'Grand Paris' campus in Suresnes is the anchor point for the school's global strategy. Paris, a multicultural city and gateway to the European continent, will amplify SKEMA's international visibility and increase its capacity to 10,000 students. Hyperconnected and at the crossroads of many cultures, the Grand Paris campus will set a benchmark for the usage of new technologies.

## Sophia Antipolis Campus

### In the heart of the French Riviera

Sophia Antipolis, Europe's leading technology park, is a laboratory of 21st Century companies and a highly-skilled community. Several major engineering schools, university establishments and research institutes are located here, creating intellectual vitality with 5,000 students. SKEMA benefits from the presence of over 1,500 companies around its campus.







“ Our 7 campuses are more than mere international offices — they are located in thriving technology parks where connections with their respective regions enable us to contribute to the development of the local economy, while simultaneously offering all our students a truly global experience. ”

**Alice Guilhon**

Dean, SKEMA Business School



### Lille Campus

#### **At the crossroads of Europe**

This contemporary campus, spread across 20,000 m<sup>2</sup>, is located in the heart of the city in the Eurallille district, which is the metropolis' business centre. Lille has one of the largest student populations in the country. The Hauts-de-France region represents an attractive centre of economic life, home to the head offices of many groups and large companies. Multinational companies are located here, as it is the logistical centre of Europe.



### Suzhou Campus

#### **An innovative ecosystem, a showcase for China**

The China campus is the result of a partnership with Suzhou Science and Technology Park. Nicknamed the Venice of the East due to its many canals and renowned for the beauty of its setting with its many traditional gardens, Suzhou is nonetheless one of the best cutting-edge technological centres in the world. Currently, it has more than two million inhabitants and is developing with a new district and two large technology parks where 118 of the 500 biggest companies in the world have set up an office.



### Stellenbosch - Cape Town Campus

#### **Destination: South Africa**

SKEMA is setting up its new campus within Stellenbosch University, an emblematic institution near Cape Town, South Africa. Students enjoy the many facilities of Stellenbosch University: a huge documentation centre, a music school, concert halls, an athletic stadium, several Olympic swimming pools and sports grounds.







**Log in to the  
@SKEMA talentandcareers page**  
to get news, advice, videos,  
podcasts, job offers ...  
from our careers team.



Find all our Talent & Careers videos on YouTube  
as well as testimonials from our students  
and companies looking to recruit them.

# TALENT & CAREERS

## YOUR CAREER STARTS HERE

The Talent & Careers teams, composed of professionals and experts, guide you in the preparation of your professional project. Our goal is to give you all the keys, resources and opportunities to successfully get on the job market.

**Joining one of our Masters of Science, Mastère Spécialisé® programmes or Master in Management programmes, will give you the opportunity to:**

- ▶ For MSc students: Participate in workshops and specific webinars on topics such as salary negotiation or soft and hard skills highlighting according to the desired position and your future professional environment.
- ▶ For MS students: Focus on your application (CV and cover letter), professional social networks, storytelling and personal communication...
- ▶ For MIM students: Participate in specific workshops and webinars on topics such as international job search, recruitment interviews, pitch or professional network.
- ▶ Benefit from personalised advice from our career consultants.
- ▶ Access cutting-edge tools / resources to facilitate your professional future, help you develop your skills, and better define your profile: partner platforms such as Abintegro, Highered, GoinGlobal, iAgora, Lockinchina, Jobteaser, but also Central Test, Aon and Praditus for practice tests, Teams for webinars and CV models by Pimp My Career.
- ▶ Get noticed by recruiters by participating in our corporate events and completing your profile on job boards.

**Participate to the SKEMA virtual Career Fair & International Career Fair from Thursday 28 January to Thursday 4 February 2021.**

**“I achieved my  
goals thanks to the  
personalised coaching  
I received from  
qualified professionals**

I was referred to the Talent & Careers team to get professional advice regarding my resume, cover letter and the steps I needed to succeed my professional ambitions. During our regular exchanges, we defined a personalised strategy in line with my expectations. Today, I have found an internship in a company with great values and I want to thank the Talent & Careers team for their precious advice..”

**Maëlle Barrere**  
SKEMA student

## SKEMA TALENT & CAREERS IN FIGURES



events organised each year to facilitate contact with recruiters, develop your network or simply talk about careers.



companies who hire our talents.



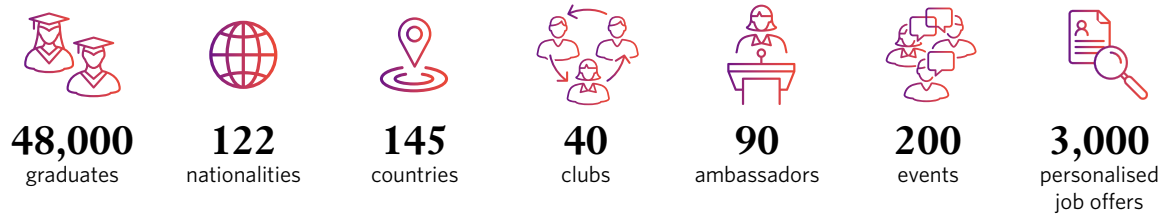
digital partner platforms that give you access to millions of offers, practice tests, business videos, CV templates, ...

# SKEMA ALUMNI

## YOUR GLOBAL NETWORK

SKEMA Alumni contributes to your professional and personal success by promoting business, career and reunion opportunities.

### THE NETWORK **IN KEY FIGURES**



### THREE **SERVICE OFFERS**

#### **Social meetings**

Promotional anniversaries, prestige evenings, galas, after-work events - are convivial moments to form a tight-knit network where great stories begin.

#### **Business meetings**

Conferences, round tables, business clubs - are opportunities to enrich your professional contacts and share or acquire knowledge in your sector of activity.

#### **Career services**

Its missions are to contribute to the development of your talents, support your projects, support your mobility, help your career transitions or facilitate your job searches. We offer you individual and personalised support, group workshops and webinars, as well as access to a jobboard.



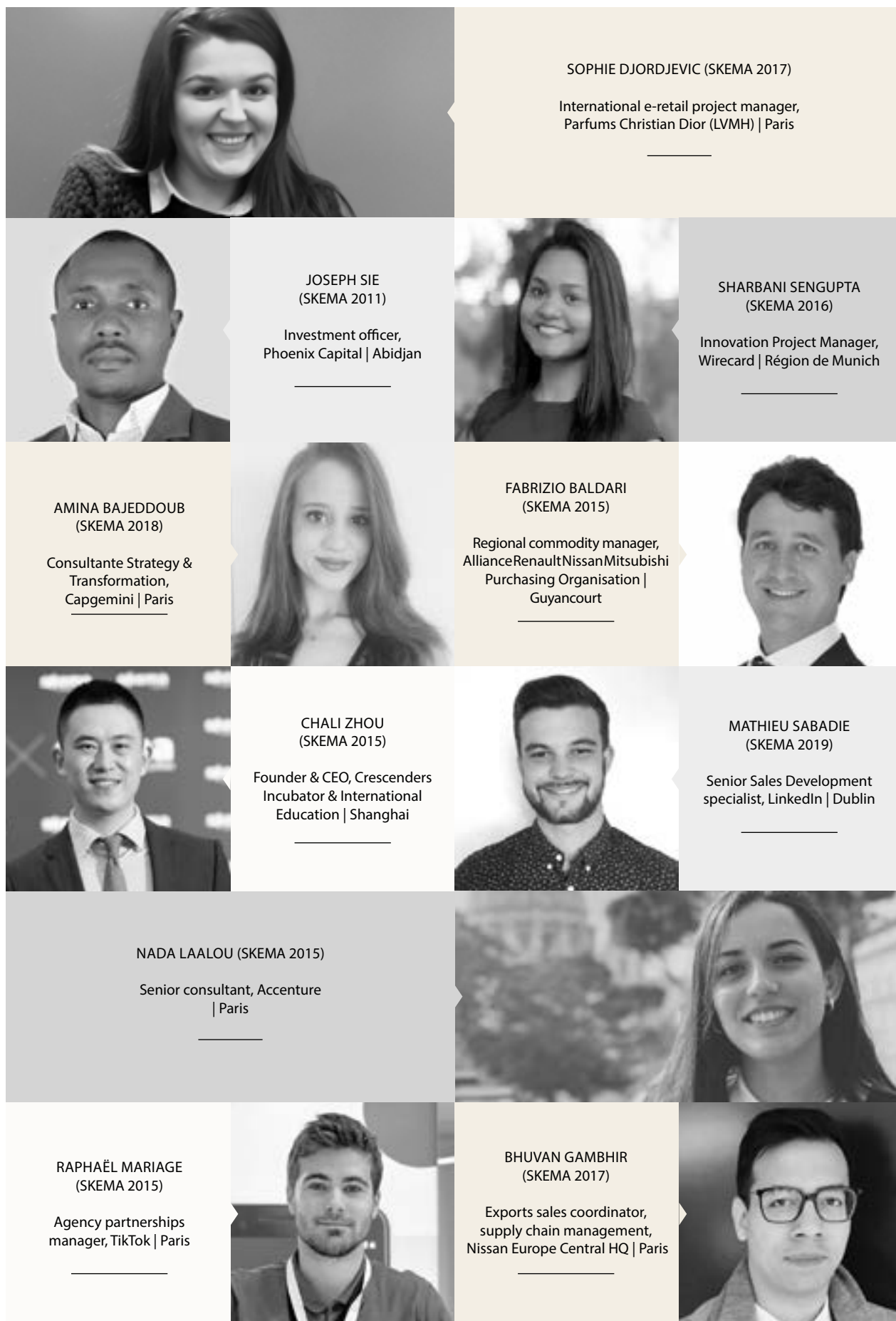
#### **“A SKEMA graduate is never alone.**

Belonging to a network like ours is a real asset in a career. This network can be considered as your second family. Members of the network can facilitate your arrival in a new country, help you understand the fundamentals of a new sector, allow you to discuss innovations, test new business ideas that you have in mind.”

**Olivier Dufour**, SKEMA 2001  
Executive director, Page Personnel Belgium  
President of SKEMA Alumni

SKEMA-ALUMNI.COM

## SOME OF OUR ALUMNI





TAUGHT IN ENGLISH

# Master in Management

The Master in Management, Grande Ecole programme is open to students with a non-French bachelor degree. It is taught on our campuses in France (Lille, Paris and Sophia Antipolis), Brazil (Belo Horizonte), China (Suzhou), USA (Raleigh), and in South Africa (Stellenbosch – Cape Town).

SKEMA's Master in Management diploma is recognised by the French state and endorsed as *Master*. It is 12<sup>th</sup> in the Financial Times Master in Management worldwide ranking (2019).

Most students get a double diploma (Master in Management + MSc).

## First year: Master 1

### Advanced Business Management and Global Business Environment

Students will study Advanced Business Management in the first semester. Courses are taught in English and help the student develop a deeper understanding of business management principles.

Students have two options in the second semester:

- ▶ study Global Business Environment so as to develop their understanding of international business and the capacity to manage in a global context.
- ▶ prepare the CFA level I certification on the Paris campus

## Dual track options

Students may also choose a dual track provided they have done relevant studies

- ▶ Chartered Financial Analyst-CFA® Level 1 preparation semester on the Paris campus (M1 spring semester)
- ▶ Business Law-Contract Law track on the Lille campus (taught in French)
- ▶ Accounting Management and Audit on the Lille campus (taught in French).

## Gap year

An optional work placement is possible either in M1 or in M2 as shown in the diagram opposite (two placements of six months maximum) enabling students to identify their career plans, gain insight into the workings of a company and thus choose their final-year specialisation.

## Second year: Master 2

### Specialisation and career start

During their final year, students have the opportunity to fine tune their profile and acquire specialised competencies. The chosen specialisation and post-study work experience placement are designed to help the student successfully join the business world. Final-year courses are taught in English except for dual track specialised programmes taught at SKEMA.

A double diploma (Master in Management + MSc) is awarded to students provided they do both semesters of their second year in the same specialisation (conditions apply).

Options available in Master 2 include:

- ▶ Studying within an MSc or postgraduate programme (specialised master - MS) for the chosen specialisation (over 40 specialisations)
- ▶ Studying on one of our international campuses
- ▶ An academic exchange or double degree with one of our foreign partners
- ▶ An international work placement
- ▶ Alternating work and study.



“SKEMA is for me both a choice of a powerful group and a dynamic environment.

Due to globalisation, the educational landscape is changing rapidly, so it is important to take a strong position within it. SKEMA has formed a multi-campus entity that channels forces and strong budgets throughout five continents.

I appreciate how every single part of the programme is reinforced by practical application. In parallel with the practical application of academic subjects is the teamwork and professionalism we find being involved in SKEMA's rich and diversified societies and clubs. These student groups also hugely contribute to the networking opportunities that will stand us in good stead for life.

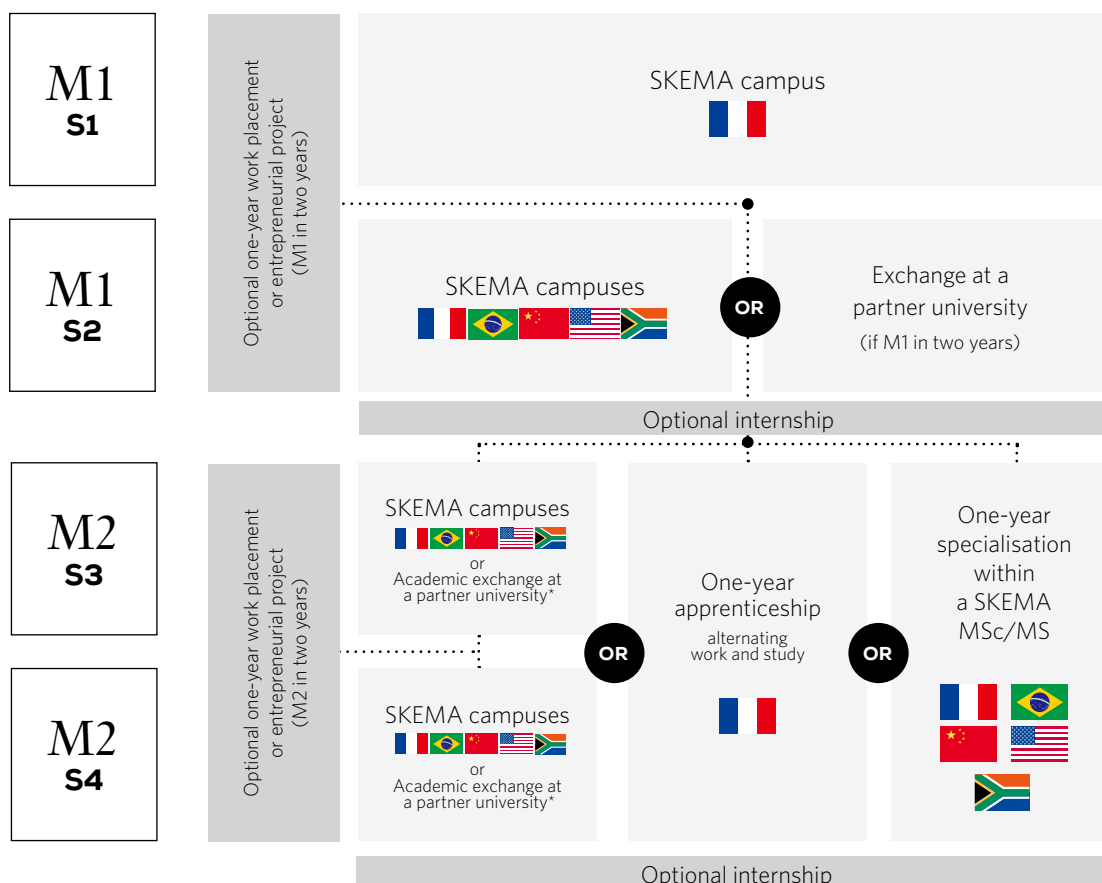
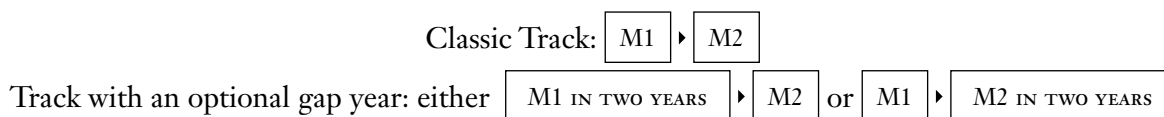
With a huge proportion of international students, SKEMA boasts a multi-cultural environment and continues in acquiring accreditations which ensure career relevance. This context gives me the best possible opportunities to create my own future.”

Filip Markus  
Master in Management



More info on employment  
rate & salaries

# ONE GLOBAL SCHOOL MANY CHOICES



## SKEMA BS campuses

- Lille, Paris, Sophia Antipolis, France
- Belo Horizonte, Brazil
- Stellenbosch - Cape Town, South Africa
- Raleigh, USA
- Suzhou, China

## Internships

MASTER 1: two to four months (optional)  
MASTER 2: six months (optional)

## Partner universities

\* double degrees may be awarded

DEGREE RECOGNISED BY THE FRENCH  
MINISTRY OF EDUCATION AND RESEARCH  
TAUGHT IN ENGLISH

# MSc programmes

An MSc has become the graduate degree of choice for students who want to enhance their employability in an international environment.

**This aim is achieved:**

- ▶ by promoting an attitude of excellence, professionalism and responsibility on behalf of researchers and faculty working on international management practices
- ▶ by preparing our future graduates for professional life through practical experience in companies
- ▶ by offering a wide variety of programmes so that each student may find the one suited to his or her personality and career objectives
- ▶ by guiding each programme with an advisory board composed of internationally recognised professional and academic members

SKEMA MSc programmes benefit from the school's research and close links with the world of business. These connections guarantee quality, not only from a technical viewpoint but also for management skills which are truly in line with what companies need from their leaders and managers.

SKEMA's approach to teaching and learning is varied, with a range of possibilities depending on programmes and teachers. These include face-to-face and distance learning, case studies, team work, internships, company-based projects and a thesis. Teachers seek to balance theory and insights from research with a concern for application and practical business skills.

**Internships or research projects:** Two semesters (eight months) in class followed by a four- to six-month internship in a company or a research project under the supervision of a SKEMA research centre for at least four months. The internship or research project will be the basis for the thesis.

**Who should apply:** Pre-experience students and professionals, with good knowledge of English, seeking to specialise in a particular area and work internationally. Mostly taught over a one-year period but also available as a two-year programme for those who hold only a three-year university degree.

**Results:** Graduates are prepared for the professional world by developing a high level of expertise and obtaining international certifications.

Accredited by "The Conférence  
des Grandes Ecoles" (CGE)



Check out  
MSc students'  
testimonials

**EMPLOYMENT  
RATES AFTER AN  
MSc**

See employment  
rates and salaries by  
programme on the  
following pages

Source: SKEMA Talent & Careers,  
Promotion 2017



# MSc PROGRAMME OVERVIEW

Lille Paris Sophia Antipolis Belo Horizonte Stellenbosch – Cape Town Raleigh Suzhou

## Two-year MSc

see academic calendar on page 36

The two-year MSc programme is intended for students who have a three-year university degree and are not eligible for a one-year MSc.

This programme offers a one-year general international management programme followed by the MSc specialisation in the second year.

<b>FIRST YEAR</b>	General international management programme	Belo Horizonte, Paris, Raleigh, Sophia Antipolis, Suzhou	January & September
<b>SECOND YEAR / SPECIALISATION</b>	MSc specialisation from the programme list below	See specific MSc for campus options	January & September



For more details on the two-year curriculum

## One-year MSc

Tracks	Specialisations	Campuses	Intake(s)
<b>MANAGEMENT</b>	Project and Programme Management and Business Development	Paris, Lille, Belo Horizonte	January & September January & August
	Digital Business, Data Analysis and Management	Sophia Antipolis	September
	International Human Resources and Performance Management	Paris	January & September
	Supply Chain Management and Purchasing	Lille	January & September
	Strategic Event Management and Tourism Management	Sophia Antipolis	January & September
	<b>NEW</b> Research & Management Innovation	Sophia Antipolis	September
	<b>NEW</b> Management Science (double degree with Tongji University)		
<b>MARKETING</b>	International Marketing and Business Development	Lille, Paris, Sophia Antipolis, Belo Horizonte, Suzhou	January & September January & August January & August
	Luxury and Fashion Management	Sophia Antipolis, Suzhou	January & September January & August
	Global Luxury and Management	Raleigh Paris	August January
	Luxury Hospitality and Innovation (dual degree with Ecole Ferrières)	Paris	September
	Digital Marketing	Sophia Antipolis	January & September
<b>BUSINESS &amp; STRATEGY</b>	International Business (Doing Business in Europe, China, America/ Latin America and South Africa) <i>São Paulo: Double degree in partnership with FDC</i>	Paris, Suzhou Raleigh Stellenbosch - Cape Town ( <i>new</i> ) Fundação Dom Cabral (FDC), São Paulo (Brazil)	January & September January & August January & August January & September January & August
	Entrepreneurship and Innovation	Sophia Antipolis, Suzhou	January & September January & August
	Business Consulting and Digital Transformation	Sophia Antipolis	January & September
	International Strategy and Influence	Paris	January & September
	Artificial Intelligence for Business Transformation ( <i>joint degree with ESIEA</i> )	Paris	September
	Entrepreneurship & Sustainable Design - <i>joint programme with SDS</i>	Sophia Antipolis	September
	<b>NEW</b> Academic diploma programme in Technology, Entrepreneurship & Start-up Management - <i>double diploma with Berkeley</i>	Berkeley Paris	September January & August
<b>FINANCE</b>	Corporate Financial Management	Paris, Sophia Antipolis, Belo Horizonte, Suzhou	January & September January & August January & August
	Financial Markets & Investments	Raleigh, Paris, Sophia Antipolis	August September
	Auditing, Management Accounting and Information Systems	Paris	September
	<b>NEW</b> Sustainable Finance & Fintech	Paris	September

**NEW**

Another course (please consult us for admission conditions):  
- Triple Master: LOYOLA X SKEMA X LMU (USA/France/Germany)

## TWO-YEAR MSc

### Get up to speed for an MSc specialisation

The two-year MSc programme has been designed for students with at least three years of higher education who wish to improve their employability in an international environment.

During the first year, students acquire a solid foundation in management in the fields of finance, marketing, economics, etc. while studying on one of our campuses. Then, in the second year, they choose among the 17 specialisations available on various campuses.

This programme is an important asset as companies are looking to recruit graduates with both global knowledge and expertise in a given field.

#### Why choose this programme

- ▶ Available to candidates with three years of higher education
- ▶ Two intakes: January and September
- ▶ 22 specialisations to choose from in the second year
- ▶ Seven campuses: Paris, Sophia Antipolis, Lille, Suzhou, Belo Horizonte, Raleigh and Stellenbosch – Cape Town.

Watch our video about this programme

[https://www.youtube.com/watch?v=\\_7c6BDh-hfU](https://www.youtube.com/watch?v=_7c6BDh-hfU)



#### Amandine Caekaert, Two-year MSc graduate

“These two years have been extremely enriching in complementary ways.

The management foundations we learned in the first year provided me with the necessary background which I'm able to use now in my everyday job. In fact, I did not expect to use as much finance and accounting as a junior consultant in tourism.

On the other hand, the second year gave me vital knowledge, vocabulary and concepts, specific to my current sector, tourism.

But that's not it! I'm especially thankful for the professors, speakers and classmates I've had the chance to meet over the last two years. It is an undeniable advantage to start building a high quality international professional network at school.

In fact, it's thanks to one of my MSc speakers, also a SKEMA alumnus, that I obtained the opportunity to work for an international consulting firm in a department specialised in tourism.”

## MSc SPECIALISATIONS

### MSc CORPORATE FINANCIAL MANAGEMENT

#### Finance, accounting and innovative solutions in one interactive programme

Acquire solid technical knowledge and skills, as well as the transversal competencies which are required to manage complex financial situations in an international environment. Emphasis is placed on innovative tools and practices. Participants are trained on real-life case studies, which focus attention on business and the role of financial management in market/customer driven strategies.

#### Career opportunities

- ▶ Financial manager
- ▶ Financial advisor
- ▶ Financial analyst
- ▶ Treasury manager
- ▶ Credit analyst
- ▶ Internal auditor
- ▶ Financial risk analyst
- ▶ Compliance officer

#### Why choose this programme

- ▶ Dual competencies in finance and management.
- ▶ Excellent career prospects.
- ▶ Taught by international faculty and practising professionals who give input on the programme's content.
- ▶ Five different specialisation tracks are available during semester two
  - Financial Advisory (Paris)
  - Private Equity and Alternative Investments (CAIA certificate preparation) (Sophia Antipolis)
  - Financial Risk Management (FRM certificate preparation) (Belo Horizonte)
  - Digital Finance and Fintech (Suzhou and Paris)
  - Fund Raising and Innovative Investments (Paris)
- ▶ Collaboration and partnerships with the best companies and financial institutions who review the programme content every year to keep it in line with market needs.
- ▶ Close follow up until career start.

# 88%

Net rate of employment  
six months after graduation  
for this MSc

# €48,000

Average salary

**Recruiting companies:** KPMG, PwC, EY, Deloitte, HSBC, BNP Paribas, Société Générale, BPCE, EADS, Procter & Gamble, Amadeus, Axa, Valeo, Bloomberg, Brown Brothers Harriman ...

#### Campuses:

- ▶ Paris
- ▶ Sophia Antipolis
- ▶ Belo Horizonte
- ▶ Suzhou

#### Financial Risk Management

##### FRM certification

(Belo Horizonte campus)



FRM | Academic Partner

#### Private Equity and Alternative Investments CAIA certification

(Sophia Antipolis campus)



## MSc AUDITING, MANAGEMENT ACCOUNTING & INFORMATION SYSTEMS

### A unique combination of three inter-connected fields

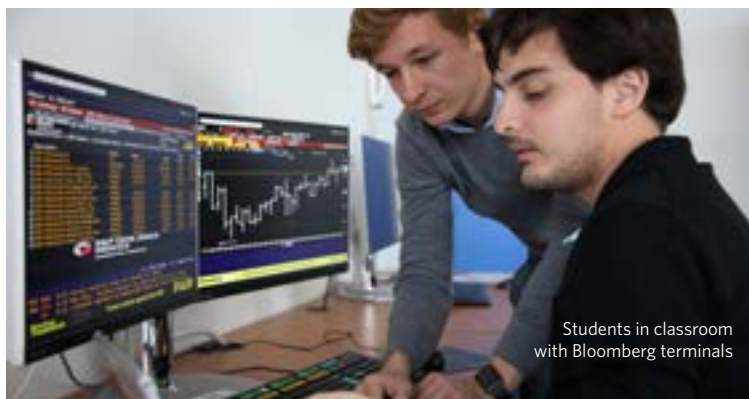
Develop an in-depth understanding of audit, management control and information systems, and of the different ways they contribute to competitive advantage, wealth and the advancement of society.

#### Career opportunities

Internal and external auditing, consulting, specialised auditing (IT, marketing), management accounting, industrial management controlling, consolidation management, business accounting, administrative and financial management.

#### Why choose this programme

- Preparation for the main national or international professional certifications in the fields of audit and management control
- Lectures delivered mainly by international experts
- Immediate practical application of the knowledge, tools and skills thanks to the alternating educational rhythm.
- Links with professional bodies and research, at national and international level (CIMA, IFACI, DFCG, APDC...)



## MSc FINANCIAL MARKETS & INVESTMENTS

### This MSc is recognised as one of the world's very best (Financial Times: ranked third worldwide)

Students are educated in a custom-made academic environment that facilitates success across a wide variety of market finance jobs. The MSc gives students practical expertise for key areas of finance in the new post-crisis environment. Students learn the latest methods in trading, risk management, ethics and compliance, sales, private and investment banking as well as sustainable finance.

#### Career opportunities

Trader, broker, sales analyst, risk manager, financial analyst, asset manager, portfolio manager, investment advisory, financial consultant, investment banker, ECM & DCM, private wealth management, private equity.

#### Why choose this programme

- Build fruitful inter-cultural relationships.
- Professors with solid academic backgrounds and high-calibre professionals teach students
- Market-oriented and practical: students are trained to make an impact from the first day on the job
- Multicampus competition with Bloomberg terminals and simulation games for reality-based training.

#### One programme, three locations, five specialisations

Regarding the increasing complexity of market finance, we offer common fundamentals and five different specialisations spread over the three campuses:

- Trading, Structuring and Portfolio Management in Sophia Antipolis,
- Asset Management in Paris,
- Investment Banking in Paris,
- Financial Analysis and the CFA® preparation track in Raleigh + OPT visa to insert in US/Wall Street.

# 98%

Net rate of employment  
six months after graduation  
for this MSc

## €44,000

Average salary

**Recruiting companies:** Mazars, Valeo, EY, Eaton, Deloitte, PwC, KPMG, General Electric Healthcare, Crédit Agricole CIB, BNP Paribas, BPC, Société Générale, Grant Thornton, Louis Vuitton, Vinci Energies...

#### Campus:

- Paris

# 100%

Net rate of employment  
six months after graduation  
for this MSc

## \$87,000

Average salary

**Recruiting companies:** Amundi, BNP Paribas, BPI Investments, CACIB, Caceis Bank, Credit Suisse, Commerzbank, EFG, EY, DB, GFI, HSBC, Mazars, Natixis, Société Générale, Morgan Stanley, JP Morgan, Pimco, UBS, Weiser Investment....

#### Campuses:

- Paris
- Sophia Antipolis
- Raleigh

University Affiliation  
Program



CFA Institute®



MSc Financial Markets &  
Investments ranked third  
worldwide (2020)



## MSc INTERNATIONAL MARKETING & BUSINESS DEVELOPMENT

### Broad strategic insight and the skills to develop new business opportunities

This MSc offers a double-competency approach that recruiters are looking for. Students are trained in the core must-have competencies required for future marketing or business development professionals:

Brand management, innovation and creativity, strategic marketing, consumer insights, international business development, application of operational marketing, sales and business development.

Students are further able to customise their course of study by choosing electives.

#### Career opportunities

Strategic marketing (research), communication/media and event agencies, brand or product management, trade marketing, category management, sales and business development, key account management or purchasing...

#### Why choose this programme

- ▶ Meets the changing needs of business
- ▶ Provides differentiated expertise through the complementary marketing and business development skills
- ▶ Teaching focuses on the practical application of acquired knowledge
- ▶ Frequent meetings with experienced professionals
- ▶ Strong links with companies who are keen to recruit candidates with marketing as well as sales and business development skills.

## MSc STRATEGIC EVENT MANAGEMENT & TOURISM MANAGEMENT

### On the French Riviera, learn by application with the programme's network of local global companies

Gives students the tools, knowledge and attitudes to succeed in business events and leisure tourism.

Two tracks:

- ▶ Strategic Event Management track, tailor-made for the MICE (meetings, incentives, conferences, exhibitions/events) or business events industry
- ▶ Strategic Tourism Management track is multidisciplinary and focuses on global strategic tourism issues and techniques.

#### Career opportunities

Work in a broad range of supervisory, managerial and consulting positions in both public and private sector tourism or event organisations, often with a marketing and sales orientation.

#### Why choose this programme

- ▶ Closeness to industry and to major organisations in the field (such as MPI) allows a successful track record of placing interns within the industry.
- ▶ Location: French Riviera is one of the world's principal destinations. Students are able to use the location as a living laboratory.
- ▶ This MSc gives students experiences and the opportunity to broaden their professional network. Students will visit the world's largest tourism fair, ITB in Berlin. During the two semesters, students will maintain close links with major organisations in the tourism and business event industries.

# 96%

Net rate of employment  
six months after graduation  
for this MSc

## €45,000

Average salary

**Recruiting companies:** AKKA Technologies, Amaris, Amazon, AXA, CiscoSystems, Danone, Décathlon, Dior, Ferrero, Frost & Sullivan, Google, Hilti, Leroy Merlin, Mars, Mercedes, Microsoft, Monaco Telecom, Mondelez, Valeo, Nissan, Page Personnel, Pepsico, Philips, Procter & Gamble, Shell, TBWA, Thales, Unilever, UPS ...

#### Campuses:

- ▶ Lille
- ▶ Paris
- ▶ Sophia Antipolis
- ▶ Belo Horizonte
- ▶ Suzhou



**MSc International Marketing & Business Development ranked 11<sup>th</sup> worldwide and 5<sup>th</sup> in France (2021)**

# 91%

Net rate of employment  
six months after graduation  
for this MSc

## €38,000

Average salary

**Recruiting companies:** Booking.com, Chao, Club Med, Beijing International Horticultural Exhibition, Elite Tourism Club "The Seventh Heaven", Garden Hotel, Grand Hôtel La Cloche MGallery, Hays, In Extenso Tourisme Culture Hotellerie, Shiliu, Yesvilla, ...

#### Campus:

- ▶ Sophia Antipolis

## MSc LUXURY HOSPITALITY & INNOVATION

Double degree: SKEMA and Ecole Ferrières, the “School of French Excellence”. Study in Paris, centre of excellence and prestige in hospitality and in the Château Ferrières

This programme prepares professional managers who understand the challenges of globalisation, the importance of the visitor experience, and the technical skills and knowledge required to be effective leaders in this industry.

### Career opportunities

Managerial positions in the hospitality sector such as guest relations manager, front desk manager, sales and marketing manager, quality manager, reservations manager, revenue manager, hotel manager, hospitality consultant and analyst, etc. Opportunities also exist in distribution companies such as OTAs, travel and technology companies.

### Why choose this programme

- ▶ This master programme addresses the basics of hospitality, the strategic challenges that hotel firms face, and the management of sales, distribution, revenue, people, finance, facilities and operations for hotels and other hospitality businesses.
- ▶ Through conferences, site visits, and projects, students meet with luxury and hospitality professionals, thus building their networks.
- ▶ Courses take place in both SKEMA's and Ferrières' campuses. At Ferrières, students will have an immersive experience in the luxury hospitality world. Students must wear uniforms (included in tuition fees).
- ▶ Students can obtain the Certification in Hotel Industry Analytics (CHIA), in partnership with the MSc's American partners AHLEI and STR.
- ▶ Students go on a study trip on the French Riviera (included in tuition fees). It is a fully immersive experience in the world of luxury hospitality.



## MSc LUXURY & FASHION MANAGEMENT

In-depth, strategic management know-how in these two fast-moving fields

This programme reflects the industry itself: international manufacturing and distribution, cross-border ownership, and global branding and communications. This MSc recognises that design, trend-recognition and marketing skills are what make today's luxury and fashion firms successful. These skills are related to new product development, marketing, strategic brand management and communications delivery.

### Career opportunities

Careers in a wide range of fashion and luxury fields. Whilst having a strong disciplinary base in international luxury brand management, its range is such that graduates will be able to work with specialists in other areas, getting involved in creative, marketing or finance positions. Graduates can go on to work in top level management, designing, sourcing, merchandising, budgeting, advertising, global luxury or fashion brand management as well as strategy.

### Why choose this programme

- ▶ Professors have both strong academic backgrounds and relevant expert professional experience in luxury and fashion. Leading professionals also act as consultants on the programme's curriculum.
- ▶ The programme draws on the advantages of its locations: on the south coast of France, with its long history in fashion and luxury and in the rapidly developing Shanghai area.
- ▶ The teaching emphasises an applied, problem-solving approach that means graduates can work productively from the first day on the job.
- ▶ The internship period often leads straight to a contract with that same company.

# 90%

Net rate of employment  
six months after graduation  
for this MSc

## €48,000

Average salary

**Recruiting companies:** Accor Hotels, Cap d'Antibes Beach Hotel, Carlson Wagonlit Travel, Club Méditerranée, Deloitte, Expedia, Fairmont, Four Seasons, Hyatt, HRS, IHG, Marriott, Peninsula, Relais et Châteaux, Raffles, Société des Bains de Mer de Monaco...

### Campus:

- ▶ Paris (Ferrières and SKEMA)



L'ÉCOLE DE LA STRATÉGIE ET DE LA PERFORMANCE

# 87%

Net rate of employment  
six months after graduation  
for this MSc

## €50,000

Average salary

**Recruiting companies:** Abercrombie, Accor Hotels, Baume & Mercier, BMW, Cartier, Céline, Caudalie, Clarins, Christian Dior, Globaltour, Gucci Group, Hainan airlines, Hermès, Improduction, Interparfums, Lanecrawford, MITA, Tiffany Pattinson, TT Trunks...

### Campuses:

- ▶ Sophia Antipolis
- ▶ Suzhou

## MSc GLOBAL LUXURY AND MANAGEMENT

### Two degrees, two continents, one powerful master

The 2021-22 school year will be structured with the fall semester on our SKEMA Raleigh campus (delivering a Master of Science in Global Luxury Management accredited by The University of North Carolina System) and the spring semester on the SKEMA Grand Paris campus (delivering an MSc in Global Luxury and Management accredited by the Conférence des Grandes Ecoles). The master was created to prepare the next generation of leaders in the premium and luxury industries with global exposure and awareness, core business management skills, immersive luxury and professional experiences and appreciation of new luxury trends: new business models, digitalisation, innovation, sustainability, etc.

#### Career opportunities

Students are trained to work in a wide range of core luxury, premium and luxury support sectors across the world. The majority of graduates are recruited in marketing and sales related positions in the field of personal luxury goods (fashion, accessories, fragrances, cosmetics, watches and jewellery) as well as in experiential luxury (gastronomy, hospitality, wine and spirits, travel, home design) and luxury transportation (air, land, sea).

#### Why choose this programme

- ▶ International experience: autumn semester in Raleigh and spring semester in Paris (SKEMA)
- ▶ Learn about three luxury sectors: personal luxury, experiential luxury, luxury transportation
- ▶ Experiential learning: corporate visits, study tours, work experience, industry projects
- ▶ Diverse highly selected cohort: maximum 50 students from around the world
- ▶ Business focus: access to professionals through the Industry Advisory Board and luxury experts who contribute as lecturers and guest speakers
- ▶ Industry networking: students gain access to alumni networks at two powerful schools.

# 90%

Net rate of employment  
six months after graduation  
for this MSc

# +90%

of the latest graduates work in  
marketing and sales positions

# €53,000

Average salary

#### In close collaboration with

**companies:** hackathon, challenge  
etc.

#### Campuses:

- ▶ Paris
- ▶ Raleigh



#### Selection of companies that recruited GLAM graduates and provided internships





## MSc DIGITAL MARKETING

### Professional certifications, the latest tech, real-world projects and personalised coaching

Acquire competences in three key areas: project management, digital marketing and the development of new business ideas.

#### Career opportunities

Web marketer, SEM manager, account manager, project manager, product marketing manager, communication manager, consultant in digital marketing, media planner, web analyst, traffic manager, community manager, quality and sales manager, business developer, online marketing director, e-commerce director, affiliation and partnership manager... This programme cuts across many domains of management with expertise in internet, new technologies, social networks and community management, web and mobile marketing, as well as SEO, SEM, RTB.

#### Why choose this programme

- Globally recognised certifications: Google Adwords, Google Analytics and the Agile project management certification.

The programme has strong partnerships and close links to companies. These partnerships provide five main benefits:

- **Technical skills and knowledge:** marketing and web-marketing, business plans, legal issues, website management, CRM and e-CRM, e-commerce, change management, digital marketing strategy...
- Expertise in managing teams and communicating with stakeholders
- Creativity and capacity to develop new business ideas
- Being coached by seven experts on your company project: consultants or CEOs.
- Professional and practical added value

## MSc BUSINESS CONSULTING AND DIGITAL TRANSFORMATION

### Created in response to the job market's need for graduates with these types of expertise

Jointly designed with SAP, EY, Amadeus, IBM and PMI France.

Global companies provide courses in:

- Consulting: courses taught by senior consultants from leading companies – EY, CapGemini, PwC, KPMG.
- Digital transformation: courses taught by digital partners: Digital Enterprise by SAP; Artificial Intelligence/ Machine Learning will be provided by IBM; IoT, Cloud by Cap Gemini; CRM by HP; SEO by Google; and other topics are provided by high-tech consulting companies such as MC2I, Devoteam, Onepoint, Amaris.
- Project management and business analysis: these courses will enable you to achieve international professional certifications in project management and in business analysis.

#### Career opportunities

Digital consultant, business consultant, consultant in organisation, project manager, business analyst...

#### Why choose this programme

The content of this international programme has been defined by some of the world's most prominent players in consulting and in digital.

This course enables participants to prepare for professional certifications:

- PMI®: CAPM® or PMP®
- IIBA®: ECBA™

These two certifications, added to the quality of the training given by industrial experts from EY, SAP, CapGemini, Amadeus and PMI France make this MSc a springboard for a professional career in this field. Finally, the MSc in Business Consulting & Digital Transformation benefits from the competitive, high-tech and international context of the Sophia Antipolis technology park. This environment provides preferential access to leading-edge businesses, consulting groups and industries.

# 95%

Net rate of employment  
six months after graduation  
for this MSc

## €41,000

Average salary

**Recruiting companies:** Amadeus, BMW, Canal+, Capgemini, Decathlon, Elisabeth Arden, Equancy, Goodyear, Google, Havas, L'Oréal, Leadmedia Group, Lagardere Advertising, Orange, Microsoft, Micromania, Netbooster, Nice Airport, Nike, Porsche, Schneider Electric, Sony Europe, UNO, Webedia...

#### Campus:

- Sophia Antipolis

# 100%

Net rate of employment  
six months after graduation  
for this MSc

## €55,000

Average salary

**Recruiting companies:** Accenture, Adecco, Amadeus, Amaris, Akka, Althéa Groupe, Auchan, AXA, Capgemini, Crédit Agricole, Crown Relocation, EDF, ESA, EY, General Electric, Henkel, IBM, Inventy Consulting, L'Oréal, LVMH, Microsoft, MC2I, Onepoint, l'Occitane, Orange, Otis, Rexel, SAP, Société Générale, Sodexo, Sopra Steria Next, Thales, Valeo...

#### Campus:

- Sophia Antipolis

## MSc INTERNATIONAL HUMAN RESOURCES & PERFORMANCE MANAGEMENT

### Project based and networked with local companies and professional HR organisations

Graduates are able to develop and manage HR processes, lead and implement change within organisations, design, measure, and manage work processes and practices for improved performance.

#### Career opportunities

HR business partner, learning manager, talent development management, recruitment manager, campus manager, career development manager, organisational change project manager, organisational consultant...

#### Why choose this programme

In today's fast-moving, global and interconnected workplace, this programme responds to the following key company HRM needs:

- ▶ HR managers who play a key role in organisational change and learning in today's complex global and multicultural environments
- ▶ HR managers able to identify the appropriate knowledge and skills development for employees to improve organisations' overall performance.

So, HR professionals need to be:

- ▶ Agents enabling organisational change to respond to new business realities and opportunities
- ▶ Advocates of skills and knowledge development within the organisation,
- ▶ Architects of work and organisational design
- ▶ Guarantors of equity and fairness in organisational processes.

This MSc programme aims to meet these needs and requirements by developing students' knowledge and skills to work on organisational change management issues within global and multicultural contexts, and contribute to the development of appropriate HRM policies and strategies to promote organisational performance.

## MSc SUPPLY CHAIN MANAGEMENT & PURCHASING

### A unique combination of two related fields

The MSc in Supply Chain Management & Purchasing provides a unique opportunity for acquiring a specialist qualification in the areas of purchasing and supply chain management, combined with a generalised one in project management. Courses cover risk management, finance and audit, strategy, transport and logistics, green supply chain, reverse logistics, and research methodology.

#### Career opportunities

The field of purchasing today involves all tasks such as supplier relationship management, supplier performance evaluation, sustainable procurement, involving suppliers in reducing their greenhouse gas emissions, risk evaluation... In supply chains, graduates are involved in planning future demand, serving customers better and faster in more markets in jobs ranging from generalist supply chain management, materials management, demand analyst, category manager, and project management to logistics and transportation, as well as consulting positions.

#### Why choose this programme

- ▶ This MSc provides competencies in supply chain management, purchasing management and project management.
- ▶ This MSc programme is designed for practising professionals, mid-career managers and graduates seeking specialised training in these complementary fields at managerial level.
- ▶ SKEMA collaborates with local, national and international companies in designing the programme to ensure its adequacy for the long-term needs of supply chains. Internationally recognised academic researchers and highly regarded professionals teach on the programme. Students come from a wide variety of countries worldwide.
- ▶ The MSc has developed links with professional bodies at the national and international levels, in particular for the development of international standards and research.
- ▶ SKEMA is involved with: APICS®, ASLOG, Project Management Institute PMI®, APM Group (PRINCE2®).

# 100%

Net rate of employment  
six months after graduation  
for this MSc

## €40,000

Average salary

**Recruiting companies:** Accenture, Althéa Groupe, AccorHotels, Adecco, Amadeus, Auchan, Axa, EDF, Henkel, Kyriad, l'Occitane, Valeo, Rexel, Orange, Otis, General Electric, LVMH, Crédit Agricole, Société Générale, SAP, Sodexo, Crown Relocation, IBM, Thales, Microsoft...

#### Campus:

▶ Paris

# 100%

Net rate of employment  
six months after graduation  
for this MSc

## €44,000

Average salary

**Recruiting companies:** Adeo, Alstom, AKKA-Matis, Amazon, Dispeo, Damart, DK Interiors, ExtremeNetworks Inc, Faurecia, Heineken, Kiabi, Kone, Plastic Omnium, French Ministry of Education, Sanofi, Schneider Electric, SEB, SFR, Thales Underwater Systems, Valeo, Virbac...

#### Campus:

▶ Lille

## MSc PROJECT AND PROGRAMME MANAGEMENT & BUSINESS DEVELOPMENT

### Know and understand in practice the essential project management capabilities for tomorrow

This unique, accredited programme offers students access to professional certifications in PRINCE2® and AgilePM® in the autumn semester and either the PMI's CAPM®/PMP® or the IPMA's Level D/C in the spring semester as well as a choice of specialisations:

(1) Global Project Management at the Lille campus, (2) Project Management for Business Excellence at the Paris campus, (3) International Development & Change Management at the Belo Horizonte campus.

All students receive one year of PMI membership.

#### Career opportunities

- ▶ The Global Project Management specialisation leads to jobs in global businesses on international projects that involve multiple organisations and languages as well as cultural diversity.
- ▶ Students who do the Project Management for Business Excellence specialisation can expect to work in a multi-project portfolio environment, contributing to sustainable competitive advantage and business efficiency.
- ▶ The International Development & Change Management specialisation gives graduates additional capabilities in transformation and change in a developing economy.

#### Why choose this programme

- ▶ An international programme taught by practitioners and researchers in project and programme management.
- ▶ Students can immediately apply the knowledge learned.
- ▶ Students are trained for international certifications in project management.

## MSc DIGITAL BUSINESS, DATA ANALYSIS & MANAGEMENT

### The first comprehensive degree in Europe with a focus on digital transformation

A multidisciplinary programme combining the fields of strategy, economics, marketing and information systems. It provides students with the knowledge and skills necessary to work in a data-rich digital environment.

#### Career opportunities

Opportunities for our graduates include positions as executives or consultants in areas such as business analytics and strategy, data strategy, digital and social media; and on the management side, graduates work as data technology managers, strategic partner managers, digital marketing managers, etc.

#### Why choose this programme

- ▶ First comprehensive MSc in the area of digital business in Europe, designed to produce professionals with skill sets highly sought after on the job market
- ▶ Overseen by a top-level advisory board combining high-level executives from stakeholder firms with renowned international academics
- ▶ Equal importance on academic rigour and practical hands-on experience: group projects use data generated by a global company with guidance from the company's manager and SKEMA faculty
- ▶ A unique combination of strategy, economics, marketing and information systems disciplines
- ▶ Based in the heart of Europe's largest technological park, the programme benefits from interactions with leading players in digitisation.

# 96%

Net rate of employment  
six months after graduation  
for this MSc

## €45,000

Average salary

#### Recruiting companies:

Air France, Aston Carter, Axa, BNP, Castorama, Caterpillar, Decathlon, L'Oréal, Le Mans Endurance Management, Meotec, MI-GSO, Murex, Nissan, Projexion, PwC, Rocket Internet, Sanofi, Sopra Steria, Sphereal, Synthesio, Total, Tronex, Urban...

#### Campuses:

- ▶ Lille
- ▶ Paris
- ▶ Belo Horizonte

# 88%

Net rate of employment  
six months after graduation  
for this MSc

## €52,000

Average salary

#### Recruiting companies:

Accenture, Cartier, Deloitte, Happn, Microsoft, Salesforce, Spendesk, Sysco ...

#### Campus:

- ▶ Sophia Antipolis

## MSc ENTREPRENEURSHIP & INNOVATION

### Experience launching an innovative business with start-up creators and corporate entrepreneurs

Dedicated to prepare future entrepreneurs and intrapreneurs to take advantage of new business opportunities.

#### Career opportunities

Entrepreneur, incubator advisor, management consultant, business development manager, business unit manager, marketing and sales manager in innovative start-ups and corporates, venture capital/investment fund advisor...

#### Why choose this programme

- Develop an entrepreneurial mindset and learn to think differently under the supervision and coaching of faculty-entrepreneurs
- Experience the steps involved in launching and developing an innovative business with start-up founders and corporate entrepreneurs
- Anchor entrepreneurial projects in sustainable growth and create meaning
- Master the SKEMA Entrepreneurial Toolkit\* with hands-on experience
- Acting as junior consultants, transfer acquired knowledge on the strategic management of innovation to new entrepreneurs/intrapreneurs
- Experience, benefit from, and prosper among the unique resources and opportunities of the MSc's locations, two advanced global centres of innovation: Sophia Antipolis and Suzhou.

#### The value chain

- Lectures and tutorials with entrepreneurs and business angels
- Active learning by working on innovative venture projects with entrepreneurs and intrapreneurs
- Connections with cutting-edge academic research on entrepreneurship and innovation
- Cross-fertilisation with local ecosystems (clusters, incubators, business angels, ...)
- Students develop their own projects, give input on others' projects, write dissertations on innovative topics, share knowledge with start-up creators.

## MSc ENTREPRENEURSHIP & SUSTAINABLE DESIGN

### Design and Build a Sustainable World

The UN expects the world population to reach ten billion by 2050, with two thirds of people living in cities. At the same time, natural resources are becoming scarcer. Access to food, land, clean water, and reliable energy will become increasingly challenging. While this creates material tensions, such a situation also presents significant opportunities to create innovative sustainable industries. According to the Business and Sustainable Development Commission "Achieving the Global [UN Sustainable Development] Goals opens up US\$12 trillion of market opportunities in ... food and agriculture, cities, energy and materials, and health and well-being". Creating radically new businesses and jobs that make profit with purpose whilst addressing economic, environmental and societal challenges requires two key skills: creativity and business acumen. Developing these two skills is the role of the MSc Entrepreneurship & Sustainable Design.

#### Students acquire the following skills:

- Master contextual research and collaboration in the field of sustainability
- Integrate eco-stewardship methodologies with professional scenarios
- Apply sustainable principles and methods to design innovative solutions that meet the needs of the present while maximising the positive impact on the future.
- Master the commercial mindset required to transform ideas into new, viable businesses
- Analyse a new venture idea from multiple perspectives
- Increase your chances of success by mastering business models and business plans

# 100%

Net rate of employment  
six months after graduation  
for this MSc

## €40,000

Average salary

**Recruiting companies:** Aexele, BPI France, Bearing Point, Devoteam, GB & Smith, Hilti, IbanFirst, Kudoz, Mantu, PayFit, Platinum Group, RisingSud, Rosetta Stone, Sia Partners, Why Innovation...

#### Campuses:

- Sophia Antipolis
- Suzhou

## Forbes

Ranked among the 10 best  
entrepreneurial programmes (2018)

#### Joint programme with



#### Campus:

- Sophia Antipolis (SKEMA)
- Cagnes-sur-Mer (SDS)



## MSc INTERNATIONAL STRATEGY & INFLUENCE

Designed by leading strategic consultants, this MSc combines corporate strategy and competitive intelligence

This master of science provides students with strategic management and competitive intelligence knowledge and methods, opening up vast job opportunities.

### Career opportunities

Opens vast job opportunities in a wide variety of fields in executive consulting, international business, or national security. Roles include:

Strategic analyst/consultant, strategy and competitive intelligence consulting/analyst, data analyst, knowledge and information manager, risk manager, information security and systems manager.

### Why choose this programme

- ▶ A unique combination of international corporate strategy and competitive intelligence
- ▶ Two specialisation tracks, (1) Strategic consulting, taught by academic experts together with senior executives from leading consulting firms and (2) Economic security, taught at Ecole Militaire by our partner Institut National des Hautes Etudes de Sécurité et de Justice (INHESJ)
- ▶ Designed by internationally recognised academics together with leading strategic consultants and competitive intelligence specialists.
- ▶ Courses taught by senior executives in the field of strategic consulting and competitive intelligence from leading companies and other organisations in this area.

*Optional specialisation in economic security taught in French.*

## MSc ARTIFICIAL INTELLIGENCE FOR BUSINESS TRANSFORMATION

A unique and innovative programme taught by both a business and an engineering school

This programme trains professionals who understand the inner workings of AI, its capabilities and its limits, but who also understand the meaningful creation of value for organisation. Half of the courses are delivered by our partner ESIEA ("engineering school of the digital world"); these mainly focus on AI algorithms, computer programming, and IT infrastructure for AI. The other half are delivered by SKEMA professors, mainly focusing on the management of AI and applied projects in data science and AI with our industry partners such as Microsoft. We equip students with the practical technical skills and the critical managerial competencies to become effective leaders in the exciting, ever-changing world that AI offers.

### Students acquire the following skills:

- ▶ Contemporary AI challenges and opportunities for organisations
- ▶ Machine learning and advanced AI programming in Python
- ▶ Data science programming with R
- ▶ AI infrastructure: data management, big data, cloud computing, cyber security, etc.
- ▶ Business intelligence, management of AI, ethics and project management
- ▶ Data science and AI projects with real data and real companies
- ▶ Business-oriented research projects with AI
- ▶ Soft skills: relational, multidisciplinary team management and communication, creativity, innovation in solutions

### Why choose this programme

- ▶ Joint degree from business school and engineering school (but this is not an engineering degree)
- ▶ You will develop detailed technical skills and in-depth managerial competencies
- ▶ Students learn multiple contemporary AI technologies: R, Python, Microsoft Power Platform, and other low-code AI technologies
- ▶ Training for AgilePM® certification (most students pass the examination)
- ▶ Real project with real companies such as Microsoft
- ▶ Beyond scheduled courses, there are additional conferences, seminars, company visits and other experiences by industry experts

# 80%

Net rate of employment six months after graduation for this MSc

## €47,000

Average salary

**Recruiting companies:** McKinsey, Naval Group, Notify, Sopra Steria Consulting, Wavestone, IBM, Bengs, Google,...

### Campus:

▶ Paris

**With their hybrid technical-engineering profiles, graduates will be able to find positions in a variety of organisations:**

Digital transformation consultant, business analyst, data analyst, data scientist, digital advisor, AI project manager, and so on.

### Campus:

▶ Paris

Joint programme with



## MSc INTERNATIONAL BUSINESS

### Global and multi-campus with immersion in local business environments in Brazil, China, France, USA and South Africa

This multi-campus programme is designed for future global business leaders. Students acquire the necessary general management and multicultural skills and knowledge. Each semester, students can study at a different SKEMA campus in Asia, Europe or America, gaining real exposure and experience in different markets.

#### Career opportunities

Graduates are employed in a broad range of firms and organisations, including born-global start-ups, exporting SMEs, multinational companies, international government agencies, non-governmental organisations. The hiring companies also operate in a wide range of sectors: consulting, manufacturing, banking and insurance, logistics... An MSc IB graduate may work as an international product manager, business operations manager, international business development manager, export-area sales manager, global account manager, international sourcing manager, international purchaser, strategic consultant, international project manager etc.

#### Why choose this programme

- ▶ Business is in a phase of unprecedented internationalisation. This MSc will prepare you for it.
- ▶ The programme is well suited to students with a broad range of backgrounds, nationalities, qualifications and experience. Thanks to its location in five different countries (Brazil, China, France, South Africa and USA), it enhances your international exposure and gives you the opportunity to learn more about the main internationalisation issues and challenges in each country.
- ▶ The philosophy is to embed the programme in the ecosystem of each location. This will offer you a real global experience and will help you to acquire strong knowledge in international business and also to learn more about each location when moving from one campus to another.
- ▶ Our international faculty members have both strong academic and professional experience and their teaching is built on the latest research works and is closely connected to real-world business situations.

*Students on the Raleigh campus can get a US-recognised degree. They are also eligible to receive an OPT visa for their professional start in the US.*

*Students on São Paulo Fundação Dom Cabral will be awarded the diploma of FDC.*

## MSc SUSTAINABLE FINANCE & FINTECH

### Prepares students for a career with a new approach to finance

This MSc offer a qualification in the area of traditional financial theory with additional skills in fintech and sustainable finance management. The programme is designed for students seeking specialised training in these complementary fields at managerial level. It prepares students for a career with a new approach in finance by offering a foundation in traditional financial theory with the skills to carry out sustainability and digitalisation analyses in every sector of finance: banks, corporate, investment funds, asset management...

#### Career opportunities:

Students will be able to find positions in a variety of fields: fintech, financial advisor and consulting, data analyst, corporate financial solutions, banking and digital finance, CSR specialist, ESG (environmental, social and governance) rating specialist, ESG analyst/consultant, ESG risk analyst, SRI (socially responsible investing) fund specialist, SRI private equity manager, new energy finance specialist, green bonds expert.

#### Why choose this programme

The programme has a professional development committee of industry representatives and corporate partners who review the programme every year so that its content is kept in line and up to date with the needs of the market: Paris Europlace, Bpifrance, SFAF, ORSE, La Financière de l'Echiquier, TagPay... An agreement will be signed with the SFAF (Société Française des Analystes Financiers) which offers a European certification set up by the European Federation of Associations of Financial Analysts: EFFAS Certified ESG Analyst. Students will have the opportunity to obtain certificationssuch as CFA UK in ESG investment.

# 85%

Net rate of employment  
six months after graduation  
for this MSc

## €45,000

Average salary

**Recruiting companies:** Adidas, Amadeus, Amazon, Byron Group, British Airways, Beijing GTOG Investment, Capgemini, Danone, Eurosport, Investance Partners, KPMG, Maupin, Moovel Group, OCP, Pearson, SMAG, Tatrans, Urbany Treffel, Viseo USA...

#### Campuses:

- ▶ Stellenbosch – Cape Town
- ▶ Paris
- ▶ Raleigh
- ▶ Suzhou
- ▶ Fundação Dom Cabral (FDC), São Paulo (Brésil)

**The Economist**

Ranked **3<sup>rd</sup>** in the Masters in Management  
2019 international ranking

**NEW**

#### Campus:

- ▶ Paris (SKEMA)



**Abraham Benveniste,**  
MSc Financial Markets & Investments  
2019-20

**“I will forever remember my time at SKEMA under the leadership of Tarek Amyuni,** who turned out to be a real friend who works hard to make sure we all succeed. And I am thankful for Prof. Gros Lambert’s precious guidance too.

MSc FMI teachers are also active and expert professionals, they give impactful lessons that blend theory and practice, all with a close eye on current market news. They taught me skills that boosted my confidence to thrive in the competitive jobs market.

Courses are aligned with industry needs, which makes FMI students able to hit the ground running right after graduation.

I now work as a monetary policy trainee at the European Central Bank.”

**Allen Rodney Fernandes**  
MSc Supply Chain Management & Purchasing 2018-19

**“I have found the supply chain MSc at SKEMA to be relevant, insightful and highly engaging.**

The courses have improved my overall understanding of the end-to-end supply chain and given me the right tools to identify and tackle key supply chain issues. I particularly enjoyed the multicultural set-up during group case studies and presentations as it helped me engage with people from various countries and understand their thinking on various issues.

I am currently working as a supply chain analyst in Amazon France. The courses on supply chain strategy and business intelligence have helped me very quickly get up to speed with the work.”



**Takeshi Kubota**

MSc Global Luxury & Management 2019-20

**“ Doing the master degrees in two countries, leveraged my cross-cultural communication** and made me more open-minded to diverse points of view.

All the courses and industry experts inspired me through practical case studies, challenging group work and insightful discussion for future career pathways. Courses for marketing/ data analysis, branding, digital marketing and network events developed my opportunities in new interests and positions.

Thanks to these experiences, I am now starting my internship in marketing in Danone, well known as a leading global food and beverage company. I believe that this internship is the chance to enhance my marketing skills and to combine knowledge related to luxury with a different industry to create new value.

Without question, this MSc has marked a turning point in my life.”

**Sulove Dhakal**

MSc Entrepreneurship & Innovation 2019-20

**“Right after the MSc EI, I started Devalaya, a hospitality business**

that provides food and beverage services along with corporate hospitality solutions in Nepal.

The company raised 90 000 euros from three different partners and investors that have confidently supported my vision and long-term plan.

We already have lots of people who are keen and the venture will soon be featured in national business magazines and digital platforms.

The MSc Entrepreneurship & Innovation played a vital role for my confidence in executing my new business in less than a year since I left the campus. It’s been an exceptional experience that has led me to the path where I always believed I belong: pure entrepreneurship. “

# Mastère Spécialisé®

## La spécialisation : une valeur clé pour votre carrière

Intégrer un programme Mastère Spécialisé® de SKEMA Business School, c'est donner une impulsion à votre carrière. Qu'il s'agisse de développer une spécialisation, de revisiter des connaissances ou d'acquérir de nouvelles compétences transversales, les programmes Mastère Spécialisé® vous aideront à relever vos défis professionnels. Dans le cadre de nos programmes Mastère Spécialisé®, notre mission est de vous accompagner dans le développement de ces compétences nouvelles : forte capacité d'anticipation et d'innovation. Expertise pointue et maîtrise des compétences managériales transversales sont des éléments clés d'un parcours professionnel réussi. Que vous soyez étudiant en formation initiale ou professionnel en formation continue, vous avez la possibilité de devenir un de ces acteurs de l'économie de demain en rejoignant l'un de nos programmes.

### L'offre SKEMA Business School

- ▶ Six programmes Mastère Spécialisé® : pour que chaque participant trouve celui qui s'adapte le mieux à son projet et à sa personnalité.
- ▶ Un haut niveau d'expertise et de professionnalisation pour répondre aux besoins des entreprises et des participants.
- ▶ Une formation académique d'excellence associée à une véritable expérience en entreprise. Le rythme est conçu pour concilier des périodes de cours, de stage ou d'activité en entreprise (temps complet ou alternance).
- ▶ Un accompagnement personnalisé tout au long de la formation par le département Talent & Careers.
- ▶ Les participants acquièrent un esprit de professionnalisme et de responsabilité grâce à un corps professoral (enseignants/chercheurs) travaillant sur des pratiques managériales.

### Organisation de la formation

Une pédagogie souple et évolutive est proposée grâce à une organisation en petits groupes de travail et à la qualité de leurs enseignements.

- ▶ Cours et séminaires : 45 crédits ECTS
- ▶ Mission en entreprise/thèse professionnelle : 30 crédits ECTS
- ▶ Thèse professionnelle : elle représente, d'une part un moyen privilégié d'acquisition de connaissances, et d'autre part l'occasion de préparer une entrée efficace dans la vie active en développant un projet professionnel. La thèse aborde des problématiques réelles, rencontrées par les experts ou les entreprises. Celle-ci est soutenue à l'issue des travaux devant un jury.

### Reconnaissance du diplôme de Mastère Spécialisé

Le Mastère Spécialisé® est une marque collective, propriété de la Conférence des Grandes Ecoles (créée en 1986). C'est donc un label qui est accordé à une formation spécifique organisée par une école membre de la Conférence des Grandes Ecoles, qui après une procédure d'accréditation très rigoureuse en assure l'excellence dans la durée.

### Reconnaissance professionnelle

Nos programmes Mastère Spécialisé® ont obtenu la certification professionnelle RNCP (Répertoire National des Certifications Professionnelles) niveau 7.

### Qui peut postuler ?

- ▶ Etudiants et auditeurs professionnels cherchant à se spécialiser avec :
- ▶ un Bac+5
- ▶ un Bac+4 et trois ans d'expérience professionnelle
- ▶ un Bac+4 sans expérience professionnelle (dans la limite de 30% de l'effectif total du MS).



# LES PROGRAMMES MASTÈRE SPÉCIALISÉ®

Lille Paris

	Specialisations	Campus	Rentrée(s)	Langue(s)	Rythme
FINANCE	Expert en Contrôle de Gestion, Audit et Gestion de Systèmes d'Information	Lille Paris	Octobre & février Octobre & février	Français 50 % en anglais	<b>Alternance</b> Lille : 4 jours de cours tous les 15 jours et 2 semaines à temps complet Paris : 1 semaine de cours par mois (le reste en entreprise)
	Manager en Gestion de Patrimoine Financier	Paris	Octobre	Français	<b>Alternance</b> 1 semaine de cours par mois (le reste en entreprise)
MARKETING	Manager Marketing Data & Commerce Electronique	Lille Paris	Octobre & février	Français	<b>Alternance</b> 1 semaine de cours par mois (le reste en entreprise)
MANAGEMENT	Manager de la Chaîne Logistique et Achats	Lille Paris	Octobre & février	25 % en anglais	<b>Alternance</b> 1 semaine de cours par mois (le reste en entreprise)
	Manager des Projets et Programmes	Lille Paris	Octobre & février	Français	<b>Alternance</b> 1 semaine de cours par mois (le reste en entreprise)
DROIT	Expert en Gestion Fiscale de l'Entreprise	Lille	Octobre	Français	<b>Alternance</b> Cours le vendredi et samedi matin

## INSERTION PROFESSIONNELLE APRÈS UN MS

Voir taux d'emploi et salaires par programme sur les pages suivantes  
Source: SKEMA Talent & Careers, Promotion 2018



## EXPERT EN CONTRÔLE DE GESTION, AUDIT ET GESTION DE SYSTÈMES D'INFORMATION

### Objectifs du programme

- ▶ Permettre aux auditeurs de développer une compréhension proactive et multipolaire de l'audit interne et externe, du contrôle de gestion et des systèmes d'information, en anticipation des changements de l'environnement économique global.
- ▶ Fournir aux auditeurs un set complet de connaissances, d'outils et de compétences et la capacité de les employer de manière compétitive, afin qu'ils deviennent des leaders responsables, capables de générer une performance durable.
- ▶ Développer la capacité de réflexion critique et d'innovation de nos auditeurs, pour leur permettre d'appliquer leurs connaissances et leur expertise technique pour la résolution de problèmes managériaux spécifiques à la nouvelle économie.
- ▶ Aider les auditeurs à développer leurs capacités de gestionnaires et de recherche appliquée afin qu'ils deviennent des agents de changement des organisations, de la profession, et de l'environnement global des affaires.

### Métiers et carrières visées

Auditeur interne, Auditeur externe, Consultant, Responsable d'audit spécialisé (informatique, marketing...), Contrôleur de gestion, Contrôleur de gestion industrielle, Chargé de consolidation, Expert-comptable, Responsable administratif et financier...

### Points forts

- ▶ Préparation aux principales certifications internationales dans les domaines de l'audit, du contrôle de gestion et des systèmes d'information.
- ▶ Pourcentage important d'intervenants extérieurs.
- ▶ Un rythme permettant une mise en pratique immédiate des connaissances acquises et l'insertion dans le monde professionnel (Lille : 4 jours de formation tous les 15 jours, le reste du temps en entreprise ; Paris : 1 semaine de formation par mois, le reste du temps en entreprise - A ajouter à cela pour Lille et Paris : 2 semaines de spécialisation).

## MANAGER EN GESTION DE PATRIMOINE FINANCIER

### Objectifs du programme

Ce programme, forme des conseillers spécialisés en gestion de patrimoine. Il répond aux besoins des établissements financiers, des cabinets de conseil, des compagnies d'assurance, des experts comptables, à la recherche de cadres en gestion de patrimoine de haut niveau. La gestion de patrimoine recouvre un grand nombre d'expertises principalement : Gestion de portefeuille, Ingénierie juridique et fiscale, Techniques de l'assurance-vie, Immobilier, Macro économie, Droit de la famille, régimes matrimoniaux et successions, Fiscalité nationale, internationale, Structures droit étranger...

### Métiers & carrières visées

Les métiers de conseiller financier, conseiller en gestion de patrimoine, d'agent général spécialiste d'assurance, d'ingénieurs patrimoniaux, ...

### Points forts

- ▶ Cette formation donne la possibilité légale de faire des actes juridiques (CJA).
- ▶ Elle conduit à la compétence nécessaire pour exercer la responsabilité de Conseiller en Investissement Financier et permet de passer l'examen de la certification AMF.
- ▶ Crystal - Expert & Finance s'engage à recruter chaque année 10 étudiants en contrat de professionnalisation, avec l'opportunité de décrocher un contrat de travail au sein du groupe à l'issue de cette formation.
- ▶ Ce programme est accrédité également en Formation continue diplômante auprès des Grandes Ecoles: le BADGE Gestion de Patrimoine Financier, composante du MS - le seul en France pour la Gestion de Patrimoine - forme notamment les cadres du groupe Allianz France et ceux du groupe Crédit Agricole.
- ▶ L'organisation des enseignements laisse une large place aux travaux pratiques, réalisés avec des équipements pédagogiques performants (logiciel patrimonial professionnel [Big Expert], études de cas) permettant aux étudiants de simuler des entretiens et des analyses patrimoniales.
- ▶ Pour répondre aux besoins du marché, le contenu de la formation est validé chaque année par un Conseil regroupant nos partenaires, dirigeants des établissements bancaires et financiers.

# 96%

Taux d'emploi 6 mois après diplôme

## 46 000 €

Salaire moyen

### Parmi les recruteurs :

Altran, Areva, Bouygues Télécom, BPI France, Crédit Agricole, Crédit Foncier, Danone, Deloitte, Décathlon, Dexia, EY, Eurotunnel, Finaref, KPMG, L'Oréal, Malakoff Mederic, Mazars, Printemps, PwC, Réunica, Stainless Europe, Société Générale, Technip, Valéo, Zodiac Aerospace...

### Campus/Langues :

- ▶ Lille **FR**
- ▶ Paris **FR ENG**

# 90%

Taux d'emploi 6 mois après diplôme

## 53 000 €

Salaire moyen

### Parmi les recruteurs :

Allianz France, Amundi Asset Management, Banque Rothschild Monaco, Barclays, BNP Paribas, CFM Monaco, Crédit Agricole, Crédit du Nord, Crédit Suisse, CIC, Groupe Crystal - Expert & Finance, LCL Paris, Société Générale Private Banking, SwissLife, PwC, Cabinets indépendants...

### Campus/Langues :

- ▶ Paris **FR**

### CORPORATE SPONSOR :



CRYSTAL

## MANAGER MARKETING DATA & COMMERCE ÉLECTRONIQUE

### Objectifs du programme

Ce programme a pour objectif de vous accompagner dans votre évolution des compétences et de vous permettre d'acquérir les connaissances utiles au business du digital. Conçu en collaboration avec des experts du e-commerce, du marketing digital, de la data et de la relation client il se veut au plus près des évolutions des compétences attendues dans ces activités. Il vise à :

- ▶ Former des cadres de haut niveau recrutés par les entreprises à la pointe du Marketing et du Marketing Relationnel.
- ▶ Former des collaborateurs performants, utilisateurs confirmés des technologies de l'information et du travail collaboratif.
- ▶ Maîtriser l'environnement commercial omnicanal permettant la définition et la mise en oeuvre des stratégies de la relation client : Marketing Direct, Analyse de Données, CRM, Commerce connecté, E-Business, M-Marketing, Social média, Big data et M-commerce.
- ▶ Apporter les connaissances théoriques du marketing direct, des stratégies du e-commerce et les fondamentaux du marketing.
- ▶ Développer les compétences d'analyse, le sens de l'anticipation et la capacité de transposer les dernières innovations et évolutions technologiques dans les stratégies commerciales des entreprises.

### Métiers & carrières visés

Chef de projet web et e-business, chef de projet application, responsable marketing digital, consultant e-commerce, analyste data, responsable référencement, traffic manager, responsable CRM...

### Points forts

- ▶ Accréditations et certifications académiques et professionnelles : certification Google Analytics IQ et Google Ads, certification AGILE PM, certifications Opquast, Hubspot (Content et Inbound Marketing), introduction à la Data Viz et au Machine Learning (avec SAS) et Facebook Blueprint...
- ▶ Une formation associant professionnels à la pointe du développement du e-commerce et des travaux des enseignants-chercheurs de ce domaine.
- ▶ Un programme en phase avec les innovations et tendances du commerce digital et du web marketing.
- ▶ Un apprentissage qui associe enseignement académique à la conduite de projets en relation avec des problématiques proposées par des entreprises de référence.
- ▶ Prise de conscience autour de l'éco-digitalisation via la norme ISO 26000.

## EXPERT EN GESTION FISCALE D'ENTREPRISE

### Objectifs du programme

Le principal objectif du programme est de donner aux participants une formation diplômante de haut niveau, avec les meilleurs enseignements et outils pédagogiques en matière de gestion fiscale des entreprises. L'assimilation de ces connaissances est facilitée par l'étude de nombreux cas concrets. Les enseignants ont tous une grande expérience professionnelle et une réelle notoriété dans le domaine.

Les entreprises, études et cabinets, ont ainsi la possibilité de recruter des collaborateurs aux compétences renforcées, déjà imprégnés de leur métier.

### Métiers & carrières visés

Juriste-fiscaliste intégré au sein du département juridique et fiscal ou d'une direction comptable et financière d'entreprise, collaborateur de cabinets d'expertise comptable, d'audit ou d'avocats, chargés de mission pour les questions juridiques et fiscales au sein d'organismes professionnels. En cas d'accès à la profession d'avocat, de notaire ou d'expert-comptable, possibilité de spécialisation en droit fiscal.

### Points forts

- ▶ Une formation diplômante complète et fiscalement « responsable » pour transmettre les meilleures pratiques dans le respect de la réglementation.
- ▶ Une formation très professionnalisante dispensée par des intervenants praticiens ayant une notoriété importante et donnant accès à des stages en entreprises ou cabinets avec perspectives d'embauches.

# 91%

Taux d'emploi 6 mois après diplôme

## 46 000 €

Salaire moyen

### Parmi les recruteurs :

3Accorhotels, Adecco, Allianz, Amadeus, Amazon, Auchan, Direct Assurance, Bforbank, BNP Paribas, Canal +, Capgemini, Carrefour, Cdiscount, Chanel, Clarins, Club Med, Crédit Agricole, Danone, Decathlon, Engie, Euler, Hermes, Euro Disneyland, Figaro Management, FNAC, Generali Vie, GFI, GMF, Grand Frais, Henkel, Hermes, Intersport, La Redoute, Legrand, Leroy Merlin, Maisons du Monde, Monnaie de Paris, Monoprix, Nexity, Oui SNCF, Rexel Développement, OVH, Printemps, Schneider Electric, Sephora, SFR, SOPRA Steria, Louis Vuitton, Tefal, TFI, Total, Ubisoft, Valeo Vision, Veepee, Vide Dressing, Vinci, Wavestone....

### Campus/Languages:

- ▶ Lille **FR**
- ▶ Paris **FR**

# 100%

Taux d'emploi 6 mois après diplôme

## 51 000 €

Salaire moyen

### Parmi les recruteurs :

BNP Paribas, Caisses d'Épargne, Castorama, Chaintrier & Associates, Decathlon, Degroof Petercam, Deloitte Luxembourg, EADS, EDF, Elis, EY France et Luxembourg, Etude Monassier & Associés, Fidal, Groupe Auchan, HSBC, JC Decaux, KPMG, Lafarge Holcim, Leroy Merlin, LVMH, Ministère des Finances, Natixis, Nexity, PwC, Rambaud Martel, Rexel Développement, Schneider Electric, SNCF, Thales, Transdev...

### Campus/Languages:

- ▶ Lille **FR**

## MANAGER DE LA CHAÎNE LOGISTIQUE ET ACHATS

### Objectifs du programme

L'objectif principal est de favoriser le développement dynamique des compétences managériales et entrepreneuriales des participants, afin de leur permettre d'élargir leur expertise, et d'exercer des fonctions de management et de leadership en gestion des opérations, supply chain et pilotage de la performance, en environnement multiculturel et international.

Trois dimensions essentielles caractérisent les compétences d'un Manager de la chaîne logistique et achats : les connaissances acquises, les caractéristiques personnelles, l'expérience et la capacité à apprendre.

### Métiers & carrières visés

Supply Chain Manager, International Logistic Manager, Directeur de logistique, Directeur de production, Acheteur, Directeur des Achats, Acheteur Grande Distribution, Acheteur Transports Internationaux, Directeur d'entrepôt, Consultant organisation, Directeur qualité, Ingénieur assurance qualité, Auditeur, Consultant, Risk manager...

### Points forts

- Alternance de semaines de cours avec des professionnels à la pointe de leurs domaines et de expériences professionnelles (stage ou contrat pro), dans le secteur choisi.
- Ce programme prépare aux certifications et diplômes professionnels, en particulier :
  - CPIM Part 1 de l'APICS® The Association for Operations Management;
  - Green Belt, Lean - Six Sigma,
  - la certification au niveau « fondation » de la méthodologie de gestion de projet PRINCE2®;
- SKEMA Business School est investie dans : APICS®-The Association for Operations Management, Association Française pour la Logistique (ASLOG), APM Group (PRINCE2®).

## MANAGER DES PROJETS ET PROGRAMMES

### Objectifs du programme

Le programme permet d'acquérir les principes et méthodes indispensables en pilotage de projets et de programmes pour :

- Faire évoluer sa carrière et élargir son périmètre d'activités.
- Se reconverter.
- Se perfectionner.
- Gérer la complexité et le changement.

Le programme permettra aux participants de mettre en perspective les pratiques utilisées dans les organisations par rapport aux pratiques de référence en pilotage de projet et de programmes.

Dans le domaine des « soft skills », les participants développent les attitudes de management transverse indispensables au pilotage d'équipe projet.

### Métiers & carrières visés

Directeur de projet ou de programme, Chef de projet ou programme, Responsable de lots, Responsable de PMO, Experts métier souhaitant travailler en mode projet (Contrôle, qualité, RH...), Consultant en management de projet...

### Points forts

- Programme dédié exclusivement au « Management de projet », existant depuis 1991
  - Les participants vivront dans un environnement international et multiculturel au sein de leur promotion.
  - Des études de cas, des simulations et des retours d'expérience exposés par des professionnels de différentes industries complètent l'enseignement dispensé.
  - Les participants sont formés pour passer les certifications internationales PMI®, PRINCE2® et AgilePM®.
- SKEMA Business School est centre PMI® Global Registered Education Provider (R.E.P. No 1435) et PRINCE2® Accredited Training Organisation (ATO).

# 92%

Taux d'emploi 6 mois après diplôme

## 57 000 €

Salaire moyen

### Parmi les recruteurs :

Alstom, Amazon, Auchan, Cap Gemini, Carrefour, Castorama, Crédit Agricole, Demeyere group, Décathlon, Groupe Avril, Kingfisher (Logistique), Legrand, Leroy Merlin, Nocibe Parfumerie, La Poste, La Redoute, SNCF, 3 Suisses International, Plastic Omnium, Saint-Gobain, Sanofi Aventis, Sopra Steria, TCL, Valeo...

### Campus/Langues:

- Lille **FR ENG**
- Paris **FR ENG**

# 94%

Taux d'emploi 6 mois après diplôme

## 52 000 €

Salaire moyen

### Parmi les recruteurs :

Accenture, Aéroports de Paris, Air Liquide, Airbus, Alstom Transport, Altran, Areva, Atos, BNP Paribas, Bombardier, Bouygues Telecom, Caisse d'Épargne, Cegos, Cie des wagons-lits, Dassault, Décathlon, EY, Faurecia, GDF Suez, Gemalto, General Electric Healthcare, IBM, Innovateam, Lacoste, Lafarge, Maltem, Michael Page, NQI, PCubed, Renault, Safran, SFR, SNCF, Sopra Steria, St Gobain, Thalès, Thomson Reuters, Total, Toyota, Valeo, Veolia ...

### Campus/Langues:

- Lille **FR**
- Paris **FR**



PRINCE2® est une marque déposée d'AXELOS Limited







#### **Dimitri Fournaise**

MS® Expert en Contrôle de Gestion, Audit et Gestion de Systèmes d'Information -  
*Analyste au Contrôle de Gestion*  
BPIfrance

#### **“Bien débuter dans le milieu professionnel**

Le principal élément qui m'a permis de choisir ce mastère est le côté professionnalisant de par la qualité et le soin apportés par les intervenants. Ce cursus offre un panel de compétences, aussi bien d'un point de vue professionnel que personnel. En effet, chaque enseignant ou intervenant apporte une touche pratique pour comprendre le monde financier dans lequel nous vivons et dans lequel nous allons vivre. Par ailleurs, la palette d'options proposée à chaque étudiant permet de se concentrer sur un aspect spécifique lié à l'univers financier et ainsi développer une culture financière.

En d'autres termes, ce Mastère Spécialisé® nous donne des éléments pour bien comprendre les enjeux financiers ainsi que les outils pour bien débuter dans le milieu professionnel.,,

#### **Samir Amellal**

MS® Manager Marketing Data & Commerce Electronique  
*Membre du comité de direction et CDO,*  
La Redoute

#### **“Faire la différence en entreprise**

Intégrer le MS® de SKEMA fut une étape déterminante dans mon parcours professionnel.

En effet, d'abord du point de vue des apprentissages, nous avions le sentiment que nous étions très en avance sur l'état de l'art.

Nous avions également une forte sensibilisation à la prise de recul grâce à la thèse et aux cours de stratégie : c'est ce qui m'a permis de faire la différence en entreprise et de ne pas être qu'un simple opérationnel.

Aujourd'hui, j'essaie de rendre ce que j'ai reçu en transmettant de mon expérience de CDO et CEO dans plusieurs groupes et grandes entreprises et en enseignant dans le Mastère Spécialisé® MDCE de SKEMA.,,

#### **Pauline Vienne,**

MS® Expert en Gestion Fiscale d'Entreprise  
*Fiscaliste d'entreprise, LVMH*

#### **“Des professeurs professionnels du domaine**

Le MS® Expert en Gestion Fiscale d'Entreprise est une très bonne formation de par sa transversalité. En effet, il permet d'avoir des connaissances globales en droit fiscal et gestion fiscale. De plus, nos professeurs sont tous des professionnels du domaine ce qui donne un côté concret à l'enseignement, le plaçant au coeur de l'actualité fiscale.

Après une formation initiale en gestion, j'ai pu approfondir mes connaissances et renforcer mes compétences tant d'un point de vue théorique que pratique, et j'ai acquis une vision globale de la fiscalité.

L'alternance est également un atout majeur dans cette formation : pour ma part j'ai eu la chance d'intégrer le département fiscal de Louis Vuitton où j'ai pu, le temps d'une année, mettre en pratique les enseignements reçus qui sont en adéquation avec les problématiques des entreprises.

Fort de d'une telle expérience et grâce aux compétences acquises en fiscalité, j'ai pu intégrer d'abord EY au sein du département Business avant de réintégrer une nouvelle fois Louis Vuitton en tant que Fiscaliste d'entreprise.,,



#### **Murielle Brayard**

MS® Manager de la Chaîne Logistique et Achats  
*Supply Planner, L'Oréal*

#### **“Un tremplin professionnel**

Le Mastère Spécialisé Manager de la Chaîne logistique et Achats a été pour moi un tremplin professionnel. Le fait que la formation soit en alternance est un vrai plus. En un an, j'ai ainsi pu développer mes compétences professionnelles, au sein de mon entreprise alternante, et approfondir mes connaissances dans le domaine de la supply chain et des achats.

Les cours enseignés au sein du MS, le professionnalisme des intervenants, les études de cas réalisées ainsi que la multiculturalité des étudiants permettent d'avoir des approches différentes et intéressantes du management de la supply chain et des achats.

À la sortie de ce mastère, nous sommes ainsi préparés pour faire face aux enjeux de ce secteur, nous avons les compétences et toutes les cartes en main pour devenir supply chain manager ou acheteurs.,,

# ADMISSIONS

## Master in Management, Grande Ecole programme

### TAUGHT IN ENGLISH

Apply online:

<https://myskemapply.skema.edu>

### Admission requirements

Eligible to apply: students who hold a non-French degree obtained after at least two years of higher education outside France (licence degree, bachelor, Benke diploma...).

### Selection

There are two different application processes:

**1.** Apply exclusively to SKEMA Business School:

<https://myskemapply.skema.edu>

Application fee: €100

**2.** Apply to a common selection process organised by Join a School In France (JASIF) which gathers five of the best French business schools:

<http://joinaschoolinfrance.com/education>

Application fee: €190

### Calendar

SKEMA Business School holds rolling admissions throughout the year. We strongly encourage applicants to submit their applications early.

Application deadlines through Join a School In France are the following: October 7, 2020; January 7, 2021; March 3, 2021; April 20, 2021 (until midnight).

*Please note that students may submit only one application per academic year and must choose between the SKEMA Business School or the Join a School in France selection process.*

### Required documents

CV, copy of your passport, ID photo, diploma or certificate of attendance if you have not yet graduated, University grades transcript, test score (TAGE MAGE, or GMAT, or GRE, or CAT). One of the following English language proficiency test scores is required: TOEFL, TOEIC, IELTS.

*(To check whether an English-language test score is required in your case, please contact [international.admissions@skema.edu](mailto:international.admissions@skema.edu))*

### Tuition fees

► €14,000 per year

► €1,000 optional gap year (Master1 or Master2 in two years)

*Please see our website for details on available scholarships.*

## Mastère Spécialisé®

### ENSEIGNÉS EN FRANÇAIS ET ANGLAIS

candidatures en ligne sur

<https://myskemapply.skema.edu>

### Critères et niveau requis

► Bac+5 ou Bac+4 avec trois ans d'expérience professionnelle

► Bac+4 sans expérience professionnelle (à hauteur de 30 % de l'effectif total du MS)

*Diplômes d'école de commerce, école d'Ingénieur, diplômes universitaires français ou diplômes étrangers équivalents.*

Tests de Management et de langues :

► TAGE-MAGE/GMAT/GRE non obligatoire mais à l'avantage du candidat

► Un niveau de français C1 est requis pour les candidats non francophones

► Un entretien en anglais sera pratiqué lors de l'admission si le MS est bilingue.

► **MS Expert en Contrôle de Gestion, Audit et Gestion de Système d'information à Paris:** un score dans l'un des tests de langue anglaise suivants sera demandé : IELTS (6,0), TOEIC (810), iBT (71), ITP (530).

*Peuvent demander à être dispensés les étudiants qui proviennent d'un pays dont une des langues nationales est l'anglais ou qui ont réalisé leurs études en anglais, dans un pays anglophone et ont passé au moins 2 ans dans ce pays.*

### Sélection

La sélection se fait en deux étapes :

**1.** Dossier de candidature online

Le dossier permet d'avoir une première perception de la pertinence de la candidature.

**2.** Entretien de motivation avec un jury sur le campus ou via Skype. L'entretien vise à comprendre les motivations du candidat et à analyser, au regard de son projet professionnel, la pertinence de la poursuite d'études. L'admission définitive du candidat est prononcée par le jury de sélection en fonction des résultats des deux étapes de sélection.

### Calendrier

Le recrutement se fait tout au long de l'année et les candidatures sont traitées en continu (dépôt des dossiers tous les 30 de chaque mois). Cependant, le nombre de places étant limité, il est conseillé de postuler le plus tôt possible.

### Pièces à fournir

CV, lettre de motivation, 1 ou 2 lettres de recommandation, diplôme(s), relevés de notes, passeport, photo d'identité.

### Frais de scolarité

► Tous les programmes MS : 17,000 €

Frais de dossier : 100 € payables lors de la candidature.

*Tous les étudiants internationaux (non ressortissants de l'UE) primo-arrivant, ne peuvent prétendre aux contrats de professionnalisation. Ils devront effectuer leur programme en formation initiale (stage alterné).*

# Masters of Science

## TAUGHT IN ENGLISH

Apply online:

<https://myskemapply.skema.edu>

### Admission requirements

#### ► Two-year programme

Eligible to apply: students who hold a **three-year university degree**.

#### ► One-year programme

Eligible to apply: students who hold a **four-year university degree** + two months minimum of professional experience

In some cases, a three-year degree with substantial professional experience can be accepted.

### English language test must be presented to validate the application:

*In some cases, the English test can be waived (for English native speakers or degree holders from an English-speaking country)*

► TOEFL (530), TOEFL IBT (71), TOEIC (810), IELTS (6)

### Other tests

► GMAT/GRE is not mandatory, however a good score strengthens the application.

### Selection

The selection is a two-step process:

**1.** The online application form

(<https://myskemapply.skema.edu>) is used to assess the following:

- academic excellence
- motivation to pursue studies at SKEMA Business School
- personal objectives in relation to the programme

**2.** The selected applicants will be invited for an interview.

### Calendar

Recruitment is carried out throughout the year with applications being processed on a rolling admissions basis. However, given the limited number of places, candidates are advised to apply as early as possible.

### Required documents

CV, cover letter, copy of your passport, ID photograph, diploma or certificate of attendance if you have not yet graduated, university grades transcript, one or two recommendation letters, English test.

### Application & tuition fees

► An application fee of €100 is payable at the time of the application submission.

► One-year MSc: €17,000

► Specific one-year MSc or double degree programmes:

- MSc Financial Markets and Investments: €21,500
- MSc Luxury and Fashion Management: €19,000
- MSc Global Luxury and Management: €25,000
- MSc Luxury Hospitality and Innovation (*double degree SKEMA/Ferrières*): €25,000
- MSc Artificial Intelligence for Business Transformation (*joint programme SKEMA/ESIEA*): €25,000
- Entrepreneurship & Sustainable Design (*joint programme SKEMA/SDS*): €25,000

► Two-year MSc (total fees for two years' tuition)

- Two-Year MSc: €30,000
- Two-Year MSc with the Luxury Hospitality and Innovation specialisation: €35,000
- Two-Year MSc with the Artificial Intelligence for Business Transformation specialisation: €35,000
- Two-Year MSc with the Entrepreneurship & Sustainable Design specialisation: €35,000
- Two-Year MSc with the Global Luxury and Management specialisation: €35,000

### Financing studies: up to €4,000

Check out our scholarships guide for international students at [www.skema.edu/programmes/masters-of-science](http://www.skema.edu/programmes/masters-of-science)  
Check the Financing tag of any MSc.

### Tuition fees

The quoted fees may be subject to change.

Definitive amounts will be those mentioned on the contract at the date of registration.

### Scholarships

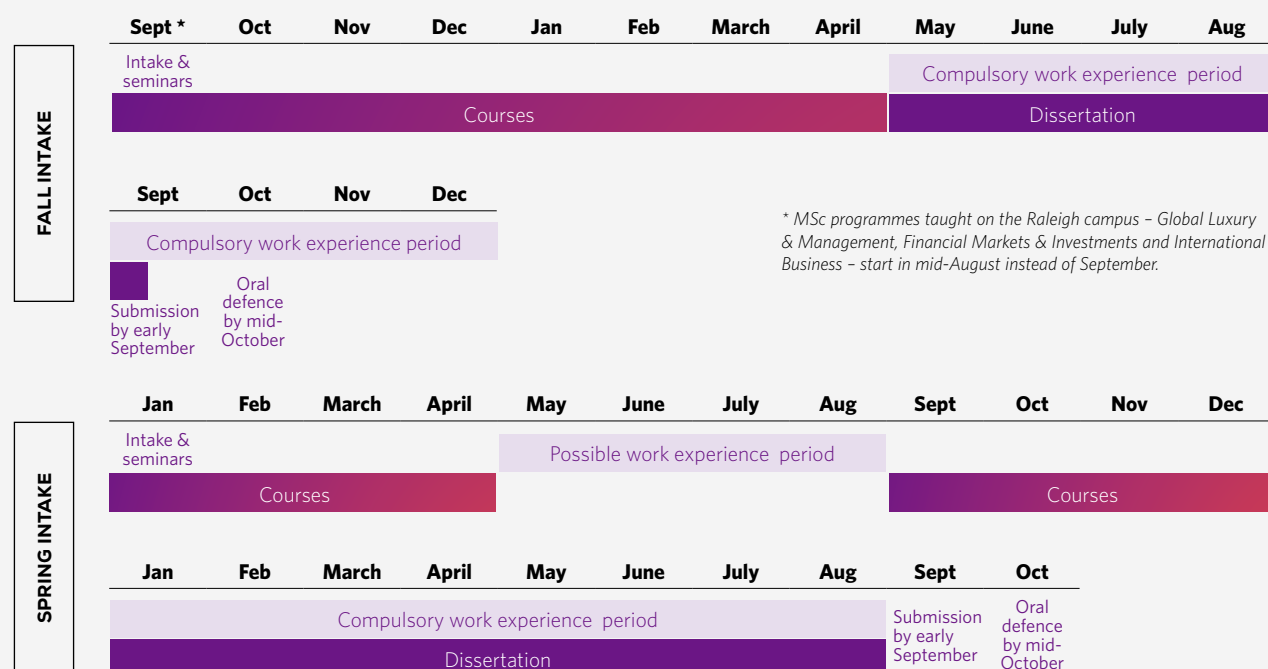
SKEMA Business School offers a large range of scholarships to exceptionally well-qualified international students



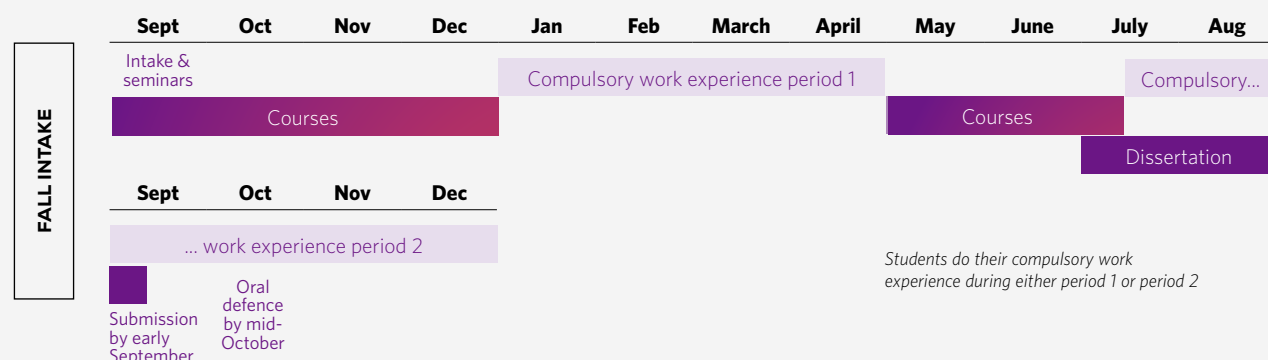
# MSc courses and work experience calendar

Eight months in class followed by work experience (internship or employment contract) or a research project for at least four months. The work experience or research project will be the basis for the thesis.

## ALL MSc PROGRAMMES except MSc Auditing, Management Accounting & Information Systems



## MSc AUDITING, MANAGEMENT ACCOUNTING & INFORMATION SYSTEMS







Raleigh campus: experience the futuristic James B. Hunt Jr. Library of NC State University



Study in a friendly and collaborative environment

# SKEMA LANGUAGE PREP COURSE

ON SKEMA'S SOPHIA ANTIPOLIS CAMPUS

Need to improve your English before doing an MSc at SKEMA?  
Want a short top-up English course before starting your studies?  
Why not choose to learn with us?

Located on the Sophia Antipolis campus of SKEMA Business School, the Executive Education branch has assisted thousands of international students and professionals to achieve the English level required to join their chosen programme or build up their skills. We can help you prepare for successful study at SKEMA Business School.

## Who is this course for?

Our intensive Language Prep Course (30 hours per week) is suitable for students planning to study a BBA or MSc programme at SKEMA Business School.

- The development of all key language skills and elements such as listening, speaking, reading, writing, pronunciation and vocabulary allows you to communicate accurately and effectively in the academic world and beyond.
- You practise conversation and other speaking skills using practical, real-world English. You learn to write with accuracy and effectiveness, develop strategic listening skills and improve your use of grammar.
- Our skills classes target the academic skills you need to succeed in higher education, such as note-taking, speech and debate and presentation skills, and you can work on your individual language skills and objectives as well with our e-learning platform. Our experienced teachers are all native speakers and are available to give you personalised guidance to ensure that you progress as quickly as possible.

The Language Prep Course is designed, not only to help you achieve SKEMA's English language entry requirements, but also to give you the necessary skills to succeed in your studies at SKEMA.

## Timetable

Our Language Prep Course is a full-time programme of study. Classes begin at 9am Monday to Friday. Classes continue until 4.30pm Monday to Thursday and finish at 1pm on Fridays.

## Entry and exit requirements

You will be tested on the first day of your programme and will meet with the course coordinator to discuss and plan your roadmap. If you do not know your current English level, we can arrange a pre-arrival test to evaluate how many classes you will need to reach the English language requirements of your chosen SKEMA programme.

Our final course report will act as proof of English language proficiency and you will not in this case need to take IELTS, TOEFL or TOEIC exams, but those who want to sit for an official exam can take TOEIC. Completion of the following levels will ensure that you meet SKEMA's English language entry requirements:

- BBA programme:
  - no requirement for year 1 or 2,
  - 70 to 80 points on TOEFL IBT for year 3, or level 6 IELTS, or B2
- Two-year MSc programmes: TOEFL IBT 83 points, or IELTS 6, or TOEIC 800 points, or B2+
- One-year MSc programmes: TOEFL IBT 92 points, or IELTS 6.5, or TOEIC 830 points, or C1

## When does the language prep course start?

Our programme is a flexible blended learning course, available year-round and can start any time.

## How much does the language prep course cost?

€450 a week (accommodation not included). For accommodation options: [www.skema.edu/campus/sophia-antipolis/housing-services](http://www.skema.edu/campus/sophia-antipolis/housing-services)

## Non-EU students requiring a French student visa

If you are a non-EU student and wish to do our Language Prep Course before your studies at SKEMA, you must apply first to SKEMA admissions. Once you have obtained your registration certificate, you can contact us for the Language Prep Course. Upon receipt of full payment, we will issue the required visa invitation letter so you can begin the visa application process.

## FOR MORE INFORMATION OR TO REGISTER FOR OUR LANGUAGE PROGRAMME

### Contact

[etienne.andre@skema.edu](mailto:etienne.andre@skema.edu)

# Practical information

## IMMIGRATION, VISA AND RESIDENCE PERMIT

### Students from the European Union

In order to live in France, students need an identity card or passport. They don't need to apply for a residence permit.

### Non-European students

Before arriving, non-European students must obtain a student visa from the French Consulate in their country of origin. The VLS-TS (long-stay student visa) allows students to stay in France for a study period of 91 days to 12 months. Furthermore, they have to apply for a residence permit when they arrive at SKEMA (some formalities still have to be carried out). The International Office will help you with this administrative procedure. More information is available on the Campus France website: [www.campusfrance.org](http://www.campusfrance.org)

## ACCOMMODATION

Accommodation services exist on all campuses. SKEMA has an online accommodation database with over 1,000 lodgings on offer. The service is reserved exclusively for SKEMA Business School students: <http://housing.skema.edu/>

Housing guides for Raleigh, Suzhou and Belo Horizonte campuses are available for students.

Note that on-campus housing options are available in Raleigh and Sophia Antipolis. On other campuses, the school has partnerships with public and private residences.

### Get more info:

[www.skema.edu/campus/lille/housing-services](http://www.skema.edu/campus/lille/housing-services)  
[www.skema.edu/campus/paris/housing-services](http://www.skema.edu/campus/paris/housing-services)  
[www.skema.edu/campus/sophia-antipolis/housing-services](http://www.skema.edu/campus/sophia-antipolis/housing-services)  
or  
Contact: [housing@skema.edu](mailto:housing@skema.edu)

## SETTLING IN

SKEMA Business School offers international students a number of services in order to facilitate their adjustment to a new cultural environment. Student societies organise events designed to help them settle in at SKEMA or enable them to discover the area. French language classes are available to SKEMA students (on our French campuses only). We offer four levels: beginner, elementary, intermediate and advanced. Chinese language classes are also available in Suzhou and Portuguese in Belo Horizonte. A French test is available on the first day to evaluate the student's level. An online platform called YEP gives students access to academic information from SKEMA (academic calendar, timetable, grades). Freshers' week/orientation week, team building, intensive management seminars are all also available for SKEMA students to help them settle in to life in a new country.

## STUDENT SOCIETIES AND CLUBS

At SKEMA Business School, societies and clubs constitute an exciting and rewarding part of student life. At SKEMA, you will be able to enjoy the energy and enthusiasm of over 70 different student societies and clubs which are funded by SKEMA, the Student Union and sponsors. The different domains are: art & culture, communication, business, environment, humanitarian, hi-tech, sport, student life and international. Members of these societies and clubs take on real responsibility which is often transferable and relevant to their careers. Above all, these societies are an opportunity to live life to the fullest and share in unforgettable experiences while creating friendships. On the Raleigh campus, students can join more than 550 student clubs and societies thanks to our partnership with North Carolina State University.

## STILL HAVE QUESTIONS?

### Please contact us by email:

[international.admissions@skema.edu](mailto:international.admissions@skema.edu)

### or by phone at:

- ▶ SKEMA Raleigh campus (USA): +1 (919) 535-5701
- ▶ SKEMA Lille, Paris, Sophia Antipolis (France): +33 (0)1 41 16 75 34 or +33 (0)3 20 21 59 69
- ▶ SKEMA Suzhou (China): +86 (0)512 6260 2865
- ▶ SKEMA Belo Horizonte (Brazil): +1 (919) 535 5701

[WWW.SKEMA.EDU](http://WWW.SKEMA.EDU)



# SKEMA BUSINESS SCHOOL

Belo Horizonte Lille Paris Raleigh Sophia Antipolis Stellenbosch - Cape Town Suzhou

## GLOBAL BBA

Business Administration - Belo Horizonte  
Global Management - Sophia Antipolis  
International Business - Raleigh

## ESDHEM

Prep school + French "Licence" degree  
» Management  
» Law

## GRANDE ÉCOLE PROGRAMME

Master in Management

## MASTÈRES SPÉCIALISÉS\* PROGRAMMES

CGE certified

- » MS Auditing, Management Accounting & Information Systems
- » MS Wealth Management
- » MS Supply Chain Management and Purchasing
- » MS Project and Programme Management & Business Development
- » MS Marketing Data & e-Commerce
- » MS Corporate Fiscal Management

## TWO-YEAR MSc

## MASTERS OF SCIENCE PROGRAMMES

CGE certified

### Marketing

- » International Marketing & Business Development
- » Luxury & Fashion Management
- » Global Luxury and Management  
NC STATE UNIVERSITY X SKEMA dual degree
- » Luxury Hospitality and Innovation  
SKEMA X ÉCOLE FERRIÈRES dual degree
- » Digital Marketing

### Finance

- » Corporate Financial Management
- » Financial Markets & Investments
- » Auditing, Management Accounting & Information Systems

### Management

- » Project and Programme Management & Business Development
- » Digital Business, Data Analysis and Management
- » International Human Resources & Performance Management
- » Supply Chain Management & Purchasing
- » Strategic Event Management & Tourism Management
- » Research & Management Innovation
- » Management Science  
Double degree with Tongji University

### Business & Strategy

- » International Business
- » Entrepreneurship & Innovation
- » Business Consulting and Digital Transformation
- » International Strategy & Influence
- » Artificial Intelligence for Business Transformation - SKEMA X ESIEA joint degree
- » Entrepreneurship & Sustainable Design  
SKEMA X THE SUSTAINABLE DESIGN SCHOOL joint programme (not CGE certified)
- » Academic Diploma Programme in Technology, Entrepreneurship & Start-up Management -  
Double diploma with Berkeley

## TRIPLE MASTER

LOYOLA X SKEMA X LMU  
(USA/France/Germany)

## PHD AND DOCTORAL PROGRAMMES

## GLOBAL EXECUTIVE MBA

## EXECUTIVE MASTÈRE SPÉCIALISÉ\* PROGRAMMES

## EXECUTIVE PROGRAMMES FOR MANAGERS

- » Online programmes
- » Short programmes
- » Customised programmes
- » Programmes leading to a qualification

## SUMMER SCHOOLS

## SKEMA BUSINESS SCHOOL

www.skema.edu  
international.admissions@skema.edu

