

SKEMA BUSINESS SCHOOL

**MASTERS DEGREE
PROGRAMMES**

Make it possible

Master in Management
MSc Programmes

skema
BUSINESS SCHOOL

AT HOME WORLDWIDE

2022-2023 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 and recently of a global pandemic, are 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. ”

Alice Guilhaon

Dean & executive president,
SKEMA Business School
President of the CDEFM — Conférence
des Directeurs des Écoles Françaises de
Management

50,000
graduates across the world

9,500
students

+120
nationalities

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

Multi- accredited

EQUIS, AACSB, EFMD Accredited
EMBA. Member of the Conférence
des Grandes Écoles (CGE) and the
Conférence des Directeurs des
Écoles Françaises de Management
(CDEFM)



3rd best worldwide: MSc
Financial Markets &
Investments (2021)
2nd worldwide for the overall
satisfaction



11th best worldwide and
5th in France: MSc in
International Marketing
& Business Development
(2021)

More information: skema.edu
News Room section

Faculty & Research

To meet the needs of the rapidly evolving market, SKEMA has 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:

- **FAIRR** - Finance and Accounting Insights on Risk and Regulation
- **KTO** - Knowledge, Technology and Organisation
- **MINT** - Marketing Interactions
- **PRISM** - PProject Information and Supply Management
- **SCS** - SKEMA Center for Sustainability

The ensemble is completed by an institute devoted to **sports and languages** — SKILS (SKema Institute for Languages and Sport) and an **artificial intelligence** institute — SKEMA AI 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), the Research Advisory Committee (RAC) and the Strategic Orientation Committee (COS), 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, 'Licence' Degree, Master Degree, RNCP, CGE label), as well as in the United States (Licensing), Brazil (Certificação) and China (Ministry of Education).

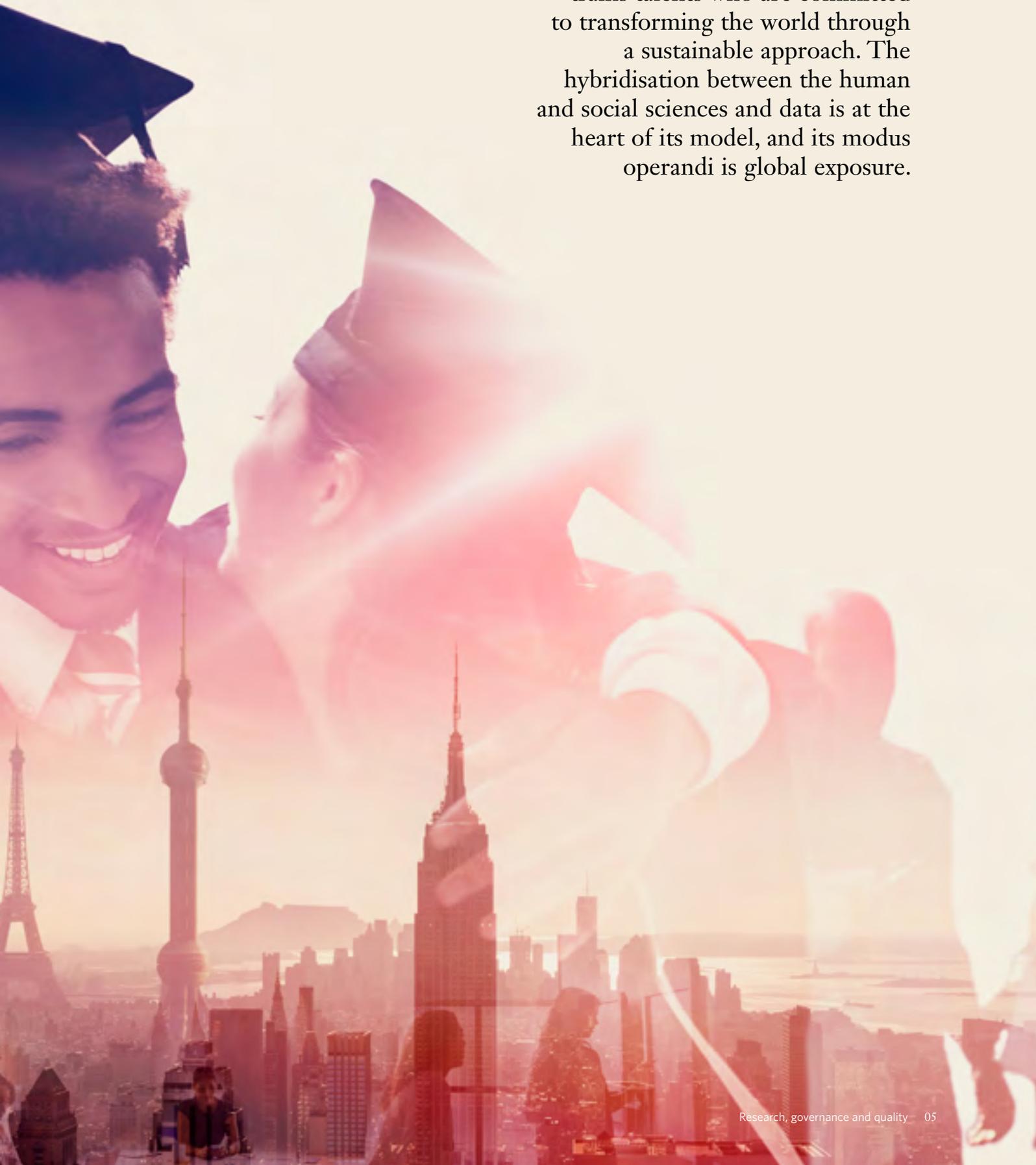
SKEMA is certified ISO 9001 for the quality of its management and ISO 14001 for its environmental management. It has also obtained the EESPIG label and is a member of the 'Conférence des Grandes Écoles (CGE)' and of the 'Conférence des Directeurs des Écoles Françaises de Management (CDEFM)'.



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'S LOCATIONS

5 CONTINENTS, 10 LOCATIONS: A GLOBAL EXPOSURE

AI Resource and Research Centre in Montreal

Montreal, a technology hub focused on the United States and Europe

An island and port city located less than 600 kilometres from New York, Montreal is quite influential in North America. With a major university and financial centre, the Canadian city attracts some of the biggest digital companies, such as Google, Facebook, and Microsoft. By choosing to set up its AI Resource and Research Centre here, SKEMA Business School, an avant-garde educational institution, has set up base in a digital and high-tech smart city.



Grand Paris Campus

A 30,000 m² hub on the banks of the Seine river

The new Grand Paris Campus opened in early January 2021 in an outstanding location on the banks of the Seine river, facing the Eiffel tower. Located in Suresnes, it is the anchor of the school's global strategy. Paris, a multicultural city and gateway to the European continent, amplifies SKEMA's international visibility, and this campus increases the school's capacity to 10,000 students. The Grand Paris Campus, hyperconnected and at the crossroads of many cultures, sets a benchmark for the usage of new technologies.



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

Present in Brazil since 2015, SKEMA has recently opened a brand new 'city campus' located in Savassi, one of the most active neighbourhoods in the heart of the city of Belo Horizonte, which is set to become the digital hub of the innovation ecosystem of the capital of Minas Gerais and its 2.7 million inhabitants. This urban campus represents a new milestone in the development of SKEMA's activities in Brazil, which involve the creation of, in addition to the business school's activities, the SKEMA Law School for Business — a law school announced in the SKY25 Strategic Plan.

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 a great student community. SKEMA benefits from the presence of over 1,500 companies around its campus.



“ SKEMA is present on 10 different locations across the world, chosen for their unique business ecosystems. Situated in the heart of technology parks, in direct contact with some of world’s most innovative companies, these campuses and resource and research centre combine academic excellence and the school’s cultural roots. ”

Alice Guilhon

Dean & Executive President, SKEMA Business School



Lille Campus

At the crossroads of Europe

This contemporary campus, spread across 20,000 m², 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.



Nanjing Campus

An innovative city with ancient roots

Through the International Joint Audit Institute NAU-SKEMA, the Nanjing campus combines two institutions of higher education and excellence: Nanjing Audit University and SKEMA Business School. Former capital of China, Nanjing is a major cultural and economic hub of modern China. It is recognised throughout the country for hosting innovative companies in the fields of energy, transportation and electronics.



Suzhou Campus

An innovative ecosystem, a showcase for China

SKEMA’s Suzhou campus in China was created through the school’s partnership with Suzhou Dushu Lake Science and Education Innovation District — the science, technology and education cluster of Suzhou. Nicknamed the Venice of the East due to its canals and renowned for the beauty of its iconic traditional gardens, Suzhou is among the best cutting-edge technological centres in the world. Currently, it has more than 12 million inhabitants and the offices of around 50% of the world’s largest 500 companies.



Stellenbosch Campus

Destination: South Africa

SKEMA has set 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 athletics stadium, several Olympic swimming pools and sports grounds.



Shanghai Campus

A digital city with global influence

SKEMA’s Shanghai campus combines two major establishments: Xi’an Jiaotong University and SKEMA. Nicknamed “The Pearl of the Orient”, Shanghai is a city that attracts innovative start-ups from across the world. The megalopolis has become, over the years, a crossroads of digital innovation where digital industrialisation is experiencing a huge boom. By offering in Shanghai its courses focused on entrepreneurship and innovation, SKEMA aims to stimulate digital creativity among its students.





Find out more information on the Talent & Career services



Follow SKEMA Talent & Careers on LinkedIn for the latest news, advice, videos and job offers from your careers team.



Watch our Talent & Careers videos on YouTube for testimonials from our students and companies looking to recruit them.



“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

TALENT & CAREERS

PREPARE FOR YOUR PROFESSIONAL PROJECT

The Talent & Careers team guides you in the preparation of your professional project, in discovering jobs and companies you may be interested in, and in sourcing positions that match your profile.

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 or Master in Management programmes, will give you the opportunity to:

- ▶ Join workshops and webinars on various employability topics such as salary negotiation or presenting your skills during a job interview.
- ▶ Benefit from personalised advice from our consultants.
- ▶ Access cutting-edge tools / resources to facilitate your professional future, to help you develop your skills, and to better define your profile: partner platforms such as Abintegro, Highered, GoinGlobal, iAgora, Lockinchina and Jobteaser to access job offers worldwide, but also Central Test, Aon and Praditus for practice tests, Teams for webinars and Pimp My Career for CV templates.
- ▶ Take part in events with companies all year round: get noticed by recruiters during our career fairs, learn about companies and jobs when attending round tables or career talks, discuss with alumni and join some of the regular challenges organised by corporate partners.

SKEMA TALENT & CAREERS IN FIGURES

150+

events organised each year to meet recruiters, develop your network and discuss your professional project.

2,500

companies who trust us.

6

partner platforms publishing over one million job offers worldwide and providing tools and resources.

SKEMA VENTURES

GLOCAL ENTREPRENEURSHIP IS BORN!



@SKEMA.Ventures.Official



@ skema_ventures



@ skema-ventures



Find all our SKEMA Ventures videos on YouTube

CONTACT US:

skemaventures@skema.edu

“ SKEMA Ventures is an ally in the development of our start-up.

Indeed, the coaching offered, in particular on the legal and financial aspects, is of great help to us in making this project grow. Discussions with the various stakeholders are an opportunity to challenge ourselves on our decisions and the future of all. The partnership with the IMBD master also allows us to surround ourselves with students who carry out market research. This is a great opportunity to help us define the expectations of our target and thus define the overall strategic direction.”

Christelle de Châlus

SK 2004
Co-founder of Ensème, responsible alternative to traditional cosmetics

SKEMA Ventures is a business unit created by SKEMA Business School dedicated to impact entrepreneurship and innovation.

At SKEMA, we consider that an entrepreneur is an innovator-transformer — one who innovates and acts to transform industries, organisations, and, more broadly, society.

SKEMA Ventures' raison d'être

“Large companies also need entrepreneurs. Globalisation, the digital revolution, the disruptive innovations brought by start-ups, and finally, changes in consumer behaviour are forcing them to reinvent their future. They are looking for intrapreneurial collaborators with this glocal multicultural vision and capacity.

As a result, a growing number of students are considering creating innovative companies or activities as a logical professional option that reflects these new values.

They expect their school to facilitate and stimulate the generation of ideas, train them in the best entrepreneurial practices, and support them in the construction of their project and its launch and development.

SKEMA Ventures is dedicated to student entrepreneurship. Through a unique value chain, that encompasses teaching, coaching, incubation, and acceleration, SKEMA Ventures allows each SKEMA student and alumnus to think, design, test and launch an entrepreneurial project in a global context, on seven innovative territories on five continents, benefitting from the best of each local ecosystem. This is the raison d'être of SKEMA Ventures.”



Philippe Chereau,
SKEMA Ventures director

SKEMA VENTURES IN FIGURES



Survival rate after 5 years



Projects incubated per year



Projects pitched per year



Mentors and experts in the Venture Family

EXEMPLES OF ENTREPRENEURIAL PROJECTS LAUNCHED BY SKEMA VENTURES

Tripartie, Ensème, Whymper, Wibes, Viibe, Père & Fish, Sublimeurs, La Plaine, Clothèque, Melobowls, Time N'Joy, Monpetitbikini.com, Odysway, Pile ou face, Pick & Teach, MyCVFactory, Le Chef, AzurDrones, French Acoustics, Heatzy, Unispotter, New trading, ...



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**

50 000

graduates

122

nationalities

145

countries

40

clubs

90

ambassadors

200

events

3000

personalised
job offers

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

CONTACT US:
diplomes@skema.edu

SOME OF OUR ALUMNI



SOPHIE DJORDJEVIC (SKEMA 2017)

International e-retail manager,
Guerlain (LVMH) | Paris



JOSEPH SIE
(SKEMA 2011)

Investment officer,
Phoenix Capital | Abidjan



MISHIKA KAPADIA
(SKEMA 2016)

Partnerships associate, *Kili technology* | Paris



AMINA BAJEDDOUB
(SKEMA 2018)

Strategy & transformation
consultant,
Capgemini | Paris



FABRIZIO BALDARI
(SKEMA 2015)

Regional commodity manager,
*Alliance Renault Nissan Mitsubishi
Purchasing Organisation* |
Guyancourt



MATHIEU SABADIE
(SKEMA 2019)

Senior sales development
specialist, *LinkedIn* | Dublin



CHALI ZHOU
(SKEMA 2015)

Founder & CEO, *Crescenders
Incubator & International
Education* | Shanghai



NADA LAALOU
(SKEMA 2015)

Senior consultant,
Accenture | Paris



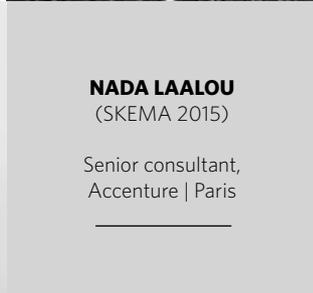
CHIRANJIT SONOWAL
(SKEMA 2019)

Managing director at
Canary Wharf Partners
& Consulting | Alumni
ambassador for Studies to
France (India)



RAPHAËL MARIAGE
(SKEMA 2015)

Agency partnerships
manager, *TikTok* | Paris



BHUVAN GAMBHIR
(SKEMA 2017)

Exports sales coordinator,
supply chain management,
Nissan Europe Central HQ | Paris



DEGREE RECOGNISED BY THE FRENCH
MINISTRY OF EDUCATION AND RESEARCH
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 degree is recognised by the French state and endorsed as Master. It is 12th in the Financial Times Master in Management worldwide ranking (2019). Most students get a double degree (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).

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 degree (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

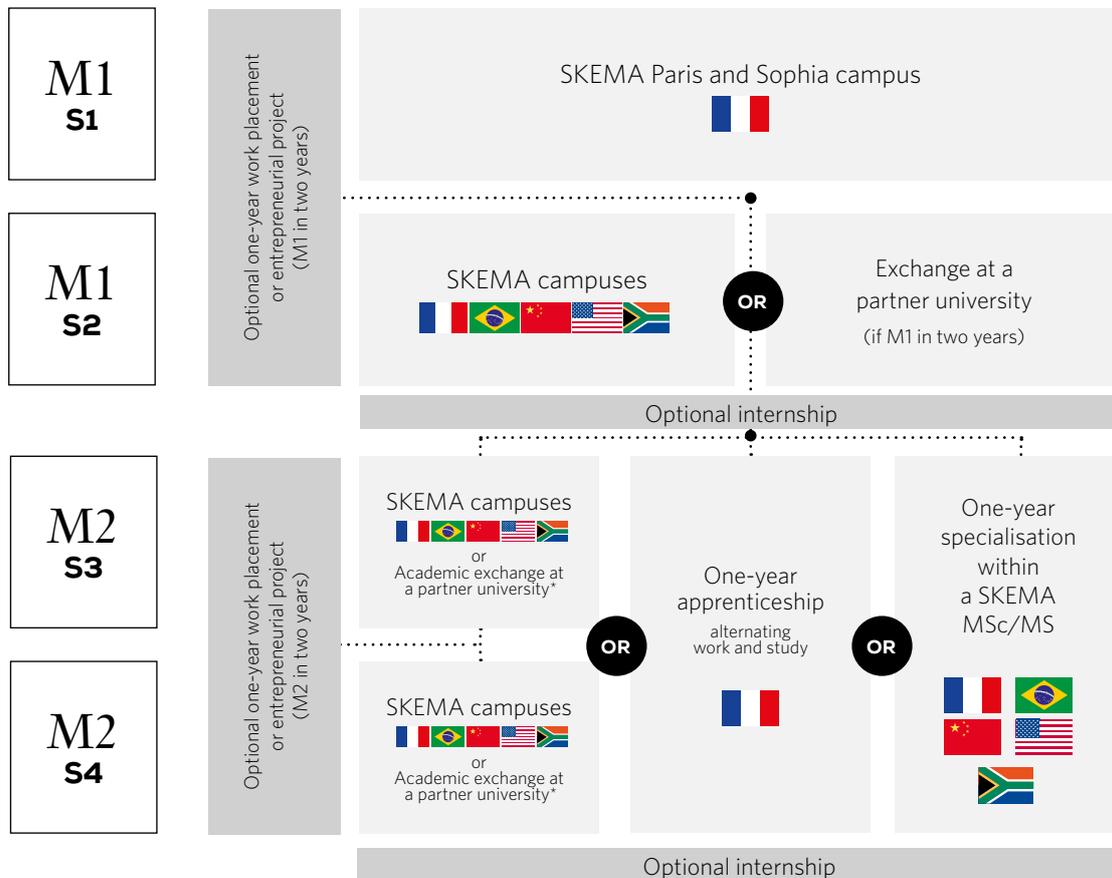
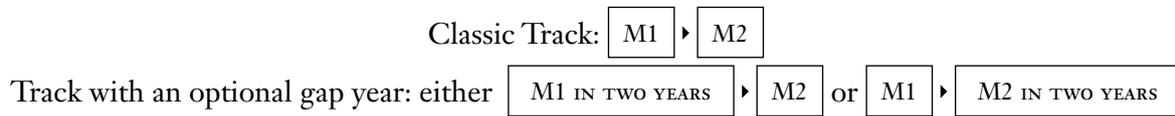
Gap year

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.

Accredited by “The Conférence
des Grandes Ecoles” (CGE)



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

*Due to the health crisis, the Suzhou campus won't be able to receive any students in Fall 2022



MASTER IN MANAGEMENT: A SUCCESSFUL EMPLOYMENT RATE

Recruitment rate

97%

6 months after Graduation

Average gross salary

€45,500

International

28%

of graduates work internationally

Our graduates choose to work in

Marketing and communications 29%
 Business development and sales 25%
 Consulting, audit, finance 18%
 Sustainable development, CSR 8%
 Project management, digital and IT 8%
 Executive management, entrepreneurship 7%
 Purchasing & logistics 4%
 Others 1%

They recruit our talents

Abbott, Amazon, Auchan, Banque Nationale du Canada, Bayer, CBE Group, Chemical Assistance, Coca-Cola, Epicerie verte, EY, Ferrari, Forton Cushman and Wakefield, Google, Industrial Bank Co., Ltd., Ingenico, L'Oréal, Marine nationale, PwC, Tesla, The Purpose Group

Source: Talent & Careers employability survey, Master in Management class of 2020.

MASTER IN MANAGEMENT PARTNERS



2nd best German university (QS 2021)



These 3 Chinese universities are among the 9 members of the "C9" league representing the biggest universities in China.

Testimonials

Master in Management students give their views on the programme.



“ SKEMA’s Master in Management has excellent brand value, diversity and flexibility to suit my own learning needs.

This master is a perfect fit for me to enhance my leadership, communication and teamwork skills.

The wonderful diversity of our class creates the energy and creativity to build a true, strong and wonderful community of leaders and learners from around the globe.

Our project groups gave me the opportunity to work with people from all backgrounds. I’ve benefitted from this way of working as it has developed my cultural intelligence and awareness.

My experience so far has been fantastic. I did my first year on the Paris campus and now I am in the third semester on the Suzhou campus, in China, and enjoying learning new topics. I can really tell that the programme team has our best interests at heart. The career support has been phenomenal as well. I finished my three-month summer internship in Paris which was an amazing experience in learning about French work culture.

This course has not only equipped me with practical business knowledge but it has also sharpened my interpersonal and soft skills. This programme made me into a well-rounded individual who is ready to take on challenges in the workplace. I have learned that anything is possible.”

Mayank Modi
Master in Management



“ During my time in SKEMA, what impressed me the most was the availability and attention of the administrative staff and professors and all the help they provided.

SKEMA allowed me to create a professional network that allowed me to get interesting internships in large companies (Natixis, BNP Paribas, Veolia).

With the career days and fairs on each of its different campuses, I was able to obtain and sign a permanent job contract before the end of my studies.”

Holyst Tahassi
Master in Management



“ The structure of the programme and its content are perfectly balanced providing students with an overview of modern business practices

while giving in-depth learning with regards chosen specialisations.

Evaluation of students is well judged, using a variety of methods to suit every student learner type.

The global structure of SKEMA with its campuses in France, the USA, and China gives students an array of international business opportunities that few, if any, other schools can provide. Personally, I spent one year in Sophia Antipolis and one year in Paris which provided me with real insight into France and its business culture.

Also, the school’s global nature and its international students made me feel welcome right from the start.”

Shi Dong
Master in Management

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. 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.

ELIGIBLE
FOR CROUS
SCHOLARSHIP

EMPLOYMENT RATES AFTER AN MSc

See employment rates and salaries by programme on the following pages

Source: SKEMA Talent & Careers, Survey 2020, promotion 2019



Check out
MSc students'
testimonials

By joining an MSc, students obtain a master of science degree and the "Diploma of Specialised Studies in International Management" (DESMI), a degree approved by France's Ministry of Higher Education, Research and Innovation (master's level. - RNCP N°35722)



MSc PROGRAMME OVERVIEW

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

see academic calendar on page 16

Two-year MSc

The two-year MSc programme is intended for students who have a three-year university degree or equivalent. This programme offers a one-year general international management programme followed by the MSc specialisation in the second year.

Year	Programme	Campuses	Intake(s)
FIRST YEAR	General international management programme	Belo Horizonte, Paris, Raleigh, Sophia Antipolis, Suzhou*, Stellenbosch	January & Aug/Sept
SECOND YEAR / SPECIALISATION	MSc specialisation from the programme list below	See specific MSc for campus options	January & Aug/Sept



For more details on the two-year curriculum

One-year MSc

Tracks	Specialisations	Campuses	Intake(s)
MANAGEMENT	Project and Programme Management and Business Development	Paris, Lille, Belo Horizonte	January & September January & August
	Digital Business & Artificial Intelligence	Sophia Antipolis	September
	International Human Resources and Performance Management	Paris	January & September
	Global Supply Chain Management & Procurement	Lille, Suzhou*	January & September
	Strategic Event Management and Tourism Management	Sophia Antipolis	January & September
MARKETING	International Marketing and Business Development- possible exchange with Ca' Foscari under conditions	Lille, Paris, Sophia Antipolis, Belo Horizonte, Raleigh, Suzhou*	January & September January & August January & August
	Luxury and Fashion Management	Sophia Antipolis, Suzhou*	January & September January & August
	Global Luxury and Management	NYU SPS, New-York Paris	August January
	Luxury Hospitality and Innovation (dual degree with Ecole Ferrières)	Paris	September
	Digital Marketing	Sophia Antipolis	January & September
NEW	Product Management & UX Design	Paris & Milano	September
BUSINESS & STRATEGY	International Business (Doing Business in Europe, China, America/ Latin America and South Africa)	Paris, Suzhou*, Raleigh Stellenbosch - Cape Town Belo Horizonte, Miami (FIU)	January & September January & August January & September August
	Entrepreneurship and Innovation	Sophia Antipolis	January & September
	Entrepreneurship & Sustainable Design	Sophia Antipolis	August
	Business Consulting and Digital Transformation	Sophia Antipolis	January & September
	International Strategy and Influence	Paris	January & September
Artificial Intelligence for Business Transformation (joint degree with ESIEA)	Paris	September	
FINANCE	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
	Sustainable Finance & Fintech	Paris	January & September

Other programmes

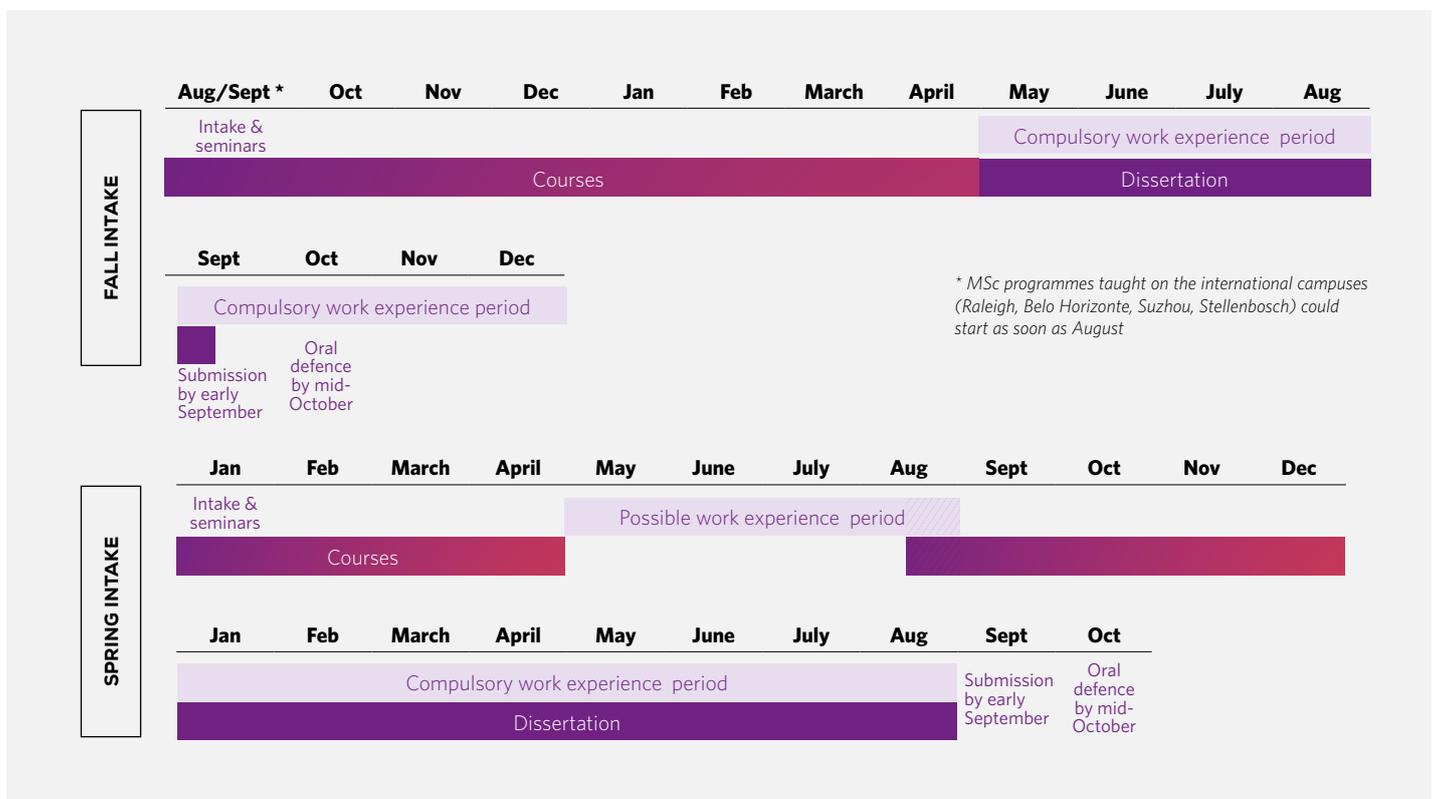
BUSINESS & STRATEGY	Academic Diploma Program in Digital Marketing and Business and Management of Entertainment <i>Double diploma - DESMI-state recognised diploma with UCLA</i>	UCLA Extension, Los Angeles	September
MARKETING	Academic Diploma Program in Entrepreneurship, Technology and Startup Management <i>Double diploma - DESMI-state recognised diploma with Berkeley</i>	UC Berkeley and Berkeley Global's San Francisco	August

*Due to the health crisis, the Suzhou campus won't be able to receive any students in Fall 2022

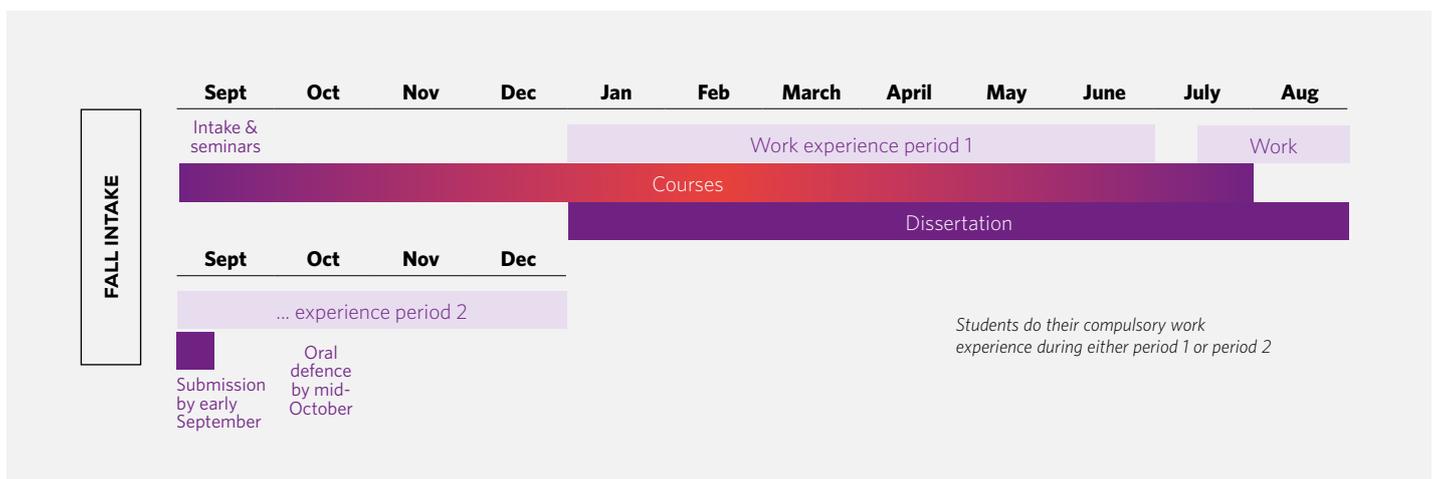
MSc courses and work experience calendar

Two semesters in class followed by an internship of four to six months in a company and an MSc master thesis.

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



MSc AUDITING, MANAGEMENT ACCOUNTING & INFORMATION SYSTEMS



These details may be subject to change

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 20 Masters of Science and 2 academic diploma programs with Berkeley and UCLA.

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 or equivalent and an English test validated with the required level.
- ▶ Two intakes: January and August/September
- ▶ 22 specialisations to choose from in the second year
- ▶ Seven campuses: Paris, Sophia Antipolis, Lille, Suzhou*, Belo Horizonte, Raleigh and Stellenbosch - Cape Town.

Check the complete programme flyer: <https://brochures-programmes.skema.edu/books/vwba>

PROGRAMME MOBILITY	
YEAR 1	 or  or  or  or 
YEAR 2	See campus locations where SKEMA specialisations are available p17.

Watch our video about this programme
https://www.youtube.com/watch?v=_7c6BDh-hfU



Due to the health crisis, the Suzhou campus won't be able to receive any students in Fall 2022

Two intakes: August/September and January

Tuition fees:

- ▶ €30,000 (total fees for two years' tuition)
- ▶ Specific two-year MSc or double degree programmes: see p 40

Testimony



“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.,,

Amandine Caekaert,
Two-year MSc graduate



MSc ARTIFICIAL INTELLIGENCE FOR BUSINESS TRANSFORMATION

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

Career opportunities

With their hybrid technical-engineering and business 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, big data specialists, and so on.

Programme outline

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 organisations. 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 focussing on the management of AI and applied projects in data science and AI with our industry partners such as Microsoft. Some students in this programme have an engineering background but seek to be trained to meet the specific challenges of managing AI; others have solid managerial training or experience and seek technical skills to truly understand AI. We also welcome students who do not match either of these profiles, but who are highly motivated self-learners with a genuine interest in both the technical and managerial aspects of AI. 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.

Why choose this programme

- ▶ Joint degree from a business school and an 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 with industry experts

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

Check the complete programme flyer: <https://brochures-programmes.skema.edu/books/xezz>



Intake: September

Tuition fees

- ▶ One-year MSc: €25,000
- ▶ Two-year MSc option: €40,000 (total fees for two years' tuition)

Campus:

- ▶ Paris

With their hybrid technical-engineering and business 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, big data specialists, and so on.

Joint programme with



Testimony



“This MSc is a very forward-looking and challenging programme.

It has opened the door for me to a new world of AI and business and

engineering, allowing me to understand and apply AI algorithms, cloud computing, and how corporate strategy can be harmonised to upgrade traditional industry.

The development of a low-code SaaS platform based on Power APP with the real Microsoft BI team allowed me to get hands-on experience and design the grounding of AI technology in real-world scenarios.

The core courses in data visualisation and agile management that I have taken on the MSc Artificial Intelligence for Business Transformation have made me highly competitive when looking for positions such as business analyst and product manager.”

Yiqing Chen,

MSc Artificial Intelligence for Business Transformation

MSc AUDITING, MANAGEMENT ACCOUNTING & INFORMATION SYSTEMS

A unique combination of three inter-connected fields

Career opportunities

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

Programme outline

This programme is designed to help participants develop an in-depth understanding of audit, management control and information systems. It provides students with a range of knowledge, tools and skills and the ability to use them in a variety of operational and entrepreneurial situations to become responsible managers. The MSc looks at how digital transformation is changing the finance function by using artificial intelligence (AI) to improve performance through technologies such as robotic process automation (RPA) and chatbots. This disruption also helps to rethink internal processes and people management, and to develop analytical reasoning which are essential skillsets needed to find solutions to real life problems. In addition, the programme supports and encourages students to develop their individual managerial and research capabilities to become key actors of change for their companies, profession, and the global business environment.

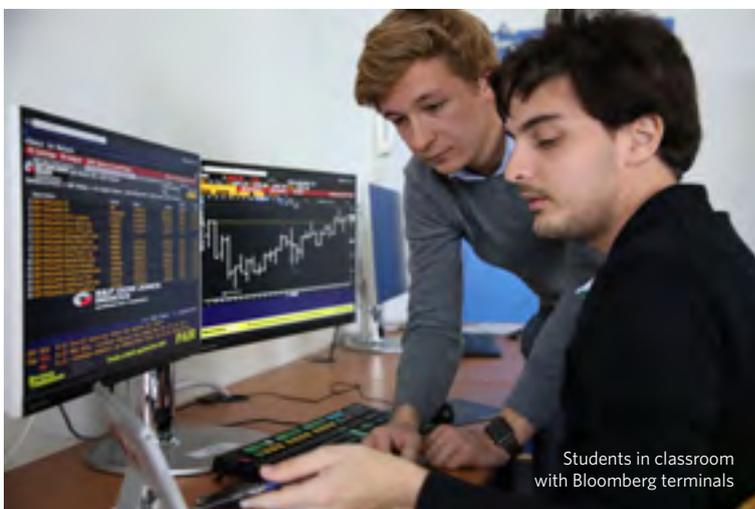
Why choose this programme

- ▶ Preparation for internationally recognised certifications: CIMA Advanced Diploma in Management Accounting (CIMA Adv Dip MA), Microsoft Power platform (Power Apps, Power BI, Power Automate, Power Agents), Microsoft Azur and SAP
- ▶ Lectures delivered mainly by international experts
- ▶ Transdisciplinary projects
- ▶ Immediate practical application of the knowledge, tools and skills thanks to the educational rhythm: one intense Fall semester of lectures (from September to December), followed by up to six months of internship (from January until June) in-line with industry requirements, during this second period a certain amount of online and classroom courses will also need to be completed. The spring term which includes these courses, will continue until mid-July
- ▶ Links with professional bodies and research, at national and international level (CIMA, IFACI, DFCG, APDC...)

In-company projects and assignments

- ▶ Preparation of management accounts
- ▶ Planning, budgeting, and forecasting for decision-making purposes
- ▶ Product and service costing
- ▶ Management of working capital
- ▶ Balanced scorecards within Microsoft Power BI (business intelligence)
- ▶ Robotic process automation (RPA) in accounting and audit
- ▶ Accounting and management accounting Serious Game
- ▶ Innovation management and design Thinking

Check the complete programme flyer: <https://brochures-programmes.skema.edu/books/fjyy>



Students in classroom with Bloomberg terminals

Intake: September

Tuition fees

- ▶ One-year MSc: €17,000
- ▶ Two-year MSc option: €30,000 (total fees for two years' tuition)

Campus:

- ▶ Paris

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...

Testimony



“I’ve enjoyed the MSc Audit, Management Accounting and Information Systems at SKEMA.

The campus in Paris is amazing, and not too big. In this way, it offers close connections between professors and students.

The courses have been excellent, and students come from everywhere around the world. Communicating with them gives me a new angle to observe and think. Professors are so international and very enthusiastic about helping students. SKEMA has prepared me for entering the job market. Indeed, I’ve just completed my internship as an accounting assistant in the sports retailing chain Decathlon. „

Anlan Sun

MSc Auditing, Management Accounting & Information Systems

MSc BUSINESS CONSULTING AND DIGITAL TRANSFORMATION

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

Career opportunities

Digital consultant, business consultant, strategy consultant, project manager, business analyst.

Programme outline

Jointly designed with SAP, EY, Capgemini, Amadeus, IBM and PMI France, the purpose of this programme is to train highly qualified professionals in digital and business consulting.

Throughout the master, we give our students a compact education in three areas:

► **Business consulting:** We develop the necessary skills by exposing our students to consulting projects with real client expectations. We teach project management techniques, consulting tools, research approaches and coach our students to apply them in on-going consulting situations. These courses are taught by senior consultants from EY, Frost & Sullivan, Sopra Steria Next, Accenture, Capgemini.

► **Business acumen:** We give our students an overview on how top companies succeed, starting with the formulation of a business strategy, going through the relevance of aligned business models and business processes, concluding with an understanding of the importance of organisational transformation. Optimisation techniques, innovation tools as well as globalisation and sustainability trends round up this area. These courses are provided by academic researchers of SKEMA.

► **Digital transformation:** Our students learn the three main areas of digital transformation: technology, data and process. In the technology area, we give insights into blockchain technology, AI & machine learning, cloud computing, mobile devices, cybersecurity, digital platforms. Data analytics is the second area of expertise we develop in our master, teaching the fundamentals of data analysis, data mining, data tools and business intelligence. In the process area, we present and analyse successful digital business models in sales, marketing, operations, and financial-driven industries. These courses are provided by practitioners from IBM, Amadeus, AWS, A1 Telekom, Devoteam, Bastion Trading.

Programme certifications

Throughout the programme, students can, under conditions that will be explained in September, acquire the following certifications:

- Google Project Management certificate
- Scrum Master certificate
- Google Data Analytics certificate

Professional consulting projects

From September to March, companies approach our programme to challenge students with the analysis and resolution of real business issues. Student consulting teams are assigned to company sponsors as well as professional SKEMA coaches, who supervise and ensure the timely and qualitative delivery of project results to the "client".

Sponsored projects have varied in the past from the development of alternative digital platforms up to feasibility studies for the introduction of digital technologies at a consumer goods manufacturer. Often, excellent project performance has been rewarded with an internship and/or a job offer. For fall 2022 the following companies have already confirmed their project sponsorship: Swarovski, Sopra Steria Next, TAKKT, A1 Telekom, Siemens, Capgemini, Frost & Sullivan.

Check the complete programme flyer: <https://brochures-programmes.skema.edu/books/zavz>

Intakes: September & January

Tuition fees

- One-year MSc: €17,000
- Two-year MSc option: €30,000 (total fees for two years' tuition)

Campus:

- Sophia Antipolis

100%

Net rate of employment
six months after graduation
for this MSc

€55,000

Average salary

Recruiting companies: ccenture, 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...

Testimony



"It was really interesting to work with people from various countries and understand their thinking on different subjects.

After an initial training in management, I was able to deepen my knowledge and strengthen my skills both from a theoretical and practical point of view. I acquired a global vision of digital transformation issues in the consulting area.

I had the opportunity to practise as a junior consultant on professional consulting projects with real companies.

Moreover, our teachers are professionals from leading companies in the field, which gives a reality-based aspect to the teaching. I found an internship easily at DXC

Technology as a consultant in digital transformation.,,

Judith Arnaud-Missol,

MSc Business Consulting & Digital Transformation



"This MSc programme enable students to get recruited in rewarding and exciting jobs in the competitive field of digital consulting.

This programme is unique for three reasons. First, it was created in partnership with consulting and technology companies in Sophia Antipolis, "the Silicon Valley of Europe". Second, it is designed to fulfil the recruitment expectations of the digital consulting job market. Third, it provides endless networking opportunities with professionals and companies in the beautiful region of Sophia Antipolis. Our programme has been recently ranked 38th on a global level and 6th in France (QS Business Analytics Masters Ranking 2021). One key reason for this excellent positioning is the close collaboration with digital corporations such as EY, Capgemini, Amadeus, IBM, Accenture, Frost & Sullivan and Sopra Steria Next. Those companies participate actively in teaching, project coaching, and recruitment activities

with students of our programme.,,

Miguel Suarez,

Director of MSc Business Consulting and Digital Transformation

MSc CORPORATE FINANCIAL MANAGEMENT

Finance, accounting and innovative solutions in one interactive programme

Career opportunities

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

Programme outline

Careers in corporate finance are undergoing critical changes in the global economy. Practitioners have to face new demands and challenges, and become true business partners at decision making levels.

The programme aims at providing participants with solid technical knowledge and skills, as well as the transversal competencies which are required to manage complex financial situations in an international environment. Special 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.

Why choose this programme

- ▶ The use of blended learning methods means that class time is optimised for individualised guidance and discussion of the practical application of theories.
- ▶ Students can choose between five different specialisation tracks 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*)
 - Fund Raising and Innovative Investments (Paris)
- ▶ Students receive personalised instruction from teachers and practitioners where it is most needed.
- ▶ Students build fruitful relationships with each other and develop a community of best practices in their own field of experience.
- ▶ Furthermore the programme has an academic 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.

In-company projects and assignments

- ▶ Financial analysis of international listed companies
- ▶ Raising private equity of small and mid cap companies
- ▶ Real-life financial solutions providing for SMEs (partnership with KPMG)
- ▶ Financial modelling with Excel and financial tools building
- ▶ Analysis of strategic and operational risks in international corporations (Canadian chemical firm, Chinese insurance company, etc)
- ▶ Discussion of issues faced in investment and corporate banking

Check the complete programme flyer: <https://brochures-programmes.skema.edu/books/haev>

PROGRAMME MOBILITY	
S1	 or  or  or  Paris campus Suzhou* campus Sophia Antipolis campus Belo Horizonte campus
S2	 or  or  or  Sophia Antipolis campus Belo Horizonte campus Paris campus Suzhou* campus

Two intakes: September and January

Tuition fees

- ▶ One-year MSc: €17,000
- ▶ Two-year MSc option: €30,000 (total fees for two years' tuition)

Campuses:

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

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 ...

Financial Risk Management FRM certification
(Belo Horizonte campus)



Private Equity and Alternative Investments CAIA certification (Sophia Antipolis campus)



Testimony



“ I am fully satisfied with this master.

After a gap year working in M&A with an internship in France and one in Germany, I joined the MSc Corporate

Financial Management.

Indeed, the subjects covered in the course are broad and mix the technical and theoretical aspects well. As a result, the master gave us a good overview of the financial sector and strong technical skills.

I will now start an end-of-studies internship in the Strategy and Mergers and Acquisitions department of a worldwide pharmaceutical company owned by Eurazeo investment fund. „

Jean De Bonnières
MSc Corporate Financial Management

*Due to the health crisis, the Suzhou campus won't be able to receive any students in Fall 2022

MSc DIGITAL BUSINESS AND ARTIFICIAL INTELLIGENCE

The first comprehensive degree in digital business and artificial intelligence in Europe

This programme was conceived of by top executives in major global companies. They recognised that the digital transformation of business has resulted in a severe shortage of graduates with the knowledge and quantitative skills necessary to work in a data-rich environment.

Career opportunities

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

Programme outline

The knowledge courses encompass traditional business disciplines, e.g. strategy, marketing, economics, and information systems. Each course is tailored to emphasize the nature of digital transformation, and its implications for analysis and decision-making.

The skills courses include big data analytics and business statistics. These courses provide student with the tools necessary to properly collect and analyse data in a digital environment.

The programme also gives students a one-of-a-kind opportunity to get certifications like Agile and Microsoft Power Platform to help them in learning new technologies, skills, and abilities and to gain a competitive advantage when applying for internships and jobs.

Students will participate in group projects that allow them to apply this training to real-world, data-intensive cases of AI-oriented companies.

Why choose this programme

This programme is the first comprehensive MSc in the area of digital business in Europe. It provides students with the knowledge and skills that are in high demand in all market sectors.

The MSc curriculum is monitored by members of the programme's Advisory Board to ensure that graduates meet all the requirements of a dynamic labour market. The Board includes academic and professional digital experts.

See details: www.skema.edu/programs/masters-of-science/msc-digital-business-advisory-board

The programme is based at SKEMA's Sophia Antipolis campus, on the French Riviera, the largest technology park in Europe. This environment facilitates a rich set of interactions between SKEMA students, faculty and international firms where students often find internships.

What differentiates the MSc Digital Business and Artificial Intelligence?

- ▶ The programme is aimed at students interested in developing comprehensive knowledge about digitisation - the most powerful force in modern business.
- ▶ Designed to produce professionals with skill sets highly sought after in the job market.
- ▶ Dynamic curriculum incorporating today's industry requirements.
- ▶ Overseen by an Advisory Board including digital experts from major global companies, and renowned international academics.
- ▶ Taught by SKEMA's leading faculty in various disciplines.
- ▶ A unique combination of knowledge courses (strategy, economics, marketing and information systems), skills course (Big data analytics, business statistics, and econometrics) and certifications (Agile, Google AI, Microsoft Power Platform).
- ▶ A unique chance to work on AI oriented cases and group projects with leading companies.
- ▶ Based in the heart of Europe's largest technology park, the programme benefits from interactions with leading players in digitisation.

Check the complete programme flyer: <https://brochures-programmes.skema.edu/books/ighz>

Two intakes: September and January

Campus:

▶ Sophia Antipolis

Tuition fees

- ▶ One-year MSc: €17,000
- ▶ Two-year MSc option: €30,000 (total fees for two years' tuition)

88%

Net rate of employment six months after graduation for this MSc

€52,000

Average salary

Recruiting companies:

Accenture, Cartier, Deloitte, EDF, Gorillas, Happn, Monoprix, Microsoft, Salesforce, Spendsky, Sysco ...

Testimony



“ The DBAI MSc is a great opportunity to develop a wide range of technical and non-technical skills

related to data science, digital marketing, business operation, digital business strategy, data management and quantitative methods applied to IT. This MSc offers hands-on professional preparation for Real-world application thanks to collaborative data from the likes of Amadeus & IBM. These experiences prove to be essential as case studies for what is expected from students in the professional world as the data come from real companies. Class projects are coordinated to mimic the real work environment and the challenges that one could experience in a working environment as well. Furthermore, SKEMA offers the opportunity to do Agile certifications for future product manager but also Microsoft certifications for analysts and scientists. Professional certification proves to be the perfect practice for job interviews with the most prestigious companies that exist in the market. ”

Idriss Chebak

MSc Digital Business and Artificial Intelligence

MSc DIGITAL MARKETING

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

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, on-line marketing director, director e-commerce, affiliation and partnership manager...

► This programme goes across many domains of management (communication, marketing, project management, sustainable development, web-site and mobile graphic design, brand and product management...) with expertise in internet, new technologies, social networks and community management, web and mobile marketing, as well as SEO, SEM, RTB.

Some recent graduate examples include: analytics director at Netbooster; marketing managers at

L'Oreal and Elisabeth Arden; communication manager at Nike; sales director - 'Univers' at Decathlon; sales manager at Microsoft; radio media planner at Lagardere Advertising; web-master at the Nice Cote d'Azur airport; quality and marketing manager at BMW; marketing coordinator at Porsche; research marketing and pricing manager at Goodyear; e-marketing project manager at Canal +; project manager - European websites at Sony Europe; consultant performance marketing at Netbooster.

Programme outline

This MSc produces graduates who are competent, experienced in three key areas: project management, digital marketing, and the development of new business ideas. Throughout the year, students work on real life projects with companies.

This MSc provides skills in web-marketing - digital marketing and project management in partnership with the PMI (Project Management Institute). Students do the various Google certifications as well as the Agile project management certification.

Over recent years students have done projects for companies such as Amadeus, Microsoft, Orange, IBM, Le Village by CA, Air Cannes, the Opera of Nice, Nike, various start up ... Projects included product launches, website creation, mobile apps, web-marketing, event management, re-branding, communication plans, strategy, social network...

Why choose this programme

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

► Technical skills and knowledge

You will gain expertise in the creation of products, services or events. Working on a real project for a company, you apply managerial skills in marketing and web-marketing, business plans, legal issues, web-site management, CRM and e-CRM, e-commerce, change management, digital marketing strategy...

► Expertise in managing teams and communicating with stakeholders

You work in teams with specific responsibilities and assignments. You also manage company meetings and professional presentations.

► Creativity and capacity to develop new business ideas

The partner companies' need for new ideas and creativity is the main reason for working with students on projects.

► Being coached by seven experts on your company project

These experts are consultants or CEOs. They teach subjects according to their area of expertise and then coach you on your project.

► Professional and practical added value

By the end of the year, you will have had hands-on experience with professional plans and frameworks.

Check the complete programme flyer: <https://brochures-programmes.skema.edu/books/jdtb>

Two intakes: September and January

Campuses:

► Sophia Antipolis

Tuition fees

► One-year MSc: €17,000

► Two-year MSc option: €30,000
(total fees for two years' tuition)

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, Village by CA, Webedia...

Campus:

► Sophia Antipolis

Testimony



“Finishing my studies with this MSc was definitely the right choice for my career; it allowed me to get

a job really quickly.

The courses helped me reinforce my knowledge in online marketing, taught me how to handle a project (which is essential in every IT or web company), and also allowed me to discover new areas of specialisation deeply linked to the vibrant digital industry.

Working as a team for a real project throughout the year gave us the perfect opportunity to put theory into practice.

At the end of courses, I obtained an internship at Microsoft France then, right after, Bwin offered me a job in London as a digital marketing partner! „

Nicolas Algoedt

MSc Digital Marketing

MSc ENTREPRENEURSHIP & INNOVATION

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

Entrepreneurship is the art of recognition and exploitation of opportunities. It is valuable within organisations as well as in the establishment of new ventures. Discovering entrepreneurial opportunities requires that individuals not only possess knowledge, but that they also have the cognitive abilities that allow them to value and exploit that knowledge.

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
- ▶ Experience, benefit from, and prosper among the unique resources and opportunities of a global leading centre of innovation: **Sophia Antipolis**, a technology park home to over 2,000 companies, 38,000 employees from 63 nationalities and close to 10,000 researchers and students.

* SKEMA Entrepreneurial Toolkit: set of tools for entrepreneurs developed by SKEMA faculty

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 or business plans on innovative topics, share knowledge with start-up creators.

Check the complete programme flyer: <https://brochures-programmes.skema.edu/books/ijik>



Two intakes: September and January

Campuses:

- ▶ Sophia Antipolis

Tuition fees

- ▶ One-year MSc: €17,000
- ▶ Two-year MSc option: €30,000 (total fees for two years' tuition)

100%

Net rate of employment
six months after graduation
for this MSc

€40,000

Average salary

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

Forbes

Ranked among the 10 best
entrepreneurial programmes (2020)

Testimony



“This MSc embodies what entrepreneurship is: the pursuit of opportunity beyond available resources,

whether in startups or corporate ventures.

The courses included in the curriculum are very practical, accompanied by real-life case studies and projects which enabled us to apply learnings by working directly with company leaders and executives, as well as on our business ideas. It served as a platform for us to showcase our capabilities and gave us insight into companies' needs and expectations. „

Steve Cang

MSc Entrepreneurship & Innovation - Class of 2019



MSc FINANCIAL MARKETS & INVESTMENTS

In the Financial Times' worldwide top 5 for two consecutive years

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. The programme is market-oriented and practical where students are trained to make an immediate impact in their first job. The availability of Bloomberg terminals with live quotes and up-to-date financial information further prepares students to have a better understanding of the markets ahead of their transition to industry.

The programme is built on four pillars: macro and micro-economics, financial asset knowledge, quantitative tools and financial markets advanced methods.

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

- ▶ Highly international classes allow students to build fruitful inter-cultural relationships.
- ▶ Classes are taught by professors who have solid academic backgrounds and professional experience in industry.
- ▶ Teaching emphasises a hands-on, problem-solving approach that allows graduates to work productively from their first day of work.
- ▶ The programme is developed constantly to ensure its relevance to job requirements in a shifting market. Classes are also complemented by talks given by full time, high-calibre practitioners and finance tracks
- ▶ Strong links with alumni who have reached top positions around the world.
- ▶ Throughout the year, students develop professional contacts, get access to information from a variety of sources, and learn from each other. The highly international make-up of classes makes it very easy to create a global network of friends and colleagues.
- ▶ Use of the Bloomberg terminals and simulation games delivers 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

The classes are built on a diversity of student backgrounds and professional experiences. Highly international classes reflect the reality of working in today's global business environment.

The teaching is provided by a subtle mix of prestigious practitioners and our international faculty members who have both strong academic and professional experience.

Check the complete programme flyer: <https://brochures-programmes.skema.edu/books/pupd>

PROGRAMME MOBILITY	
S1	  or   or 
S2	  or   or 

CFA® is a registered trademark owned by CFA Institute

Intakes & campuses: September in Paris & Sophia Antipolis (France), August in Raleigh (USA)

Campuses:

- ▶ Paris
- ▶ Sophia Antipolis
- ▶ Raleigh

Tuition fees

- ▶ One-year MSc: €25,000
- ▶ Two-year MSc option: €40,000 (total fees for two years' tuition)

100%

Net rate of employment six months after graduation for this MSc

€76,400

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....

University Affiliation Program  CFA Institute®



MSc Financial Markets & Investments ranked third worldwide (2021)

Testimony



"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.,,

Abraham Benveniste,
MSc Financial Markets & Investments

MSc GLOBAL LUXURY AND MANAGEMENT

International experience and operational vision

The rapidly evolving worldwide luxury market coupled with the current public health crisis means the structure of the luxury sector is fundamentally changing. Luxury organisations are modifying their business models and accelerating their processes to thrive. They have to be more customer-centric, digital, agile and sustainable than ever before. These challenges are opportunities that require innovation, efficiency and transformational thinking.

We designed the MSc Global Luxury and Management programme to give you an interdisciplinary and innovative vision of what makes the “new sustainable and connected luxury”. Participants will receive a professional continuing education certificate from NYU SPS (upon meeting the academic requirements of the certificate)

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

- ▶ One degree and one certificate: an MSc in Global Luxury and Management and a professional continuing education certificate from NYU SPS.
- ▶ International experience: autumn semester in New York City (NYU SPS) and spring semester in Paris (SKEMA).
- ▶ Learn about three luxury sectors: personal luxury, experiential luxury, luxury transportation
- ▶ Experiential learning: corporate visits, industry projects, a study tour of New York City, including visits to major luxury companies such as Tiffany & Co and a study tour on the French Riviera with famous luxury hospitality organisations.
- ▶ Highly selected, diverse cohort: maximum 50 students from around the world.
- ▶ Business focus and industry networking: access to professionals through the Industry Advisory Board and luxury experts who contribute as lecturers and guest speakers.

Check the complete programme flyer: <https://brochures-programmes.skema.edu/books/lerz>



Selection of companies that recruited MSc Global Luxury and Management graduates and provided internships



Intake: August

Campuses:

- ▶ New York NYU SPS University (S1)
- ▶ Paris (S2)

Tuition fees

- ▶ One-year MSc: €30,000
- ▶ Two-year MSc option: €45,000 (total fees for two years' tuition)

90%

Net rate of employment six months after graduation for this MSc

€53,000

Average salary

Agreement with



Testimony



“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.,,

Takeshi Kubota

MSc Global Luxury & Management

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 Africa, Asia, Europe, Latin America, or North 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.

PROGRAMME MOBILITY					
S1	 or 				
	Paris campus	Suzhou* campus	Raleigh campus	Belo Horizonte campus	Stellenbosch campus
S2	 or 				
	Paris campus	Suzhou* campus	Raleigh campus	Belo Horizonte campus	Stellenbosch campus

Check the complete programme flyer: <https://brochures-programmes.skema.edu/books/mdys>



Intakes: September & January in Paris, Suzhou* and Stellenbosch-Cape Town, August & January in Raleigh.

Campuses:

- ▶ Stellenbosch –Cape Town
- ▶ Paris
- ▶ Raleigh
- ▶ Suzhou*
- ▶ Belo Horizonte

Tuition fees

- ▶ One-year MSc: €17,000
- ▶ Two-year MSc option: €30,000 (total fees for two years' tuition)

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...



Ranked **5th** in the Masters in Management 2021 international ranking

Testimony



“SKEMA helped me broaden my knowledge in different business fields, multicultural relations and to

develop a global mindset,

which is so important for me as I want to build a career in a multinational organisation.

I am very satisfied and happy with my master's degree in International Business at SKEMA. It was the perfect choice for me despite the fact I didn't have a traditional business school background.

This programme is really designed for students with a broad range of backgrounds and experiences.

During my studies, I have met wonderful professors that taught us both academically and from their own professional experience, which helped me gain real exposure to real-world international business.

After completing my second year of the master's, I got an internship at L'Oréal and was hired for an international marketing position afterwards.,,

Myroslava Yarmysch
MSc International Business

MSc INTERNATIONAL HUMAN RESOURCES & PERFORMANCE MANAGEMENT

Project based and networked with local companies and professional HR organisations

Career opportunities

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

Programme outline

The MSc International Human Resources & Performance Management is designed for graduates of any discipline who are interested in pursuing a career in Human Resources or a related area using people and transformation management skills. With a critical approach to HR management strategies and practices and a focus on employee wellbeing, innovative organisational designs, and change and transformation in global environments, this MSc will help you meet the specific needs of future HR managers. As such, the programme provides in-depth study of HR management in multicultural and international settings.

In addition to the international dimension and to the people and change/transformation focused approach, one of the highlights of the MSc is the low code/no-code approach to technology and digital transformation. We believe that HR should be at the core of digital transformations, which requires an understanding of both digital challenges and digital skills. We help our participants develop both features through a hands-on approach to HR digital transformation and Artificial Intelligence implementation in a joint initiative with our partners from Microsoft. We also provide participants with the opportunity to acquire certification in agile methods through the AgilePM certificate.

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.

Thus, 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. All courses are taught by an international faculty that combines high academic achievement with solid corporate experience.

In-company projects and assignments

- ▶ **Specialised assignments** on specific aspects of HR policy (for example, well-being at work policies, recruitment, training, studies on strategic workforce planning, participation in setting up of HR management systems)
- ▶ **Broader, general assignments** combining several different aspects of HR policy (recruitment and/ or training, remuneration and/or SWP) or in relation with transverse projects (change management consulting, diversity project management...).

Check the complete programme flyer: <https://brochures-programmes.skema.edu/books/ytyl>



Intakes: September & January

Campuses:

- ▶ Paris

Tuition fees

- ▶ One-year MSc: €17,000
- ▶ Two-year MSc option: €30,000 (total fees for two years' tuition)

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...

Testimony



“This human resource management MSc gave me the boost needed to get my career going in the right direction.

In an international setting, with real-life professional HR practitioners sharing their knowledge and experience, I have gained a holistic view of the human resource field as well as strategic business management in general.

With a blend of exciting projects mixed with theory and network building, I would say this experience has been a rich and well-rounded one. The programme helped me to get a deeper understanding of the business setting from an HR perspective and allowed me also to analyse the international dynamics involved.

Having completed the course of study, I am now doing my internship at Schneider Electric in Paris as a learning and development assistant providing training solutions for their multinational employee base.„

Kuukuah Baiden

MSc International Human Resources & Performance Management

MSc INTERNATIONAL MARKETING & BUSINESS DEVELOPMENT

Broad strategic insight and the skills to develop new business opportunities

Career opportunities

By developing a well-rounded profile that combines strong core marketing skills, business development acumen and a degree of specialisation, this MSc opens the door to a range of careers in marketing, sales and business development across different sectors.

Graduates of this MSc stand out in the job market because they have developed a double competency in both marketing and business development, and first-hand experience of working in very international environments and teams due to the international focus and student composition of the programme. They find jobs in a variety of businesses and positions, such as trend agencies, marketing research, communication and event agencies, marketing, brand or product management, trade marketing, category management, sales and business development, key account management or purchasing, PR, social media, digital partnerships (Google/Facebook), growth hacking, e-commerce....

Programme outline

This MSc is unique, proposing a double-competency approach that speaks to recruiters, whether in start-ups or big companies, whatever the industry. By developing a well-rounded profile that combines strong core marketing skills, business development acumen and a degree of specialisation, this MSc opens the door to a range of careers in marketing, sales and business development across different sectors: brand management, innovation & creativity, strategic marketing, consumer insights, international scale-up, application of operational marketing, sales & business development. Students are then able to customise their programme by choosing elective classes that can vary from one campus to another.

Why choose this programme

This programme has been designed to meet ever-changing business needs and to provide differentiated expertise through the complementary marketing and business development skills.

It challenges students with new marketing and business ideas and concepts, and encourages them to consistently apply theory to practice, equipping them for the fast-moving global knowledge economy. The local approach on the different campuses, the variety of projects and the mandatory internship enable students to specialise while simultaneously gaining an overall view of marketing and business development in international contexts.

Teaching focuses on the practical application of acquired knowledge and exchanges with experienced professionals working on company projects.

Moreover, the programme maintains strong links with companies keen to recruit candidates able to combine sound marketing analysis with an interest for sales and business development and an awareness of strategic issues.

In-company projects and assignments

Recent projects include: market research for start-ups in the SKEMA Ventures incubator; a study of tourist habits for Galimard perfumery in Grasse; developing a better in-store customer experience for Leroy Merlin; exploring business development options for a local craft brewery...

Companies contribute regularly to courses, providing a strong sense of operational realism and insight into their own business. Students are encouraged every year to participate in company challenges. Partner companies join us every year to participate in our own Sales Challenge.

PROGRAMME MOBILITY	
S1	 or  or  or  or 
S2	 or  or  or  or 

Check the complete programme flyer: <https://brochures-programmes.skema.edu/books/gtdj>

*Due to the health crisis, the Suzhou campus won't be able to receive any students in Fall 2022

Intakes: January & September

Campuses:

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

Tuition fees

- ▶ One-year MSc: €17,000
- ▶ Two-year MSc option: €30,000 (total fees for two years' tuition)

96%

Net rate of employment six months after graduation for this MSc

€45,000

Average salary

Recruiting companies: AKKA Technologies, Amadeus, Amaris, Amazon, AXA, CiscoSystems, Christian Dior Couture, Coca Cola, Danone, Décathlon, Ferrero, Frost & Sullivan, General Mills Yoplait Google, Hilti, L'Oréal, La Poste, Leroy Merlin, LVMH Frangrance Brands, Mars, Mercedes, Microsoft, Monaco Telecom, Mondelez, Nissan, Ogilvy, P&G, Page Personnel, Pepsico, Philips, Procter & Gamble, Puig, Shell, TBWA, Thales, Unilever, UPS, Valeo, Waveston.



MSc International Marketing & Business Development ranked 11th worldwide and 6th in France (2022)

Testimony



“Learning took place in classroom lectures as well as real life business situational tasks which uncovered

our entrepreneurial and managerial skills.

The programme director, along with other professors, transformed students into professional marketers, business negotiators and entrepreneurs who have the ability to take business to add value to any organisation. My journey has taught me that choosing SKEMA and France is clearly the best decision I have made. A diverse classroom where Europeans, Asians and Americans work together creates the best preparation for the future.

The course has taught me much more than just marketing and has helped me secure an internship in digital marketing in GE Healthcare in Paris.,,

Smrithi Nagabushan,

MSc International Marketing & Business Development

MSc INTERNATIONAL STRATEGY & INFLUENCE

Designed by leading strategic consultants, this MSc is a one-of-its-kind programme.

Its hybrid format combines strategy, economic security and influence, enhanced by digital technology. Its wealth of unique courses makes it incomparable to any other type of programme in the same sector.

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

Programme outline

Strategy is the art and science of navigating the competitive landscape, understanding it and allocating resources appropriately. Without strategy, no company can prosper in the long run. Competitive intelligence, on the other hand, is essential for building strategy, detecting and interpreting developments, securing the company and influencing its environment.

This hybrid programme combines both fields. The MSc International Strategy & Influence provides students with the distinctive competencies necessary to succeed in the knowledge economy. It is designed to train students in:

- ▶ The challenges of strategic management of firms working in an international and globalised environment
- ▶ The skills and knowledge to develop strategies drawing on competitive intelligence methods
- ▶ Legal methods of influence
- ▶ Cutting-edge information systems for strategy and competitive intelligence
- ▶ Executing strategies based on the organisation of knowledge and appropriate skills in using information as a strategic asset
- ▶ Designing the right organisation and the appropriate managerial structure to operate corporate strategy in the global economy.

Why choose this programme

The MSc offers forward-looking training which covers cutting edge theoretical developments, tools and methods in the fields of strategy and competitive intelligence. It is designed to bridge the gap between theory and practice by systematically relying on industry experts' testimonials and real-life business cases.

Particular features include:

- ▶ 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 des Hautes Etudes du Ministère de l'Intérieur (IHEMI).
- ▶ 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.

Check the complete programme flyer: <https://brochures-programmes.skema.edu/books/ldih>



Intakes: September & January

Campuses:

- ▶ Paris

Tuition fees

- ▶ One-year MSc: €17,000
- ▶ Two-year MSc option: €30,000 (total fees for two years' tuition)

80%

Net rate of employment six months after graduation for this MSc

€47,000

Average salary

Recruiting companies: Amazon, Bengs, Deloitte, Google, IBM, McKinsey, Naval Group, Notify, PWC, Sopra Steria Consulting, Thales, Wavestone,...

Testimony



“Both my years at SKEMA comprised quality teaching and a large overview of over 40 different subjects.

It has given me theoretical knowledge as well as the opportunity to use it practically. The MSc International Strategy & Influence provided lectures with industry professionals and also two real consulting projects.

This MSc makes you equipped to be recruited as strategists, consultants, project managers, organisation transformers and analysts in various types of industries.

The consulting projects are excellent. They give students the opportunity to work on real projects by understanding customer needs and planning deliverables to meet the objectives. Consulting tasks included: Finding a market-entry strategy into the US market for a Pakistani software company, another project was for the bank Credit Agricole, which was to research new banking trends and suggest a sustainable banking model for the future.,,

Sangini Savani,
MSc International Strategy & Influence

MSc LUXURY HOSPITALITY & INNOVATION

Excellence, know-how and entrepreneurial spirit

SKEMA Business School and Ferrières, the School of French Excellence, are combining their expertise in the fields of luxury, gastronomy, hospitality and tourism by offering a unique double degree programme. SKEMA's international outlook, spirit of innovation and academic rigour joins the operational know how of Ferrières, a renowned hotel school.

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. Students build on the theoretical knowledge they have gained and discuss their analyses and recommendations with senior management at prestigious hotels.

The objectives of the programme

Our graduates will be able to:

- ▶ Anticipate consumer behaviour and its impact
- ▶ Focus on service approach, service delivery, quality and innovation
- ▶ Apply managerial, financial, and marketing knowledge
- ▶ Focus on data analytics, electronic distribution, and revenue management strategies
- ▶ Apply sustainable and quality management techniques
- ▶ Anticipate upcoming challenges
- ▶ Manage complex projects and business development

Check the complete programme flyer: <https://brochures-programmes.skema.edu/books/twci>



Château Ferrières

Intakes: September

Campuses:

- ▶ Paris (Ferrières and SKEMA)

Tuition fees

- ▶ One-year MSc: €25,000
- ▶ Two-year MSc option: €40,000 (total fees for two years' tuition)

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...



Testimony



“This master has entirely prepared me to enter the fantastic industry of luxury hospitality.

This MSc gives its students all the tools to understand and fully grasp the complexity of this industry, and the luxury sector as a whole. We benefited from the expertise of our teachers, the MSc's managing team, many professional speakers and all the hoteliers we had the opportunity to meet during visits of prestigious properties. The career summit organised every year at Château de Ferrières allowed me to find my end-of-studies internship more than six months before receiving my diploma. I am more than thrilled to join the Four Seasons Worldwide Sales Office team in Paris, as the very last stage of this exciting educational Journey.,,

Amandine Gros
MSc Luxury Hospitality & Innovation,

MSc LUXURY & FASHION MANAGEMENT

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

Career opportunities

The professional orientation of the MSc Luxury & Fashion Management guarantees its relevance and ensures that students are professionally operational by the end of the year.

The programme opens opportunities to pursue 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. Graduates of this MSc have the education and training to work in a variety of organisations including: commercial and marketing firms, consultancy and research, corporate luxury or fashion institutions. Graduates take on roles that are essentially strategic, analytical, marketing and planning.

Recent graduates have been recruited around the globe into a wide range of fields by leading fashion or luxury institutions and multinational corporations such as DHV, Rodriguez, Dassault, LVMH, Baume & Mercier, Hermes, Cartier, Jitrois, Caudalie, BETC Design, Gucci Group...

Programme outline

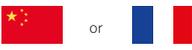
The MSc Luxury and Fashion Management is international, reflecting the industry itself: international manufacturing and distribution, cross-border ownership, and global branding and communications. This master recognises that design, trend-recognition and marketing skills – rather than production/manufacturing skills – are what make today's luxury and fashion firms successful. These skills are the skills related to new product development, marketing, strategic brand management and communications delivery.

The programme enables students to achieve their ambitions by:

- ▶ giving students regular access to experienced fashion and luxury specialists with both strong academic skills and practical, in-company experience;
- ▶ improving and expanding students' career prospects by providing them with training in fashion and luxury management as well as understanding the issues in international trends and working across cultures. Students attend professional business fairs;
- ▶ providing the opportunity for a change in career direction for those who work or studying outside the field of art, fashion and luxury.

Why choose this programme

- ▶ The mix of the academic and the professional provides students with an insider's perspective of the constantly developing world of luxury and fashion.
- ▶ 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.
- ▶ Classes are complemented by various presentations and seminars given by full time, leading professionals. These professionals also act as consultants on the programme's curriculum; their input means changes are made continuously to the course of study to ensure its relevance.
- ▶ Most of these professionals have published articles and chapters for both academic and professional magazines or books and participated in international conferences. Many students collaborate on these articles too.
- ▶ The teaching emphasizes an applied, problem-solving approach that means graduates can work productively from the first day on the job.
- ▶ The obligatory internship period is the culmination of this applied teaching method. Internships often lead straight to a contract with that same company.
- ▶ Classes with a high international ratio mean students build fruitful inter-cultural relationships with one another and with their teachers.

PROGRAMME MOBILITY	
S1	 Sophia Antipolis campus or Suzhou* campus
S2	 Suzhou* campus or Sophia Antipolis campus

Check the complete programme flyer: <https://brochures-programmes.skema.edu/books/uare>

*Due to the health crisis, the Suzhou campus won't be able to receive any students in Fall 2022

Intakes: September & January

Campuses:

- ▶ Paris
- ▶ Suzhou*

Tuition fees

- ▶ One-year MSc: €21,000
- ▶ Two-year MSc option: €34,000 (total fees for two years' tuition)

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...

Testimony



“SKEMA is highly international, giving me valuable exposure to multi-cultural working as well as rich networking opportunities.

The contacts I made here, leaders in their respective fields, gave me valuable insights that enabled me to hone my career ambitions, enrich my perspectives and views on the world of business.

Professors provided a wealth of knowledge and experience with an emphasis on preparing students for their future careers.

I am graduating with flying colours, because I now know, I am truly improved by this experience, thanks, in part, to the consistent mentorship I received. I am equipped for the business transformations ahead.

I'll end by saying, it truly takes a village to raise a child, and the SKEMA-driven village is a strong one that raised the leader in me.,,

Carmelo Balagtas,
MSc Luxury & Fashion Management

MSc PROJECT AND PROGRAMME MANAGEMENT & BUSINESS DEVELOPMENT

Understand and practice essential project and management capabilities to deliver sustainable business value

Career opportunities

A wide variety of job titles can be expected from business development manager, global project manager, entrepreneur, assistant programme or portfolio manager, PMO assistant, consultant in project, programme and portfolio management, planning engineer, cost manager, quality assessor. The programme also offers a basis for future doctoral study.

Programme outline

This unique, globally accredited programme offers students access to several professional certifications such as AgilePM® and PRINCE2® in the autumn semester and the PMI's CAPM® and the IPMA's Level D® in the spring semester. In addition, certification in Green Project Management (GPM) is an option at the Lille campus in the autumn and Lean Six Sigma is offered at the Paris campus in the spring.

The programme uses innovative learning and teaching methods, including role play, case study, simulation, flipped classroom, distance and blended learning, giving a stimulating and flexible learning environment to students. The programme capstone is a major project in the form of an academic or professional thesis or business development project.

All students receive one year of PMI membership and introductory reading material to prepare them for entry to the programme.

Although project management is a major part of programme, several courses are aligned with business development. SKEMA Business School has a strong entrepreneurship culture and offers a lot of support to Master students who wish to become entrepreneurs. This includes a business coaching service and the possibility to do a business plan for your dissertation. In addition, the competences required to manage a project are particularly useful in framing a project to create, launch and develop a new business.

A different specialisation track at each campus.

► Global Project Management > Lille

Graduates with this specialisation delivered at the Lille campus, strategically placed near London, Paris and Brussels for unparalleled global reach, can expect to work in global businesses on international projects, programmes and mega-projects that span borders and time zones, involve multiple organisations and languages and have high cultural diversity. Students get access to an additional certification in Green Project Management.

► Project Management for Business Excellence > Paris

Graduates with this specialisation delivered at the Paris campus, in one of the most important business, financial, and political centres of the world, can expect to work in a multi-project portfolio environment with a focus on how to develop and continuously improve organisational project management capabilities leading to increased value creation. Students benefit from training that prepares them for the certification in Lean Six Sigma.

► International Development & Change Management > Belo Horizonte

Graduates with this specialisation, delivered at the Belo Horizonte campus, gain additional capabilities in transformation and change in a developing economy at a regional level where risk management, governance, alliances and sustainable change are key success factors.

All three specialisations offer essential capabilities for entrepreneurs and recruiters who need project managers that can work effectively in a competitive global marketplace. Take a full specialisation year at the campus of your choice or attend a different campus each semester to suit your personal interest and career aspirations.

Note: The name of the specialisation does not appear on the degree certificate.

PROGRAMME MOBILITY					
S1 & S2	 Lille campus	or	 Paris campus	or	 Belo Horizonte campus

Check the complete programme flyer: <https://brochures-programmes.skema.edu/books/xccz>

Intakes: September & January

Campuses:

- Lille
- Paris
- Belo Horizonte

Tuition fees

- One-year MSc: €17,000
- Two-year MSc option: €30,000 (total fees for two years' tuition)

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...

Testimony



“SKEMA lived up to my expectations in terms of its teaching quality, careers support, alumni network

and powerful faculty.

The MSc in Project and Programme Management & Business Development has given me robust knowledge in how to become a manager in the real world of business. This experience guided me to adapt rapidly and helped me to become more comfortable with new challenges. It has increased my professional development as a project manager.

I am now working as a project manager/business developer at STSicily Group, which is based in Sicily, Italy.,,

Ankith Karkera,
MSc Project and Programme Management & Business Development

MSc STRATEGIC EVENT MANAGEMENT & TOURISM MANAGEMENT

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

Career opportunities

Graduates of this MSc find 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. Within a relatively short time span after graduating, Event Management alumni can be expected to go on to managerial posts within conference centres, international associations, professional conference organisers, convention bureaux, exhibition organisers etc. Tourism Management graduates can go on to positions in destination, hotel, travel or distribution marketing and sales.

Programme outline

The MSc in Strategic Event Management and Tourism Management gives students the tools, knowledge and attitudes to succeed in business events and leisure tourism-global economic sectors of increasing importance.

- ▶ The Strategic Event Management track is tailor-made for the MICE (Meetings, Incentives, Conferences, Exhibitions/Events) or Business Events industry following extensive consultation with leading professionals in the field. The track profiles stakeholders within the industry (corporate, government and association clients, venues and event services and destinations) and follows market trends.
- ▶ The Strategic Tourism Management track is multidisciplinary rather than built around specific areas such as travel or hospitality. Global strategic tourism issues and techniques are focused on, producing graduates who are able to choose from a variety of careers in, and related to, tourism management and marketing.

Why choose this programme

- ▶ Students learn from renowned, international faculty with relevant and extensive professional and academic experience, who work using "active learning" methods-the practical application of theory. SKEMA works closely with representatives from major organisations in the field (such as MPI) and has a successful track record of placing interns within the industry. Students regularly meet, and are taught by, expert practising professionals who work locally and internationally.
- ▶ Nowhere is more appropriate to the study of event or tourism management than on the French Riviera, which has long been one of the world's principal destinations. Students are able to use the location on the French Riviera -La Côte d'Azur- as a living laboratory
- ▶ An MSc that brings experiences, which allows you to create and improve your professional network. In the spring semester, the students of this MSc will visit the world's largest tourism fair, ITB in Berlin. During the 2 semesters, students will maintain a close link with major organisations in the tourism and business event industries - Meeting Professionals International, European Society of Cardiology, MCI Group, Azur Sport Organisation, Hyatt Hotels, Marriott Hotels, Reed Midem, Amadeus IT Group, SBM (Monte-Carlo Société des Bains de Mer)...

Partner/recruiting organisations include:

- ▶ Amadeus
- ▶ Palais des Festivals, Cannes
- ▶ Grimaldi Forum, Monaco
- ▶ Palais de la Méditerranée, Nice
- ▶ European Society of Cardiology
- ▶ Groupe Pierre & Vacances
- ▶ Expedia
- ▶ Yacht Club de Monaco
- ▶ Tourism Section of the Nice Côte d'Azur Chamber of Commerce

Check the complete programme flyer: <https://brochures-programmes.skema.edu/books/trlp>



Intakes: September & January

Campuses:

- ▶ Sophia Antipolis

Tuition fees

- ▶ One-year MSc: €17,000
- ▶ Two-year MSc option: €30,000 (total fees for two years' tuition)

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, ...

Testimony



"It's been a great year at SKEMA on the French Riviera – the ideal location to get a tourism degree and one of the top tourist destinations in Europe.

Being with highly motivated students from all around the world and learning from globally renowned professors and experts was a great experience for my future career.

The school gave us many opportunities to gain hands-on experiences in the event, tourism and hospitality industry by participating in the region's biggest events. The one-week trip to visit ITB Berlin was a real highlight of this year at SKEMA. During that travel trade show, we attended various conferences and presentations which helped us understand future trends and best practices in the global tourism industry.

I am going to start my six-month internship at the United Nations in Paris next month. I will be in charge of a sustainable tourism project..."

Erdene-Ochir Adiyakhuu,
MSc Strategic Event Management & Tourism Management

MSc GLOBAL SUPPLY CHAIN MANAGEMENT & PROCUREMENT

A unique combination of two related fields

Career opportunities

Graduates of this MSc have strong potential for recruitment in procurement and purchasing as well as in supply chain management.

The field of purchasing today includes such tasks as supplier relationship management, supplier performance evaluation, sustainable procurement, helping suppliers in reducing their greenhouse gas emissions, risk evaluation etc.

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.

Programme outline

The MSc Global Supply Chain Management & Procurement provides a unique opportunity for acquiring a specialist qualification in the area of purchasing, 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.

Internationally recognised certifications can be prepared within this MSc. Certifications include preparation for the Supply Chain Apics® CPIM Part 1, PRINCE2® and Lean Six Sigma Green Belt certifications.

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®).

Check the complete programme flyer: <https://brochures-programmes.skema.edu/books/ssnc>



Intakes: September & January

Campuses:

- ▶ Lille
- ▶ Suzhou*

Tuition fees

- ▶ One-year MSc: €17,000
- ▶ Two-year MSc option: €30,000 (total fees for two years' tuition)

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...



MSc Global Supply Chain Management & Procurement ranked 12th worldwide and 1st in France (2022)

Testimony



“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.,,

Allen Rodney Fernandes,
MSc Global Supply Chain Management & Procurement

*Due to the health crisis, the Suzhou campus won't be able to receive any students in Fall 2022

MSc SUSTAINABLE FINANCE & FINTECH

Prepares students for a career with a new approach to finance

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.

Programme outline

- ▶ This MSc offers a qualification in the area of traditional financial theory with additional skills ESG, CSR, impact investment and Fintech.
- ▶ 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...
- ▶ Careers in sustainable finance and fintech are undergoing critical changes in the global economy. Practitioners have to face new demands and challenges and become true business partners at decision-making levels.
- ▶ The programme aims at providing participants with solid technical knowledge and skills, as well as the transversal competencies which are required to manage new sustainable finance situations in an international environment.

Why choose this programme

- ▶ The MSc programme offers solid training in fundamental finance (technical aspects), sustainability (ethical and sustainable aspects), fintech and digital (technological aspects), regulations (legal aspects).
- ▶ 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...
- ▶ Some courses will be handled by teaching teams made up of academics and expert lecturers who have relevant professional experience and knowledge.
- ▶ An agreement has been 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 ESG certification, which demonstrate to recruiters the excellence of our programme and the competence of our students.

In-company projects and assignments

Creating a strong link between the MSc SF&F and SRI market players will involve getting students to work on practical cases / projects / consultancy missions for responsible finance players (asset managers, financial place, IFA (Independent Financial Advisors) firms engaged in the subject ...) for example within the context of one or more courses. This is to make teaching more reality-based and to make it easier to obtain internships.

Check the complete programme flyer: <https://brochures-programmes.skema.edu/books/ziiz>

NEW

Intakes: September & January*

Campuses:

- ▶ Paris

Tuition fees

- ▶ One-year MSc: €17,000
- ▶ Two-year MSc option: €30,000 (total fees for two years' tuition)

* January intake is subject to a prior interview with the programme director.

Corporate partners:



ACADEMIC DIPLOMA PROGRAM IN ENTREPRENEURSHIP, TECHNOLOGY AND STARTUP MANAGEMENT

Creating and managing a technology startup

Technology is becoming increasingly pervasive in our society. We believe that deep-tech fields such as augmented intelligence, biotechnology, blockchain, energy storage, genomics, IOT, nanotechnology, robotics and space exploration, to name a few, will revolutionise our lives in the coming decades. These booming markets will therefore open countless opportunities for entrepreneurs. However, launching and managing a technology startup does have some specificities. One of the best places in the world to learn how to do this is Silicon Valley. UC Berkeley lies within this stellar ecosystem. Students will be privileged to follow courses both at the San Francisco campus of Berkeley Global and on the Berkeley campus itself with The Sutardja Center for Entrepreneurship & Technology.

Career opportunities

Very few programmes in the world give you the opportunity to learn about technology entrepreneurship right in the heart of Silicon Valley. So graduates from this programme will stand out and find opportunities either in the US or in their home countries as:

- ▶ Entrepreneurs in technology
- ▶ Intrapreneurs for large technology corporates
- ▶ Incubator advisors
- ▶ Business developers in technology start-ups / scale-ups

Why choose this programme

- ▶ Studying at the heart of the most innovative ecosystem in the world: Silicon Valley. Many classes will include interactions with outstanding founders of fast-growing technology companies which were born in Silicon Valley.
- ▶ There will be plenty of opportunities to learn about the latest deep-tech trends.
- ▶ Following a robust academic programme which covers the latest innovations and technology trends
- ▶ Students willing to launch a company will be able to apply to SkyDeck, the startup acceleration programme of UC Berkeley. Each semester roughly 20 selected start-ups obtain \$100,000 when joining the SkyDeck Cohort Programme. But Skydeck provides much more than initial funding, they provide advice and mentoring, business connections and social interaction with more than 300 other founders.
- ▶ If Students complete two semesters of in person full-time study, they will be eligible to apply for paid temporary work authorisation in the U.S through Optional Practical Training (OPT).

Students will acquire the following skills:

- ▶ Develop your ability to build and manage a technology startup.
- ▶ Learn to work in teams with scientists and engineers: students following this programme will have the chance to interact both with engineering students on the Berkeley campus and experienced professionals from Silicon Valley on the San Francisco premises.
- ▶ Analyse a "technology push" new venture idea from multiple perspectives in order to give it the best chance to succeed.
- ▶ Master the specific skills required to transform a technological invention into a commercially viable product through rapid prototyping and quick market interactions.

PROGRAMME MOBILITY	
Y1	 or  or  or  or  Sophia Antipolis campus or Suzhou* campus or Raleigh campus or Stellenbosch campus or Belo Horizonte campus
Y2	 and  UC Berkeley campus and Berkeley Global campus San Francisco

Check the complete programme flyer: <https://brochures-programmes.skema.edu/books/pbcn>

*Due to the health crisis, the Suzhou campus won't be able to receive any students in Fall 2022

NEW

Intakes: August

Campuses:

- ▶ UC Berkeley
- ▶ Berkeley Global - San Francisco

Tuition fees

- ▶ Doing this diploma programme as part of the Two-Year MSc/DESMI*: €45,000 (these are the total fees for two years' tuition)
- ▶ For Two-Year MSc/DESMI* students who started their Two-Year MSc in fall 2020, the additional year at Berkeley costs €30,000
- ▶ For those who have already done an MSc, or a BBA, at SKEMA: €35,000 (these fees are for one year tuition)

*DESMI: Diplôme d'Etudes Spécialisées en Management International, recognised by the French Ministry of Higher Education, Research and Innovation (Bac+5 - Level 7). The commercial name of this programme is "Two-Year MSc"

Berkeley GLOBAL



ACADEMIC DIPLOMA PROGRAM IN DIGITAL MARKETING AND BUSINESS & MANAGEMENT OF ENTERTAINMENT

A programme dedicated to the entertainment industry

Programme outline

SKEMA and the prestigious US university UCLA Extension offer a programme specifically co-constructed for SKEMA's Master in Management and Two-Year MSc/ DESMI* students or for those who have already done an MSc, or a BBA at SKEMA, to meet the challenges of transformation and expansion in the entertainment industry sector (film, streaming platforms, television, concerts, etc.).

The programme aims to give students a dual skill-set which is highly sought-after in two very complementary fields: digital marketing and management in the entertainment industry. Digital marketing tends to use tools that are increasingly close to the film industry, while the entertainment industry uses digital marketing more and more widely for promotion. The new video content platforms like Netflix, Amazon Prime, Disney+, and the whole industry on a larger scale, have strongly accelerated the need for content and its promotion. This has created new opportunities for students. UCLA is ranked 13th Best Global University (US News & World Report 2021 rankings) and is the number-one public university in the United States. The best researchers in the world work there and its alumni network includes various scholars, researchers, athletes, Oscar-nominated actors and directors, leaders in government, etc. UCLA Extension has been UCLA's continuing education for over 100 years. The classes are taught by instructors with a practical knowledge of the professional world, with the aim of facilitating students' transition into the professional world as much as possible. Internationally recognised credits are attached to all UCLA Extension programmes.

Career opportunities

Many jobs are already available or will be in the years to come: in entertainment content marketing and distribution, in pre- and post-production, in accounting and finance, in legal fields, in film direction and production, data analysis, influencer marketing and all professions linked to content strategy, social media, etc.

Why choose this programme

- ▶ At the end of the course, subject to completion of all the graduation criteria, students receive the DESMI* or the Master in Management they are enrolled in plus two certificates from UCLA Extension: Digital Marketing Certificate and Business & Management of Entertainment Certificate. A "certificate" is a programme that is approved for the F-1 visa, which enables students to study full time in the United States.
- ▶ In addition, the course gives access to "OPT" (Optional Practical Training), meaning a year of professional work experience in the United States after obtaining the certificate.
- ▶ One-week custom programme: Digital Marketing in the US and Hollywood Workshop
- ▶ Two electives courses during the spring quarter
 - ▶ Business and Management of Entertainment, Producing, or Film & TV Development
 - ▶ Advertising, Digital Marketing, and Marketing
 - ▶ Optional internship in marketing and advertising or film and television internship

Students will benefit from:

- ▶ A practical, real-world approach to each field of study.
- ▶ An opportunity to study with American students and international students.
- ▶ Gaining up to one year of work experience in the U.S. after earning the certificate.
- ▶ Joining the UCLA Alumni Association.
- ▶ The Custom Programs & Corporate Education department providing tailored support for each individual student
- ▶ Application advisement for certificate programme and F-1 visa
- ▶ Blend of day-time and evening courses
- ▶ Mix of private cohort courses and open enrollment
- ▶ UCLA and UCLA Extension classrooms

Check the complete programme flyer: <https://brochures-programmes.skema.edu/books/zney>

*DESMI: Diplôme d'Etudes Spécialisées en Management International, recognised by the French Ministry of Higher Education, Research and Innovation (Bac+5 - Level 7).

NEW

Intake: Septembre

Campuses:

- ▶ UCLA Extension, Los Angeles

Tuition fees

- ▶ Doing this diploma as part of the DESMI: €45,000 (these are the total fees for the two years' tuition)
- ▶ For those who have already done an MSc, or a BBA, at SKEMA: €35,000 (these fees are for one year tuition)

UCLA
Extension



ADMISSIONS

Master of Science and Academic Diplomas

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 or equivalent**.

► One-year programme*

Eligible to apply: students who hold a **four-year university degree or equivalent** + two months minimum of professional experience (for the MSc Financial Markets and Investments, this requirement is: a **four-year degree** + six months minimum of professional experience). In some cases, a three-year degree with three years minimum of professional experience can be accepted.

**Candidates with an Indian Bachelor degree are eligible for the One-year MSc if they have more than 3 years of work experience and for the Two-year MSc if they have less than 3 years of work experience.*

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)
- For the Academic Diploma Program in Entrepreneurship, Technology and Startup Management (second year in California): IELTS (7.0) or TOEFL IBT (90), with at least 18 in each section.
- For the Academic Diploma Program in Digital Marketing and Business & Management of Entertainment: IELTS (6.5) or TOEFL IBT (87).

Other tests

- GMAT/TAGE MAGE/GRE is not mandatory.

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.

After submitting their application, candidates applying for the specialisations FMI, GLM, LHI, AIBT, CFM, AMAIS and SFF will have a pre-selection test (VisioTalent) in the online video recording form. VisioTalent is an automated online recruitment tool that facilitates your admission to SKEMA. This easy-to-use platform will only take 10 minutes of your time to use for your MSc application.

2. The selected applicants will be invited for an interview. Contact the Admissions team to check if seats are still open : international.admissions@skema.edu.

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.

MSc 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 Luxury and Fashion Management: €21,000
 - MSc Financial Markets and Investments: €25,000
 - MSc Global Luxury and Management: €30,000
 - MSc Luxury Hospitality and Innovation (double degree SKEMA/Ferrières): €25,000
 - MSc Artificial Intelligence for Business Transformation (joint programme SKEMA/ESIEA): €25,000
- Two-year MSc (total fees for two years' tuition): €30,000
- Specific two-year MSc or double degree programmes:
 - Two-Year MSc Luxury and Fashion Management: €34,000
 - Two-Year MSc Financial Markets and Investments: €40,000
 - Two-Year MSc Luxury Hospitality and Innovation: €40,000
 - Two-Year MSc Artificial Intelligence for Business Transformation: €40,000
 - Two-Year MSc Global Luxury and Management: €45,000

Academic diplomas application & tuition fees

- Two Year Academic Diploma Program in Entrepreneurship, Technology and Startup Management:
 - Doing this diploma programme as part of the Two-Year MSc/DESMI**: €45,000 (these are the total fees for two years' tuition)
 - For Two-Year MSc/DESMI** students who started their Two-Year MSc in fall 2020, the additional year at Berkeley costs €30,000
 - For those who have already done an MSc, or a BBA, at SKEMA: €35,000 (these fees are for one year tuition)
- Two Year Academic Diploma Program in Digital Marketing and Business & Management of Entertainment:
 - Doing this diploma as part of the DESMI: €45,000 (these are the total fees for the two years' tuition)
 - For those who have already done an MSc, or a BBA, at SKEMA: €35,000 (these fees are for one year tuition)

***DESMI: Diplôme d'Etudes Spécialisées en Management International, recognised by the French Ministry of Higher Education, Research and Innovation (Bac+5 - Level 7). The commercial name of this programme is "Two-Year MSc"*



Financing studies: up to €4,000

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

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, 2021; January 6, 2022; March 3, 2022; May 2, 2022 (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)

Tuition fees

▶ €15,000 per year

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

Please see our website for details on available scholarships.



Scholarships

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



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

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

www.skema.edu/campus/paris/housing-services

www.skema.edu/campus/sophia-antipolis/housing-services

or contact: housing@skema.edu

STILL HAVE QUESTIONS?

Please contact us by email:

international.admissions@skema.edu

About your departure on an international campus:

international.campuses@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

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.



SKEMA BUSINESS SCHOOL

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

GLOBAL BBA

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

ESDHEM

Prep School + *French Licence*
► Management
► Law

GRANDE ECOLE PROGRAMME

Master in Management

MASTÈRE SPÉCIALISÉ® / SPECIALISED MASTER

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

SKEMA BUSINESS SCHOOL
WWW.SKEMA.EDU

international.admissions@skema.edu
France: + 33 (0)4 93 95 45 12
USA: +1 (919) 535-5701
China: +86 512 6260 2865
Brazil: + 55 (31) 994430057

MASTERS OF SCIENCE PROGRAMMES

Marketing

- International Marketing & Business Development
- Luxury & Fashion Management
- Global Luxury and Management
- Luxury Hospitality and Innovation
Dual degree with École Ferrières
- Digital Marketing

Finance

- Corporate Financial Management
- Financial Markets & Investments
- Auditing, Management Accounting & Information Systems
- Sustainable Finance & Fintech

Management

- Project and Programme Management & Business Development
- Digital Business & Artificial Intelligence
- International Human Resources & Performance Management
- Global Supply Chain Management and Purchasing
- Strategic Event Management & Tourism Management
- Research & Management Innovation
- Management Science
Dual degree with Tongji University

Business & Stratégie

- International Business
- Entrepreneurship & Innovation
- Entrepreneurship & Sustainable Design
- Business Consulting and Digital Transformation
- International Strategy & Influence
- Artificial Intelligence for Business Transformation
Joint degree with ESIEA

Other programmes

- Academic Diploma Program in Technology Entrepreneurship & Start-up Management
Dual degree with Berkeley
- Academic Diploma Program in Digital Marketing and Business and Management of Entertainment
Dual degree with UCLA

TRIPLE MASTER

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

PHD & DOCTORAL PROGRAMMES

GLOBAL EXECUTIVE MBA

EXECUTIVE SPECIALISED MASTERS

EXECUTIVE PROGRAMMES FOR MANAGERS

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

SUMMER SCHOOLS



skema
BUSINESS SCHOOL