

# SKEMA BUSINESS SCHOOL

**MASTERS OF SCIENCE**

Make it possible

\*Rends-le possible

**skema**  
BUSINESS SCHOOL

AT HOME WORLDWIDE\*

\*Chez vous, partout dans le monde

Admissions 2024-2025





“ SKEMA Business School est une institution d’enseignement supérieur qui a créé un nouveau modèle d’éducation dont l’objectif est de préparer les jeunes générations du monde entier à devenir des acteurs de la transformation des sociétés, des ambassadeurs de la jeunesse sur tous les continents pendant leurs études et des leaders et décideurs engagés durablement.

A ce titre, SKEMA contribue dans sa mission et ses impacts et à son échelle à assurer la convergence de vision et d’action des jeunes. Elles sont diverses et doivent agir ensemble. Ce n’est qu’à ce titre d’ailleurs que les jeunes relèveront les défis des transitions : écologiques, climatiques, sociales et économiques.

Formés sur 5 continents où l’école a installé ses propres campus — Amérique du Nord, Amérique du Sud, Asie, Afrique et Europe — ses étudiants sont prêts à relever les challenges des entreprises et des organisations globalisées, multiculturelles, innovantes et responsables.

SKEMA a structuré ses programmes et l’expérience mondiale de ses étudiants avec des valeurs d’action fortes : oser, s’engager durablement, vivre la diversité, viser l’excellence et agir pour le monde. SKEMA est une institution non lucrative, associative reconnue d’intérêt général dont la mission et la stratégie glo-cale, permettent aux étudiants et aux entreprises partenaires de contribuer au développement sociétal tout en respectant les contextes culturels et singuliers de chaque région du monde.”

**Alice Guilhon**

Directrice Générale, SKEMA Business School  
Présidente de la CDEFM — Conférence des Directeurs des Écoles Françaises de Management

**57 000**  
diplômés à travers le monde

**10 000**  
étudiants

**+130**  
nationalités

**9**

campus dans le monde :  
Belo Horizonte, Dubaï, Lille, Nanjing,  
Paris, Raleigh, Sophia Antipolis,  
Stellenbosch, Suzhou

## Multi-accréditée

EQUIS, AACSB, EFMD accredited  
EMBA et membre de la Conférence  
des Grandes Écoles (CGE) et de  
la Conférence des Directeurs des  
Ecoles Françaises de Management  
(CDEFM)



**4<sup>th</sup>** best worldwide: MSc  
Financial Markets &  
Investments (2023)  
(pre-experience masters)



**12<sup>e</sup>** mondial et **6<sup>e</sup>** français:  
MSc in International  
Marketing & Business  
Development (2024)

Retrouvez l’intégralité des palmarès sur le  
site [Web.skema-bs.fr](http://Web.skema-bs.fr) rubrique News Room

# Faculté & Recherche

Parce que le monde a changé, SKEMA a organisé son corps professoral en académies — **digitalisation, globalisation, innovation, transformation** — abordant ainsi les champs d'expertise traditionnels (stratégie, finance, marketing, chaîne logistique, ressources humaines...) de façon plus transversale et globale.

En matière de recherche, l'école a déployé **sept centres de recherche**, bénéficiant chacun de l'implantation mondiale de l'école :

- Finance and Accounting Insights on Risk and Regulation (FAIRR)
- Knowledge, Technology and Organisation (KTO)
- Marketing Interactions (MINT)
- SKEMA Centre for Artificial Intelligence (SCAI)
- SKEMA Centre for Analytics and Management Science (SCAMS)
- SKEMA Centre for Global Risks (SCGR)
- SKEMA Centre for Sustainability Studies (SCS)

L'ensemble est complété par un **Institut dédié au sport et aux langues** — SKILS (SKema Institute for Languages & Sport).

## Gouvernance

La gouvernance de l'École est structurée autour d'un Conseil d'Administration et d'une Assemblée Générale constitués de membres issus des territoires historiques de l'École et de grands diplômés exerçant dans des entreprises internationales à forte image. Les travaux stratégiques du Conseil d'Administration sont alimentés par les recommandations de plusieurs organes consultatifs : le Comité d'Orientation Internationale (International Advisory Board — IAB), le Comité d'Orientation de la Recherche (Research Advisory Committee — RAC) ainsi que le Comité d'Orientation Stratégique (COS) du Corporate Office, tous constitués d'acteurs influents du monde académique et de l'entreprise.

## Qualité & Accréditations

SKEMA est multi-accréditée — **AACSB, EQUIS, EFMD EMBA Accredited**. Ses programmes sont reconnus en France (Visa, Grade de Licence, Grade de Master, RNCP, label CGE), aux États-Unis (Licensing), au Brésil (Certificação) et en Chine (Reconnaissance du Ministère de l'Éducation).

SKEMA est certifiée ISO 9001 pour la qualité de son management et ISO 14001 pour son management environnemental. Elle a également obtenu le label EESPIG et est membre de la Conférence des Grandes Écoles (CGE) et de la Conférence des Directeurs des Écoles Françaises de Management (CDEFM).

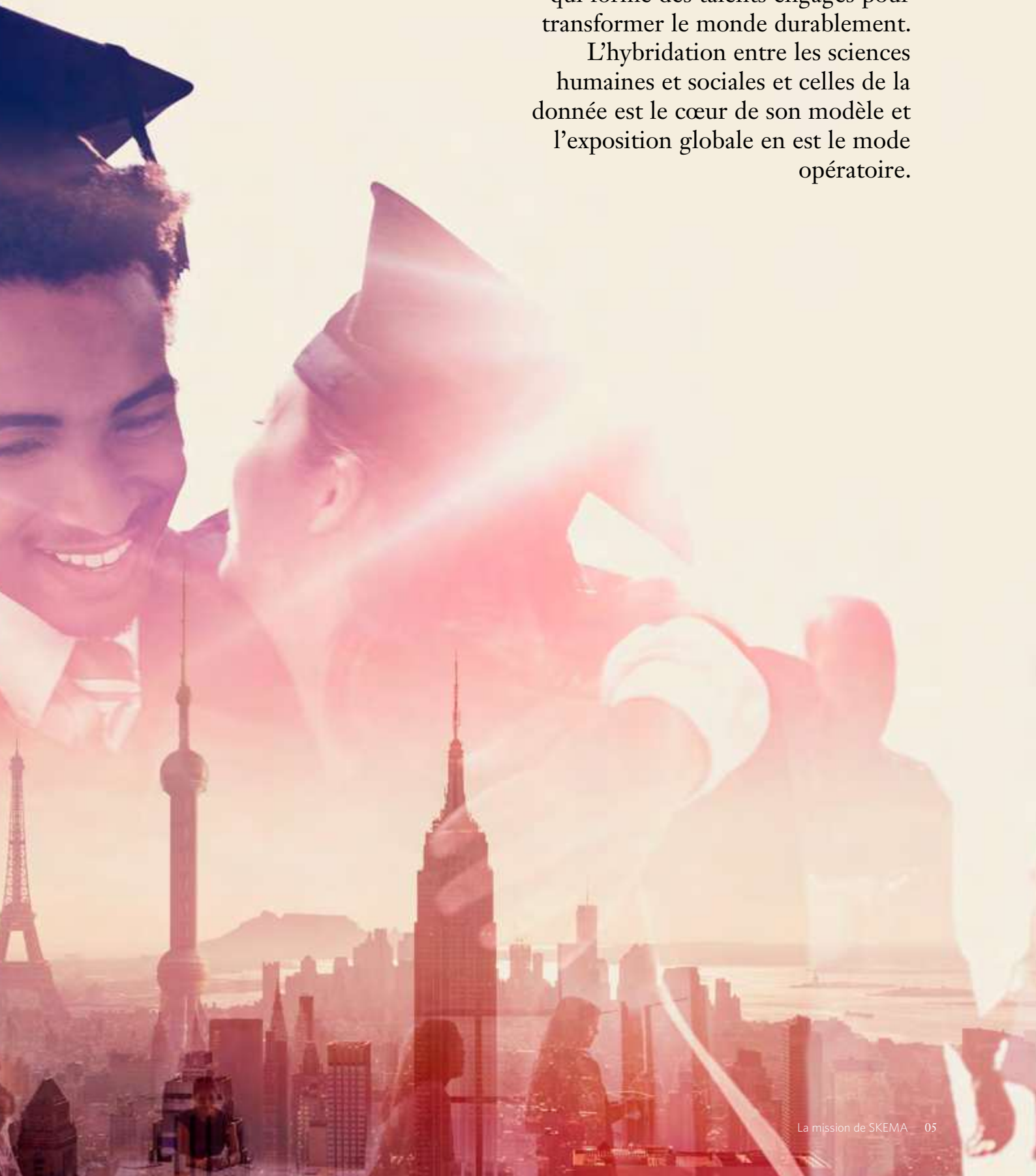


KNOWLEDGE.SKEMA-BS.FR

# MISSION

SKEMA est une institution d'enseignement et de recherche globale qui forme des talents engagés pour transformer le monde durablement.

L'hybridation entre les sciences humaines et sociales et celles de la donnée est le cœur de son modèle et l'exposition globale en est le mode opératoire.



# LES SITES SKEMA

## 5 CONTINENTS, 10 IMPLANTATIONS, UN IMPACT GLOBAL



### Campus Raleigh

#### **Au coeur du Research Triangle Park**

Le campus de SKEMA est situé au cœur du Centennial, campus de la North Carolina State University. Non loin du premier technopôle américain (Research Triangle Park), Raleigh regroupe de nombreuses entreprises innovantes et des laboratoires de recherche. Les étudiants ont l'opportunité de bénéficier des infrastructures de l'une des plus grandes universités américaines. À ce tissu économique dense, s'ajoutent de nombreuses universités (16 au total) et une qualité de vie étudiante exceptionnelle...

### Montréal

*(Centre d'Innovation en Intelligence Artificielle)*

#### **Montréal, centre mondial de l'intelligence artificielle**

Montréal est aujourd'hui l'un des centres de référence mondiale en Intelligence Artificielle et rassemble l'une des plus vastes communautés académiques au monde, attire les plus grandes entreprises technologiques comme leurs centres de recherche et favorise ainsi l'émergence d'innovations majeures en sciences des données.



### Campus Belo Horizonte

#### **La Silicon Valley du Brésil**

Présent au Brésil depuis 2015, SKEMA s'est développée très rapidement et ouvre aujourd'hui un tout nouveau "City Campus" situé à Funcionários, l'un des quartiers les plus actifs au cœur de la ville de Belo Horizonte, appelé à devenir le hub numérique de l'écosystème d'innovation de la capitale du Minas Gerais et de ses 2,7 millions d'habitants.

Ce campus urbain représente une nouvelle étape dans le développement des activités de SKEMA au Brésil, qui implique la création, en plus des activités de la business school, de SKEMA Law School for Business — une école de droit annoncée dans le plan stratégique SKY25.



### Campus Grand Paris

#### **Un hub de 30 000 m<sup>2</sup> en bord de Seine**

Le nouveau Campus Grand Paris a ouvert ses portes début janvier 2021 sur un site emblématique — l'ancien siège du Groupe Airbus, avec en ligne de mire la Tour Eiffel : ce campus localisé à Suresnes est le point d'ancrage de la stratégie globale de l'École. Paris, ville-monde, porte d'entrée sur le continent européen, amplifie la visibilité internationale de l'École et porte sa capacité d'accueil à 10 000 étudiants.

Connecté en permanence et au carrefour des cultures, le Campus Grand Paris est une référence en matière de nouvelles technologies.

### Campus Sophia Antipolis

#### **Première technopôle d'Europe**

Sophia Antipolis est un véritable laboratoire des entreprises du 21<sup>e</sup> siècle et une communauté de savoirs exceptionnels. C'est également l'une des régions les plus dynamiques d'Europe. Plusieurs grandes écoles d'ingénieurs, établissements universitaires et instituts de recherche y sont implantés, créant une vitalité intellectuelle grâce à une importante communauté étudiante. SKEMA bénéficie de la présence autour de son campus de plus de 1 500 entreprises.





## Campus Lille

### **Carrefour de l'Europe**

Les étudiants évoluent dans un campus contemporain, très fonctionnel de 20 000 m<sup>2</sup>. Situé au cœur de la ville, dans le quartier d'Euralille, centre d'affaires de la métropole. La région de Lille est la plus jeune et la plus peuplée de France. La région Hauts-de-France constitue un centre de vie économique attractif avec de nombreux sièges sociaux de groupes et de grandes entreprises. De nombreuses multinationales s'y sont implantées pour être, véritablement, au centre logistique de l'Europe.



## Campus Nanjing

*(International Joint Audit Institute  
NAU-SKEMA)*

### **Une ville innovante aux racines anciennes**

Au travers de l'International Joint Audit Institute NAU-SKEMA, le campus de Nanjing allie deux établissements d'enseignement supérieur d'excellence : la Nanjing Audit University et SKEMA Business School. Ancienne capitale de la Chine, Nanjing est un carrefour culturel et économique majeur de la Chine moderne. Reconnue à travers tout le pays pour abriter des entreprises innovantes dans les domaines de l'énergie, du transport ou de l'électronique.



## Campus Suzhou

### **Écosystème innovant, vitrine de la Chine**

Le campus Chine est l'aboutissement d'un partenariat avec le Pôle Technologique et Scientifique de Suzhou. Surnommée la Venise de l'Est pour ses nombreux canaux et connue pour la beauté de son environnement avec ses nombreux jardins traditionnels, Suzhou n'en est pas moins l'un des centres technologiques les plus en pointe dans le monde. Aujourd'hui, elle compte plus de deux millions d'habitants et se développe avec un nouveau district et deux très grands parcs technologiques où sont installées 20% des entreprises des 500 plus importantes au monde.



## Campus Stellenbosch

*(en partenariat avec l'Université de Stellenbosch)*

### **Destination Afrique du Sud**

En s'associant avec l'Université de Stellenbosch, SKEMA a choisi un partenaire prestigieux pour établir son campus africain à proximité du Cap, en Afrique du Sud. Les étudiants bénéficient d'installations exceptionnelles offertes par l'université, incluant une vaste bibliothèque, une école de musique accompagnée de salles de concert, et des infrastructures sportives de premier rang (stades, gymnases, bassins olympiques...).

## Campus Dubaï

### **Le carrefour des jeunes mondiales**

Au carrefour des régions indopacifiques, asiatiques et africaines, Dubaï est aujourd'hui l'un des plus grands pôles d'attractivité de talents au monde. Situé au cœur du Dubaï International Financial Centre (DIFC), ce campus est un lieu de défis pour les étudiants désireux de contribuer activement au monde de demain et au renouveau d'une région longtemps définie par sa dépendance pétrolière. Aux Émirats arabes unis, les jeunes mondiales montrent leur envie de jouer ensemble un rôle clé dans une place financière et économique d'influence.



# SKEMA TALENT & CAREERS

Préparez votre projet  
professionnel

## DÉVELOPPEMENT PROFESSIONNEL

Conditions with great  
professional level in terms  
of your future goals and  
accomplishment with

## ÉVÉNEMENTS ENTREPRENEURIAUX







Retrouvez plus d'informations sur  
SKEMA Talent & Careers

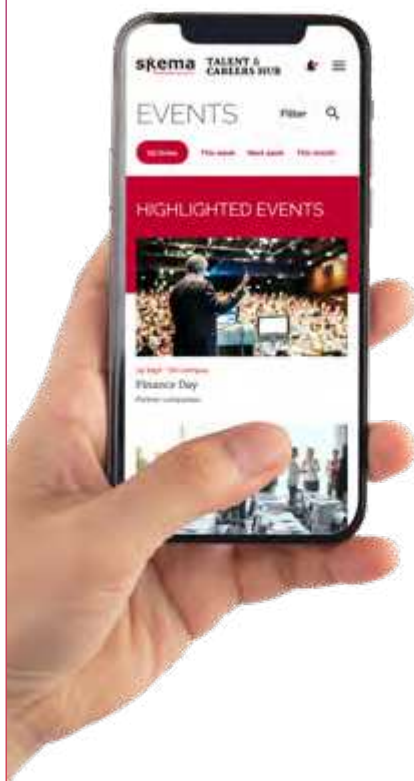


# SKEMA TALENT & CAREERS

## PRÉPAREZ VOTRE PROJET PROFESSIONNEL

SKEMA Talent & Careers, composée de consultants carrière et d'experts dédiés, vous accompagne dans la préparation de votre projet professionnel, dans la découverte de métiers, d'entreprises et de secteurs d'activités, et dans votre recherche de stages et d'emploi.

Notre mission est de vous donner toutes les ressources, méthodes et opportunités nécessaires à une entrée réussie sur le marché du travail.



“ J’ai atteint mes objectifs grâce aux conseils personnalisés d’une équipe de professionnels

On m’a recommandé de m’adresser à l’équipe Talent & Careers pour recevoir des conseils professionnels quant à mon CV, ma lettre de motivation ainsi que les démarches à effectuer pour atteindre mes ambitions professionnelles.

Au cours de nos échanges réguliers, nous en avons profité pour définir une stratégie personnalisée en lien avec mes attentes. Aujourd’hui, j’ai trouvé un stage dans une entreprise qui a de belles valeurs et c’est en grande partie grâce aux conseils de Talent & Careers. ”

**Maëlle Barrere**  
Etudiante à SKEMA

### DÉVELOPPEMENT PROFESSIONNEL

Construisez votre projet professionnel à chaque étape de vos études grâce à un accompagnement et des ressources dédiés.

### ÉVÉNEMENTS ENTREPRISES

Rencontrez des entreprises et des recruteurs, découvrez des métiers et secteurs d’activités.

### RECHERCHE DE STAGE ET D’EMPLOI

Trouvez votre stage idéal parmi les nombreuses offres à votre disposition, en France ou à l’international.

### CONSEIL PERSONNALISÉ

Profitez de coachings individuels avec nos consultants pour aller plus loin dans votre projet.



SKEMA Talent & Careers

# SKEMA VENTURES

## L'ENTREPRENEURIAT GLOBAL À IMPACT EST NÉ !



@SKEMA.Ventures.Official



@ skema\_ventures



@ skema-ventures



Retrouvez toutes nos vidéos  
SKEMA Ventures sur YouTube

**CONTACTEZ-NOUS :**  
skemaventures@skema.edu

“ SKEMA Ventures est un allié dans le développement de notre start-up.

En effet le coaching proposé notamment sur les aspects juridique et financier nous est d'une aide précieuse pour faire grandir ce projet. Les échanges avec les différents intervenants sont l'occasion de nous challenger sur nos décisions et l'avenir d'Ensème. Le partenariat avec le Master IMBD nous permet également de nous entourer d'étudiants qui réalisent une étude de marché. C'est une formidable opportunité pour nous aider à définir les attentes de notre cible et ainsi l'orientation stratégique d'Ensème. ”

**Christelle de Châlus**

SK 2004  
Co-fondatrice d'Ensème,  
alternative responsable à la  
cosmétique traditionnelle

SKEMA Ventures est l'incubateur-accelérateur créé par SKEMA Business School dédié à l'entrepreneuriat à impact et à l'innovation.

Chez SKEMA, nous considérons qu'un entrepreneur est un innovateur-transformateur - celui qui innove et agit pour transformer les industries, les organisations et, plus largement, la société.

### La raison d'être de SKEMA Ventures

“ Les grandes entreprises ont elles aussi besoin d'entrepreneurs. La globalisation, la révolution digitale, les innovations de rupture portées par les start-up, et enfin les changements de comportement des consommateurs les obligent à réinventer leur futur. Elles recherchent pour cela des collaborateurs intrapreneurs dotés de cette vision et de cette capacité multiculturelle locales.

Par conséquent, un nombre grandissant d'étudiants envisagent la création d'entreprises ou d'activités innovantes comme une perspective professionnelle logique et porteuse de ces nouvelles valeurs.

Dès lors, ils attendent de leur école qu'elle facilite et stimule la génération d'idées, les forme aux meilleures pratiques entrepreneuriales, les accompagne dans la construction de leur projet et les soutiennent dans son lancement et son développement.

Les équipes de SKEMA Ventures ont conçu et mis en œuvre une chaîne de valeur qui englobe l'enseignement, le coaching, l'incubation, l'accélération et y ont également intégré les dernières innovations en matière d'IA cognitive. Ce dispositif unique permet à chaque étudiant et alumnus SKEMA de penser, concevoir, tester et lancer un projet entrepreneurial dans un contexte global, sur sept territoires innovants sur cinq continents, bénéficiant du meilleur de chaque écosystème local. C'est la raison d'être de SKEMA Ventures. ”



**Philippe Chereau,**  
Directeur de SKEMA Ventures

### SKEMA VENTURES EN CHIFFRES



Taux de survie  
après 5 ans



Projets incubés  
par an



Projets lancés  
par an



Mentors et experts  
dans la famille  
Venture

### EXEMPLES PROJETS ENTREPRENEURIAUX LANCÉS PAR SKEMA VENTURES

Tripartie, Ensème, Whympier, 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

## UN RÉSEAU FORT, ACTIF ET SOLIDAIRE

SKEMA Alumni, c'est un réseau de 57 000 diplômés, une offre de services et d'évènements pour accompagner les membres dans leur parcours professionnel et personnel ainsi que des opportunités de se rencontrer et se retrouver aux quatre coins du monde.

### LA FORCE **DU RÉSEAU**

**57 000**  
diplômés

**+130**  
nationalités

**145**  
pays

BÉNÉFICIEZ D'**UNE OFFRE VARIÉE ET DE NOMBREUX OUTILS** À VOTRE DISPOSITION EN TANT QU'ÉTUDIANT ET TOUT AU LONG DE VOTRE VIE :

#### **Annuaire en ligne**

Un outil pour vous et pour les autres qui permet de retrouver à tout moment les membres du réseau SKEMA dans le monde, d'être visible pour la communauté, de rester en contact avec l'école et de recevoir des informations pertinentes.

#### **Accompagnement carrière**

Des services variés à votre disposition pour trouver votre premier emploi, vous accompagner lors d'une transition de carrière, d'une mobilité: Coaching individuel, web-ateliers et webinaires, offres d'emploi, Meet-up et Mentorat, bilan de compétences, tarif préférentiel pour les formations executives de SKEMA.

#### **Événements professionnels et de networking**

Afterworks, rencontres à thèmes, soirées, conférences, study trips, anniversaires de promo : en France et à l'international.



“Le MSc Financial Markets & Investment m’a fourni une base solide en finance, économie et mathématiques, ainsi que des compétences pratiques en analyse financière, gestion de portefeuille et gestion des risques.

Le niveau d’expertise des professeurs est un vrai avantage pour tout étudiant. Je suis très reconnaissant de l’enseignement et du soutien que j’ai reçus du Master. Le programme m’a préparé à une carrière réussie dans la finance et m’a donné les outils dont j’ai besoin pour réussir dans ce domaine. Je recommande vivement le Master of Science in Financial Market & Investments à tous ceux qui souhaitent poursuivre une carrière dans la finance. ”

**Aymeric de Condé**  
MSc 2012

**SOME OF OUR ALUMNI**



**SOPHIE DJORDJEVIC** (MSc 2017)

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



**ALEXANDRA WHITAKER**  
(MSc 2012)

Global Product Lead -  
Mobile Ads, *Google* | San  
Francisco



**MISHIKA KAPADIA**  
(MSc 2019)

Account Development Executive,  
*Salesforce* | Paris



**CHEN YANG**  
(MSc 2019)

Europacific Partners  
Manager, *BPT Data*  
Architect, *Coca-Cola* | Paris



**FABRIZIO BALDARI**  
(MSc 2015)

Purchasing Manager - Electrical  
Systems and Controls, *McLaren*  
*Automotive Ltd* | Woking, England



**CÉDRIC LAFORGE**  
(MSc 2012)

Marketing Operations  
Project Manager, *Vacheron*  
*Constantin* | Genève



**AYMERIC DE CONDE**  
(MSc 2012)

Head of APAC *Strive by STX -*  
*STX Group* | Singapour



**CHIRANJIT SONOWAL**  
(MSc 2018)

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



**CELIA BATOUCHE**  
(MSc 2021)

ESG Analyst - Transaction  
Services, *KPMG* | Paris



**GABRIEL OLUGBENGA**  
(MSc 2012)

Vice President - Head of  
SIGMA X Europe MTF,  
*Goldman Sachs* | New York



**BHUVAN GAMBHIR**  
(MSc 2017)

Senior Vehicle Production  
Planning Coordinator,  
*Nissan Motor Corporation* | Paris



# 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, 2023 placement survey, MSc class of 2022



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°36774)



# MSc PROGRAMME OVERVIEW

Belo Horizonte Lille Nanjing Paris Raleigh Shanghai Sophia Antipolis 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	Specialisation	Campuses	Intake
<b>FIRST YEAR</b>	General international management programme	Belo Horizonte, Paris, Raleigh, Sophia Antipolis, Suzhou	January & Aug/Sept
<b>SECOND YEAR / SPECIALISATION</b>	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)
<b>MANAGEMENT</b>	Project and Programme Management and Business Development	Paris, Lille, Belo Horizonte	January & September January & August
	International Human Resources and Performance Management	Paris	January & September
	Global Supply Chain Management and Procurement - <i>In collaboration with MIT Center for Transportation &amp; Logistics</i>	Lille, Suzhou	January & September January & August
	Sport, Event & Hospitality Management	Sophia Antipolis	January & September
<b>MARKETING</b>	International Marketing and Business Development	Lille, Paris, Sophia Antipolis, Belo Horizonte, Raleigh, Suzhou	January & September January & August January & August
	Luxury and Fashion Management	Sophia Antipolis	January & September
	Global Luxury and Management - Collaboration with NYU SPS	NYU SPS New-York Paris	September
	Product Management & UX Design - <i>Dual degree with POLIMI Graduate School of Management &amp; POLI.design</i>	Paris Milan	September January
	<small>NEW</small> Digital Marketing and Artificial Intelligence	Sophia Antipolis	January & September
<b>BUSINESS &amp; STRATEGY</b>	International Business (Doing Business in Europe, China and America/Latin America)	Paris, Suzhou, Raleigh Belo Horizonte	January & September January & August August
	Entrepreneurship and Innovation	Sophia Antipolis	January & September
	Entrepreneurship and Design for Sustainability - <i>Dual degree with POLIMI Graduate School of Management &amp; POLI.design</i>	Sophia Antipolis, Milan	August
	Artificial Intelligence for Business Transformation - <i>Joint degree with ESIEA</i>	Paris	September
	<small>NEW</small> Business Consulting & Decision Intelligence	Paris, Sophia Antipolis	January & September
	<small>NEW</small> Strategic Management Consulting	Paris	September
<b>FINANCE</b>	Corporate Financial Management	Paris, Sophia Antipolis, Belo Horizonte, Suzhou	January & September 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

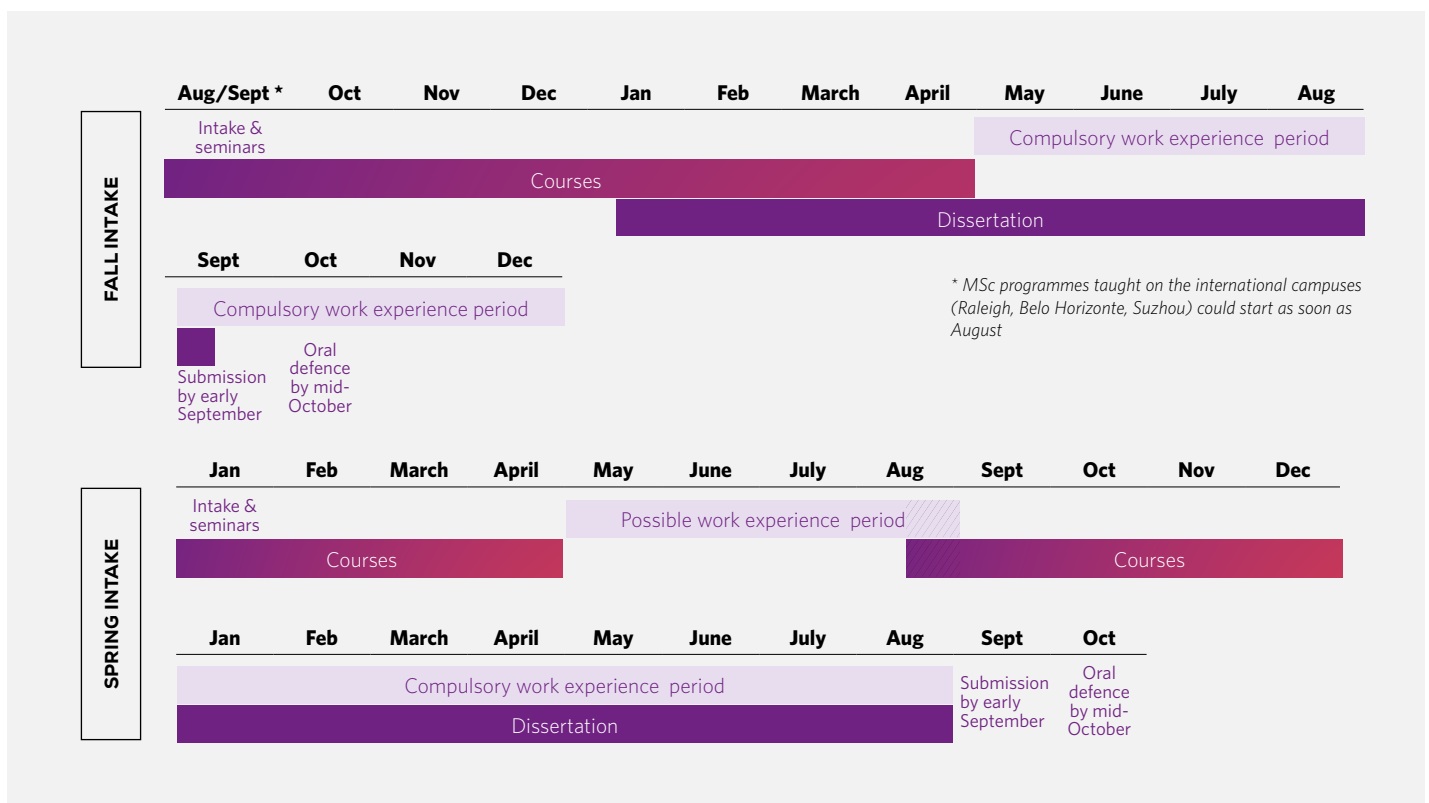
## Other programmes

<b>BUSINESS &amp; STRATEGY</b>	Academic Diploma Program in Digital Marketing & Entertainment or Music Business - Collaboration with UCLA	UCLA Extension, Los Angeles	September
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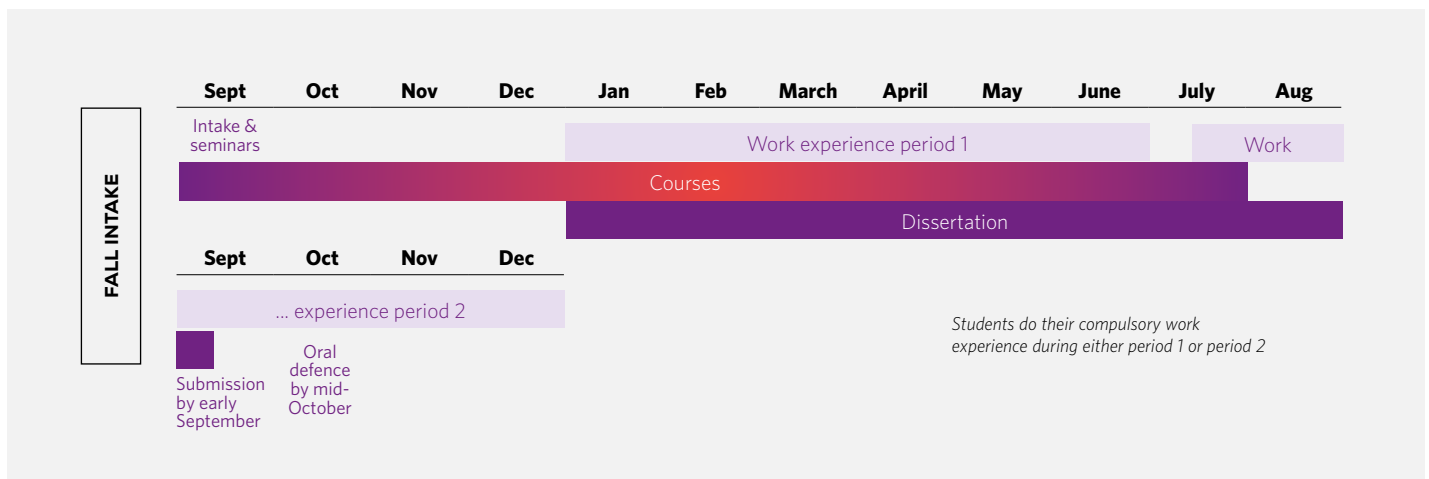
# MSc courses and work experience calendar

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



## TWO-YEAR MSc

### Get up to speed for an MSc specialisation.

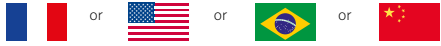
The two-year MSc programme has been designed for students with at least three years of higher education who wish to improve their employability in an international environment.

During the first year, students acquire a solid foundation in management in the fields of finance, marketing, economics, etc. while studying on one of our campuses. Then, in the second year, they choose among the 20 Masters of Science and one Academic Diploma program with 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
- ▶ 20 specialisations to choose from in the second year
- ▶ Six campuses: Paris, Sophia Antipolis, Lille, Belo Horizonte, Raleigh and Suzhou.

PROGRAMME MOBILITY	
<b>YEAR 1</b>	 <b>Sophia A. or Paris</b> campuses    or <b>Raleigh</b> campus    or <b>Belo Horizonte</b> campus    or <b>Suzhou</b> campus
<b>YEAR 2</b>	See campus locations where SKEMA specialisations are available p19.

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



#### Two intakes: August/September and January

#### Tuition fees:

- ▶ €35,000 (total fees for two years' tuition)
- ▶ Specific two-year MSc or double degree programmes: see p 38

### 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

#### More details about the programme



## 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. Courses are delivered by SKEMA professors; these mainly focus on AI algorithms, computer programming, IT infrastructure for AI, 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
- ▶ Three- or four-day study trip to visit companies working in AI and meet AI managers and experts. Students also take part in team activities and workshops during these study trips. Travelling and accommodation is paid for by SKEMA.

### 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



Make an appointment



More details about the programme



Intake: September

### Tuition fees

- ▶ One-year MSc: €25,000
- ▶ Two-year MSc option: €42,000 (total fees for two years' tuition)

### Campus:

- ▶ Paris

# 95%

found a job in less than six months

# €48,000

Average salary after graduation

**Recruiting companies:** Bearingpoint, BNP Paribas, Capgemini, Deloitte, DXC Technology, Expedia, Fox Intelligence, IBM, KPMG, Micropole, PwC, Talan Consulting.

Joint programme with

## esiea



## 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



**Intake:** September

### Tuition fees

- ▶ One-year MSc: €18,000
- ▶ Two-year MSc option: €35,000 (total fees for two years' tuition)

### Campus:

- ▶ Paris

**100%**  
found a job in less than six months

**€42,500**

Average salary after graduation

**Recruiting companies:** BNP Paribas, BPC, Deloitte, EY, EDF, Faurecia, Fiducial, General Electric, Grant Thornton France, Heineken, Healthcare, Kering, KPMG, Louis Vuitton, Mazars, PwC, Rothschild and Co, Société Générale, SKEMA, Valeo, 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

**Make an appointment**



**More details about the programme**



## MSc BUSINESS CONSULTING & DECISION INTELLIGENCE

A unique opportunity to the highly competitive market of business consulting and decision intelligence

### Career opportunities

This Master opens vast job opportunities in a wide variety of fields in business consulting, business analysis or national security. Roles include:

- ▶ Business consultant/analyst
- ▶ Competitive intelligence consultant/analyst
- ▶ Knowledge and information manager
- ▶ Data analyst
- ▶ Information security and systems manager
- ▶ Risk manager

### Programme outline

The MSc of Business Consulting and Decision Intelligence was designed by top consultants and industry experts to equip our students with the necessary competencies to successfully apply and join top consulting companies and industrial corporations.

During the fall semester, our students acquire three core competencies that are simultaneously taught in Campus Paris and Campus Sophia i.e. Business consulting, Business acumen and Competitive Intelligence.

We propose the following three specialisation tracks that are offered during the spring semester (students choose only one track):

- ▶ Digital Sustainability Consulting (Campus Sophia): Our students learn the theoretical foundations of sustainability and digital transformation, and how to use them to increase company value.
- ▶ Business Intelligence Consulting (Campus Paris): Students will be trained on linking data to decisions and outcomes.
- ▶ Sécurité Economique (Campus Paris, only in French) : This track is done at the prestigious Ecole Militaire de Paris by the Institut des Hautes Etudes du Ministère de l'Intérieur.

### Programme certifications

Throughout the Master, students can acquire the following certifications:



- ▶ Google Project Management certificate
- ▶ Scrum Master certificate
- ▶ Google Data Analytics certificate
- ▶ Microsoft PL 900
- ▶ Digimind certificate
- ▶ Sécurité économique from IHEMI

### Why choose this programme?

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

Particular features include:

- ▶ During the fall semester, students enjoy the same courses on both campuses. In the spring semester, students will follow different specialisation tracks depending on which campus they are. Thus, the choice of campus will be made at the beginning of the academic year based on the preferred specialisation track.
- ▶ Designed by internationally recognized academics together with top business consultants/analysts and competitive intelligence specialists.
- ▶ Unique business optimization approaches based on a combination of digital technologies, competitive intelligence and business acumen.
- ▶ Exclusive access to top consulting firms. Recruitment activities take place on both Campuses along the two semesters.
- ▶ During the two semesters, our students will run consulting projects with multinational companies, think tanks, high tech SMEs, among others which are part of the Master ecosystem.

PROGRAMME MOBILITY	
S1	<div style="display: flex; align-items: center; justify-content: space-around;"> <div style="text-align: center;">  <p>Paris campus</p> </div> <span>or</span> <div style="text-align: center;">  <p>Sophia Antipolis campus</p> </div> </div>
S2	

Intakes: September & January

### Tuition fees

- ▶ One-year MSc: €18,000
- ▶ Two-year MSc option: €35,000 (total fees for two years' tuition)

### Campus:

- ▶ Paris
- ▶ Sophia Antipolis

# 100%

found a job in less than six months

## €45,750

Average salary after graduation

**Recruiting companies:** Amazon, Accenture, Atos, Chanel, Capgemini, Deloitte, Devoteam, EY, Huawei, Hermès, IBM Consulting, KPMG, L'Oréal, LVMH, Microsoft, Onepoint, PWC, Sopra Steria, SAP, Wavestone.



MSc Business Consulting & Digital Transformation ranked 45<sup>th</sup> worldwide and 17<sup>th</sup> in Europe (2024)

## Testimony



"I can confidently say that SKEMA's Business Consulting & Digital Transformation programme was very resourceful.

I still relate things I have learnt during my courses to my work today as a consultant in Deloitte. The programme was rich in course material, alliances with important tech companies as well as cultural diversity: key success factors for a masters programme.,,

**Raya El Kadi** - Senior Consultant at Deloitte Digital  
MSc Business Consulting & Digital Transformation 2020-2021

Make an appointment



More details about the programme



# 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

PROGRAMME MOBILITY	
<b>S1</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">   <b>Paris</b>  <small>campus</small> </div> <div style="text-align: center;">or</div> <div style="text-align: center;">   <b>Suzhou</b>  <small>campus</small> </div> <div style="text-align: center;">or</div> <div style="text-align: center;">   <b>Sophia Antipolis</b>  <small>campus</small> </div> <div style="text-align: center;">or</div> <div style="text-align: center;">   <b>Belo Horizonte</b>  <small>campus</small> </div> </div>
<b>S2</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">   <b>Sophia Antipolis</b>  <small>campus</small> </div> <div style="text-align: center;">or</div> <div style="text-align: center;">   <b>Belo Horizonte</b>  <small>campus</small> </div> <div style="text-align: center;">or</div> <div style="text-align: center;">   <b>Paris</b>  <small>campus</small> </div> <div style="text-align: center;">or</div> <div style="text-align: center;">   <b>Suzhou</b>  <small>campus</small> </div> </div>

**Make an appointment**



**More details about the programme**



**Two intakes: September and January**

### Tuition fees

- ▶ One-year MSc: €18,000
- ▶ Two-year MSc option: €35,000 (total fees for two years' tuition)

### Campuses:

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

# 97%

found a job in less than six months

# €47,000

Average salary after graduation

**Recruiting companies:** AXA Investment Managers, BNP Paribas, Bosch, CBRE Group, Danone, Deloitte, Eiffel Investment, EY, HSBC, Imap Albia Capital, JP Morgan, KPMG, Mazars, Morgan Stanley, Moody's, PAI Partners, Shanghai Pudong Development Bank, Société Générale, Sopra Steria Next, Total Energies, SMBC Sumito Mitsui Banking Corporation, Tikehau Capital, Unicredit, Valeo, Vente-privée.com

**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

# MSc DIGITAL MARKETING AND ARTIFICIAL INTELLIGENCE

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

### Programme outline

The Master of Science in Digital Marketing and Artificial Intelligence programme equips students with practical, technical, and operational skills in three key domains: AI fundamentals, transformative applications in Digital Marketing, and Project Management. It emphasises digitalising business processes, improving online communication, mastering UI/UX design, managing social networks, analysing marketing data, and automating processes. We also address ethical challenges in AI, providing technology management guidelines. This prepares students not only to augment business workflows but also to meet the evolving job market demands.

### Why choose this programme

Opt for this programme for a distinctive and enriching learning journey that sets it apart from the rest. It bridges the gap between academic studies and real-world applications through collaborations with renowned companies. Here are key programme highlights:

#### AI in Digital Marketing & Business Analysis:

- ▶ Develop advanced analytical skills and immerse in hands-on AI technologies to drive data-centric decisions in the digital marketing sphere.
- ▶ Cultivate expertise in using AI for market analysis, automating marketing, and ethical AI use for consumer engagement and business refinement.

#### Technical Skills with Academic Knowledge:

- ▶ Go beyond traditional academics, mastering coding and non-coding tools that are indispensable in the contemporary corporate sphere.
- ▶ Learn to use cutting-edge tools for data analytics, project management, website oversight and digital marketing prowess.

#### Understanding the Risks of AI for Ethical and Responsible Usage:

- ▶ Explore the ethical implications and privacy intricacies of AI in digital marketing.
- ▶ Mould graduates into discerning leaders, adept at traversing the complex digital terrain with ethical stewardship.

#### Hands-on Experience with Company Projects:

- ▶ Engage in real-world projects mentored by industry professionals, visionary CEOs, and esteemed professors.
- ▶ Apply knowledge and skills in marketing, business strategy, web marketing, CRM, e-CRM, e-commerce, risk management and digital marketing schematics in corporate settings.
- ▶ Accumulate invaluable experience in navigating professional plans and frameworks, equipping you with a practical understanding prepared for the contemporary corporate landscape.

#### Professional Certifications for Your Career:

- ▶ Gain globally recognised certifications valued in the HR community.
- ▶ Certifications include those from PMI, Agile Project Management, Google, and Microsoft Power Platform, giving you a competitive edge.

### Career opportunities

In the ever-evolving digital landscape, our MSc in Digital Marketing and AI goes beyond adapting to modern business trends. It fosters innovation with a strong focus on ethical considerations in AI. This degree empowers students to understand customer behaviour and make data-centric decisions through robust analytics. Graduates from our programme seamlessly transition into a range of roles, including but not limited to Project Manager, Web Traffic Analyst, Customer Experience Analyst/Manager, Digital Advertising Specialist, Performance Marketing Analyst/Manager, Marketing Technology (MarTech) Specialist, Data Visualization Specialist, AI/ML Engineer, Search Engine Marketing (SEM) Specialist, CRM (Customer Relationship Management) Specialist/Manager, Marketing Automation Specialist, AI Ethicist, and AR/VR Marketing Consultant.

### Two intakes: September and January

#### Campus:

- ▶ Sophia Antipolis

#### Tuition fees

- ▶ One-year MSc: €18,000
- ▶ Two-year MSc option: €35,000 (total fees for two years' tuition)

# 95%

found a job in less than six months

# €42,000

Average salary after graduation

#### Recruiting companies:

Accenture, Amadeus, Capgemini, Carrefour, Chanel, Danone, Disneyland Paris, Effilab, Genki & Co, Google, Havas, HLKL Studio, Jow, LinkedIn, LVMH, Manucurist, Microsoft, Nike, Northern Trust, Orange, Oscaro.com, PepsiCo, PlayPlay, Publicis, Schneider Electric, Transavia, Wavestone.



“In a rapidly evolving digital landscape marked by AI systems, generative AI, metaverse, VR, and emerging technologies, remaining competitive necessitates acquiring new skills.

This programme serves as a pathway to gain a deeper understanding of customers, analyse data, delve into the realm of predictive models, and create innovative experiences. It equips the Managers of the Future to excel in an AI-enabled environment and shape the marketing landscape of the future.,,

#### Margherita Pagani

Professor of Digital and Artificial Intelligence in Marketing  
Director SKEMA Center for Artificial Intelligence

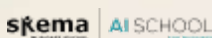


“Artificial Intelligence has transformed our approach to marketing, offering unparalleled customer insights and reinforcing ethical engagement.

With AI, we can tailor our strategies without compromising customer privacy. This ethical approach allows us to gain consumer trust while enhancing our competitiveness in the market. AI becomes a valuable partner for businesses striving to balance commercial efficiency with unwavering ethics, fostering enduring relationships with their customers. In an interconnected and globalised world with complex and systemic issues and risks, the use of AI has become an indispensable element.,,

#### Marco Landi

Europa Institut President  
Former World Apple CEO



The mission of SKEMA AI School for Business is to advance artificial intelligence research and pedagogical experiences to prepare the managers of the future to work in an AI-enabled environment. It aims to impart a wide range of AI fundamentals and managerial perspectives to students and leaders from different fields.

Make an appointment



More details about the programme



## 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, customer success manager, marketing and sales manager or product manager in innovative start-ups, scale-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
- ▶ Get direct access and frequent interactions with the program Director and the Faculty
- ▶ 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 recognised Faculty, 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.



Make an appointment



More details about the programme



Two intakes: September and January

#### Campuses:

- ▶ Sophia Antipolis

#### Tuition fees

- ▶ One-year MSc: €18,000
- ▶ Two-year MSc option: €35,000 (total fees for two years' tuition)

# 83%

found a job in less than six months

# €41,000

Average salary after graduation

**Recruiting companies:** AEXELE, Airbnb, Amazon, AT&T, Bird, Blue Sapphire Events, Cap Gemini Invent, Comet Meetings, Cryptone, Cubyn, Decathlon, Essilor, Leroy Merlin, Jow, Green Working, Groupe Pomona, IbanFirst, L'Oreal, Kudoz, Les Sublimeurs, L'Oreal, PayFit, Platinum Group, RisingSud, Saguez & Partners, Sopra Steria Next, Too Good to Go, Wavestone, Wecasa, Waze, Zoom.

## Forbes

Ranked among the 10 best entrepreneurial programmes (2020)

### Testimony



“The Msc Entrepreneurship & Innovation, what a surprise!

I learned a lot of things, from different perspectives. Its format is interesting, one semester purely entrepreneurial and another more consulting oriented, both with concrete group work that allowed me not only to have the tools to understand how to be a good entrepreneur but also to take a step back and make the right choices. In addition, as I had a personal project, on a large part of the group work my project was used as an example. These challenges opened my mind and really made me pivot! My Parisian BtoC project became a Pan-African BtoB project. Finally, I knew I had an entrepreneurial mind, I understood that more than a job, it was a passion, I realize that this master's degree allowed me to think differently, through different angles. My job is to find problems, and to solve them while making sure that there is a viable market. Right after my post-MSc experience, which allowed me to validate my degree, I was able to create a structure that in less than two years, operates in 15 countries. I have no limits, I am always more ambitious and I want to create the Africa of tomorrow. I am part of the Forbes Africa 30 Under 30 family. „

**Alexandre Bonneau**

MSc Entrepreneurship & Innovation - Class of 2018

## MSc ENTREPRENEURSHIP & DESIGN FOR SUSTAINABILITY

### Double degree combining entrepreneurial, design, and social science skills to boost sustainability

#### Programme outline

The World Economic Forum estimates that “there is no future for business as usual – we are reaching irreversible tipping points for nature and climate, and over half of the global GDP, \$44 trillion, is potentially threatened by nature loss”. According to the Circularity Gap report, we now consume more than 100 billion tonnes of virgin materials per year of which less than 10% flows back circularly to our economies. This number has quadrupled over the last 50 years. This is not sustainable; critical supplies will likely disappear in a not-too-distant future.

“At the same time, on the demand side of the equation, the search for sustainable goods has increased by 71% since 2016 on a global scale” according to a survey carried out by The Economist and the WWF in 2021. New generations are willing to behave more responsibly both in their corporate environments and as individuals. These trends will generate massive economic opportunities in sustainability over the coming decades. The Better Business Better World report explains: “Achieving the Global [UN Development] Goals opens up US\$12 trillion of market opportunities”. For the World Economic Forum, transitioning [the food, land, ocean, built environment and the extractives and energy system] to nature-positive business models could deliver \$10.1 trillion of annual business opportunities and 395 million jobs by 2030.

The MSc Entrepreneurship and Design for Sustainability familiarises students with these trends and the related societal challenges. This master also nurtures an entrepreneurial mindset aimed at seeing sustainability as an opportunity rather than a challenge. This MSc teaches students how to create, craft and launch new ideas leveraging design approaches.

#### Students will:

- ▶ Become familiar with design methodologies in order to stimulate the generation of new ideas which solve real user problems and optimise user experiences
- ▶ Analyse new venture ideas from multiple perspectives, and in light of emerging trends
- ▶ Master the business mindset required to transform ideas into new and viable entrepreneurial initiatives
- ▶ Increase their chances of success when scaling entrepreneurial ideas from conception into actual business

#### Why choose this programme

How best to seize these opportunities in the field of sustainability?

Having an entrepreneurial mindset is a necessary condition. First, it allows students to identify the emerging societal and technological trends which are reshaping our daily lives. But more importantly students will also acquire the methodology and tools to generate ideas and transform them into new projects or new companies which will reconcile care for the planet with profit.

Design is also crucial for positive impact entrepreneurship. The European Commission estimates that more than three quarters of the environmental impact of a product is determined in the design phase.

#### Career opportunities:

Graduates will be able to launch their own entrepreneurial solutions in the field of sustainability.

They will also find opportunities in start-ups, consulting firms and established companies which emphasise sustainability.

Graduates will find roles as: Entrepreneurs in sustainable industries, business developers, product managers, customer success or operations managers in positive impact start-ups, intrapreneurs, innovation managers or sustainability managers for large corporates which have a strong sense of corporate social responsibility, consultants, head of sustainability / chief impact officer, incubator advisors.

Make an appointment



More details about the programme



Two intakes: August

#### Campuses:

- ▶ SKEMA Business School in Sophia Antipolis
- ▶ POLIMI Graduate School of Management in Milan

#### Tuition fees

- ▶ One-year MSc: €25,000
- ▶ Two-year MSc option: €42,000 (total fees for two years' tuition)

With

**POLIMI** GRADUATE SCHOOL OF MANAGEMENT

**POLI.DESIGN**  
FOUNDED BY POLITECNICO DI MILANO

### Testimony



“I chose this MSc due to my strong commitment to addressing climate change, coupled with my business background.

It turned out to be an excellent choice. It has transformed my view of business, teaching me how to manage companies responsibly in the light of environmental concerns. I had the opportunity to learn from climate change experts. In addition, SKEMA's professors and the experienced entrepreneurs offer exceptional entrepreneurial opportunities.

The partnership with the Politecnico di Milano has strengthened my skills in sustainable design. Being immersed in a city where design plays an important role has broadened my understanding and vision.

I have met friends at SKEMA who are all inspiring and come from different parts of the world. I look forward to seeing how this programme evolves and what future students achieve.,,

**Manon Gaudry**

MSc Entrepreneurship & Innovation - Class of 2021



# MSc FINANCIAL MARKETS & INVESTMENTS

## In the Financial Times' worldwide top 4

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, four 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.

PROGRAMME MOBILITY			
S1	 Paris campus	or	 Sophia Antipolis campus
S2		or	 Raleigh campus

CFA® is a registered trademark owned by CFA Institute

Make an appointment



More details about the programme



**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: €42,000 (total fees for two years' tuition)

# 98%

found a job in less than six months

# €70,000

Average salary after graduation

**Recruiting companies:** Amundi, AXA IM, Bank of China, Banque internationale Luxembourg, Bloomberg LP, BNP Paribas, Caceis, Citibank, Crédit Suisse, Deutsche Bank, Edmond de Rothschild, Euronext, EY, Generali Investment Partners, Goldman Sachs, IXM, Jefferies, JP Morgan, Macquarie Trading, Microsoft, Moody's, Morgan Stanley, Natixis, Pictet Asset Management, PIMCO, PwC, Société Générale, Swiss Life Asset Managers, UBS.

University Affiliation Program  CFA Institute®



## Testimony



“My experience on this MSc was filled with great lectures from professionals and academics sharing their

knowledge and experience.

The key points of the master were the practical learning (through real life cases) and the access to the most up-to-date tools and programming languages (such as VBA and the Bloomberg Room) in order to apply our knowledge. The fast pace and steep learning curve, as well as the continuous engagement of the programme directors, make the MSc Financial Markets & Investments the best option for insightful and curious students looking for a new challenge.

The tools and lectures provided (together with the career training received) helped me start my career with an internship at J.P. Morgan, under its CCBSI Division in London.,,

**David Mbodj,**  
MSc Financial Markets & Investments 2021

# MSc GLOBAL LUXURY AND MANAGEMENT

## International experience and operational vision

The rapidly evolving worldwide luxury market and the structure of the luxury sector are changing fundamentally. 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 the **NYU School of Professional Studies (NYU SPS)**, a highly respected thought leader in industry focussed education.

### 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 on the New York University campus (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, real challenges and hackathons, and luxury experts who contribute as lecturers and guest speakers.



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



**Intake: September**

### Campuses:

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

### Tuition fees

- ▶ One-year MSc: €35,000
- ▶ Two-year MSc option: €47,000 (total fees for two years' tuition)

# 100%

found a job in less than six months

# €51,000

Average salary after graduation

**Recruiting companies:** Balmain, Bulgari, Cartier, Céline, Chanel, Chaumet, Christian Louboutin, Coty, Dior Couture, Dior Parfums, Estee Lauder, Givaudan, Givenchy, Hermès, Kea Partner, L'Oréal, Lacoste, Le Collectionist, Le Comptoir du Caviar, Louis Vuitton, LVMH, Porsche, Puig, Relais & Châteaux, Remy Martin, Repetto, Rimowa, Tiffany & Co, Vacheron Constantin, Van Cleef & Arpels.

*In collaboration with*



## Testimony



**“We are a true community**

On this master's course, I was able to live an international experience in New York at NYU for a semester before studying on the SKEMA

Paris campus. We were immersed in luxury maisons, and had one-on-one exchanges with luxury professionals.

The MSc Global Luxury and Management is also about living with an international class and meeting people - we are a true community.

After a marketing internship at Hermès, I am proud to now join L'Oréal Luxe for an internship at Lancôme as an international development marketing assistant working on the La Vie est Belle perfume.”

**Maëlle Serin**

MSc Global Luxury and Management

**Make an appointment**



**More details about the programme**



# MSc GLOBAL SUPPLY CHAIN MANAGEMENT & PROCUREMENT

Become a leader who makes a positive impact on the world in the areas of supply chain and procurement

## Why choose this programme?

- ▶ Programme delivered in cooperation with Massachusetts Institute of Technology's Center for Transportation & Logistics (MIT CTL).
- ▶ Successful students will receive five-course certificates and an MITx MicroMasters® Program in SCM credential issued by edX and MITx
- ▶ They will also become MIT affiliate alumni, be able to interact and network with fellow credential-holders, and gain access to MIT library journals.
- ▶ Probably the most successful (industry) experts, internationally recognised academic researchers and highly regarded professionals teach on the programme. Our goal is to build the leading programme by having the best, most experienced and successful leaders of today to teach the leading people of tomorrow.
- ▶ The MITx MicroMasters Program in SCM provided by MIT CTL covers analytical and technical aspects of logistics and supply chain management, and SKEMA will complement it with courses on business trends and leadership skills.
- ▶ International student exchange with MIP Milano once a year, for elective courses.
- ▶ This MSc not only provides soft skills in supply chain management and purchasing management, but also digs deep into future trends in digitalisation and artificial intelligence, sustainability, ethics, globalisation, risk management and agility. Graduates are able to create value for their company and have a positive impact on the world.
- ▶ After completing their master degree at SKEMA, students are allowed to finish the MIT master degree in Supply Chain Management in just one semester.

## Programme outline

The MITx MicroMasters® Program in SCM from MIT CTL consists of five online courses that cover the fundamentals of supply chain management. These asynchronous online courses delivered by MIT CTL instructors will be augmented by synchronous instruction taught by professors at SKEMA. The SKEMA MSc programme is comprised of four courses over the academic year: sustainability, new technologies (blockchain, big data, AI), market volatility, and soft skills (leadership, negotiation, communication). Skema has also successfully recruited 21 international C-Level industry experts who teach within the program and share their experiences with the class. The programme uses new teaching approaches to improve especially the soft skills of our students to become future leaders. One of such courses is delivered by an acting training company that also teaches Executives at large international corporations and at Harvard, Insead and LBS.

## 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, as well as consulting positions.



Make an appointment



More details about the programme



Intakes: September & January

## Campuses:

- ▶ Lille
- ▶ Suzhou

## Tuition fees

- ▶ One-year MSc: €25,000
- ▶ Two-year MSc option: €42,000 (total fees for two years' tuition)

# 95%

found a job in less than six months

# €47,500

Average salary after graduation

**Recruiting companies:** Airbus, Amazon, Auchan, Bollere Logistics, Capgemini, Coca Cola, Danone, Deloitte, Dior, Henkel, L'Oréal, Louis Vuitton, Nestlé, Nissan Automobile, Plastic Omnium, Philip Morris International, Renault, Safran, Samsung, Schneider Electric, Unilever, Volkswagen.



MSc Global Supply Chain Management & Procurement ranked 16<sup>th</sup> worldwide and 9<sup>th</sup> in Europe (2024)

Cooperation with



## Testimony



“This MSc is a unique opportunity to become a specialist in this area as well as expand your

network.

The education on this programme was not always easy: lots of deadlines and sleepless nights, comprehending a large variety of subjects. One day you have to understand the logic of supply chain and solve optimization models, the next - deliver a presentation on the topic. This allowed me to understand how to work in different ways with information and be as flexible as possible.

The MSc is a great opportunity to fill your CV with valuable certifications and to study in programmes in cooperation with SKEMA, such as POLIMI Graduate School of Management or Massachusetts Institute of Technology (MIT).

Now I am doing my internship at Henkel AG & Co. KGaA in Düsseldorf as a purchasing manager of logistic services.,,

Iliia Rimmer,

MSc Global Supply Chain Management & Procurement

## MSc INTERNATIONAL BUSINESS

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

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

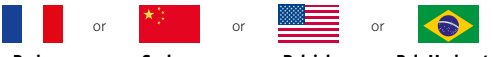




#### Career opportunities

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 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	
S2	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Paris campus</p> </div> <div style="text-align: center;">  <p>Suzhou campus</p> </div> <div style="text-align: center;">  <p>Raleigh campus</p> </div> <div style="text-align: center;">  <p>Belo Horizonte campus</p> </div> </div>



Make an appointment

More details about the programme



**Intakes: September & January in Paris and Suzhou, August & January in Raleigh.**

#### Campuses:

- ▶ Paris
- ▶ Raleigh
- ▶ Suzhou
- ▶ Belo Horizonte

#### Tuition fees

- ▶ One-year MSc: €18,000
- ▶ Two-year MSc option: €35,000 (total fees for two years' tuition)

# 100%

found a job in less than six months

## €44,500

Average salary after graduation

**Recruiting companies:** Air Liquide, Allianz, Altran, Amazon, Apple, Club Med, Estée Lauder, GroupeEssilorLuxottica, Hermes, Hutchinson, L'Oréal, Lilly, LVMH, Mazars, McDonald, Microsoft, Mondelez International, Nissan Automotive Europe, Onet, Philipps, PUIG, Qualtrics, Sephora, S&P Global, Thalès, Voyage Privé, Zebra Technologie.



Ranked 5<sup>th</sup> 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 focussed 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).



Intakes: September & January

### Campuses:

- ▶ Paris

### Tuition fees

- ▶ One-year MSc: €18,000
- ▶ Two-year MSc option: €35,000 (total fees for two years' tuition)

100%  
found a job in less than six months

€38,000

Average salary after graduation

**Recruiting companies:** Accenture, Avis Budget Group International, Adobe Systems, Amadeus, Auchan, Axa, Cross Border Talent, EDF, Cartier, Great Place To Work, Huawei, Heidrick Struggles, Kyriad, L'Oréal, Mondelez International, l'Occitane, Valeo, Rexel, Olivier Wyman, Oracle, Nissan Motor Company, Mondelez International, Sodexo, IBM, Thales, Total Energies.

## 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

Make an appointment



More details about the programme



# 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											
<b>S1</b>	 Sophia Antipolis campus	or	 Paris campus	or	 Lille campus	or	 Suzhou campus	or	 Belo Horizonte campus	or	 Raleigh campus
<b>S2</b>	 Sophia Antipolis campus	or	 Paris campus	or	 Lille campus	or	 Suzhou campus	or	 Belo Horizonte campus	or	 Raleigh campus

Make an appointment



Intakes: January & September

## Campuses:

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

## Tuition fees

- ▶ One-year MSc: €18,000
- ▶ Two-year MSc option: €35,000 (total fees for two years' tuition)

95%

found a job in less than six months

€43,500

Average salary after graduation

**Recruiting companies:** Alten, BETC, BMW, Chaumet, Dell Technologie, Diptyque, Ferrero, General Mills, Guerlain, JCDecaux, Kenzo, L'Oréal, Manpower, Pernod Ricard, Pierre Fabre, Procter & Gamble, Printemps, Procter & Gamble, Saint-Gobain, Stellantis, Unilever, Veepee, Veolia NuclearSolutions, Vestiaire Collective, Zadig et Voltaire.



MSc International Marketing & Business Development ranked 12<sup>th</sup> worldwide and 11<sup>th</sup> in Europe (2024)

## 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 Nagabhusan,  
MSc International Marketing & Business Development

More details about the programme



## 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, Oberoi, Armani, Chanel, Louis Vuitton.

#### 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 location: on the south coast of France, with its long history in fashion and luxury.
- ▶ 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 emphasises 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
S2	 Sophia Antipolis campus

**Intakes:** September & January

#### Campuses:

- ▶ Sophia Antipolis

#### Tuition fees

- ▶ One-year MSc: €21,000
- ▶ Two-year MSc option: €38,000 (total fees for two years' tuition)

# 100%

found a job in less than six months

# €40,000

Average salary after graduation

**Recruiting companies:** Akillis Paris, Baccarat, Bell & Ross, Bonpoint, Bulgari, Camper And Nicholson, Cartier, Caudalie, Clarins, Christian Dior Couture, Dorchester Collection, L'Oréal, LVMH, Paco Rabane, Parfum Christian Dior, Saint Laurent, Sisheido, Veepee.

## 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

**Make an appointment**



**More details about the programme**



## MSs PRODUCT MANAGEMENT & UX DESIGN

### Double degree combining business, technology, design and social sciences skills.

#### Career opportunities

- ▶ Product manager (PM), product owner (PO), head of product, UX designer, user researcher, artistic director, UX writer, product designer, web marketer, digital project manager, product marketing manager (PMM), data analyst and many other related to these areas.
- ▶ This programme cuts across many domains of management including business, technology, and social sciences. Students will acquire expertise in product management, UX & UI design, data management, prototyping, discovery, delivery, project management, website and mobile graphic design, brand management, user research. Recruiters will be digital companies from various industries (e.g., consumer goods, e-commerce, banking and finance, technology provider, services, foodtech, edtech, fintech, web agencies and media company) including start-ups, consulting firms and established companies.

#### Programme outline

In a client-centric organisation, the user experience is at the heart of digital strategy. Designing valuable, viable and simple products is a must-have considering the explosion of digital platforms (apps/web).

This MSc will combine:

- ▶ A business, tech, and marketing approach (at SKEMA) to build and manage products.
- ▶ A business, design and tech approach (at POLIMI Graduate School of Management and POLI.design) to serve the user experience and interface design.

#### Why choose this programme?

The programme is designed to teach you the entire process of creating, designing, discovering, delivering, and managing products whether digital or physical.

Partnerships with relevant companies will ensure a balanced programme with a mix of theory and practice.

By the end of the master, you will benefit from:

- ▶ **Technical skills and knowledge**  
You will gain expertise in the creation and management of a digital product. Working on real projects, you will apply operational skills in various domains such as marketing, tech/IT, design, business.
- ▶ **Expertise in managing teams and communicating with stakeholders**  
You will work in teams and with experts improving communication, negotiation, and management skills.
- ▶ **Advanced knowledge in product management tools**  
You will be able to work on the tools of the industry (prototyping, design, tech, data) and learn the accurate methodology used in the business (Agile). By the end of the year, you will have had hands-on experience with professional skills.
- ▶ **Professional network**  
You will attend industry conferences and professional presentations to grow your network.



**Intakes:** September

#### Campuses:

- ▶ Paris (S1)
- ▶ POLIMI Graduate School of Management, Milan (S2)

#### Tuition fees

- ▶ One-year MSc: €25,000
- ▶ Two-year MSc option: €42,000 (total fees for two years' tuition)

**Recruiting companies:** Doctolib, Microsoft, Google, Younited Credit, Blablacar, Leboncoin, Amazon, Meetic, TheFork, SAP, Cdiscount, Rakuten, PwC, Deloitte, Ubisoft.

**Double degree with**

**POLIMI GRADUATE SCHOOL OF MANAGEMENT**

**POLI.DESIGN**  
FOUNDED BY POLITECNICO DI MILANO

### Testimony



“As a student of this MSc, I was immersed in a comprehensive exploration of the product life cycle.

From user research to ideation methods, prototyping to data analysis, the programme provided me with a multidimensional perspective. This holistic approach equipped me with invaluable knowledge and instilled in me a newfound confidence.

Now, as I embark on my internship journey as a UX designer consultant at PwC, I feel well-prepared to tackle the challenges and contribute meaningfully to my clients' projects.,,

**Romane Villette**

MSc Product Management & UX Design

**Make an appointment**



**More details about the programme**





## MSc PROJECT AND PROGRAMME MANAGEMENT & BUSINESS DEVELOPMENT

Become a project leader driving impactful change for business, social, and environmental success

### Vision and mission of the programme

**Vision:** To empower students to be the change agents of tomorrow, contributing to the creation of a thriving and sustainable social, business and environmental ecosystem.  
**Mission:** To provide our students with innovative, engaging and effective learning experiences to enable them to realise critical project management and business development competencies that will imbue them with the confidence to serve as the leaders of tomorrow in an uncertain world characterized by complex projects.

### Career opportunities

Many exciting opportunities await the graduates of this programme from large and small enterprises in areas such as business development, PMO, digital transformation, international development, business growth, luxury, manufacturing, business consulting, supply chain, marketing, sustainable development, voluntary and government sectors and entrepreneurship. According to the PMI's 2021 Talent Gap report, 2.3 million new project management employees will be needed each year to meet global talent demands by 2030. What are you waiting for?!

### Programme outline

This programme develops a balanced set of competencies that employers consistently ask for including personal competencies, technical competencies and strategic competencies. The MSc in PPMBD is one of the only programmes in Europe that is accredited by the PMI's Global Accreditation Center (GAC), the most internationally recognized project management accreditation available, demonstrating the high relevance and excellence of our programme.

Each student has the opportunity to access several sought-after professional certifications in project management. In the fall semester, we offer foundation level AgilePM® and SCRUM Master certification and in the spring semester, we offer the PMI's CAPM® (or PMP®) and GPM's Green Project Management® certification. All students receive access to the Belbin industry-recognized personal team and leadership development tool, one-year PMI membership, and introductory media to prepare for entry to the programme.

The programme uses innovative learning and teaching methods, including role play, case study, simulation, problem-based learning, project-based learning, and flipped classroom techniques, giving a stimulating and effective learning environment for students to build a strong portfolio of competencies for their personal and business challenges of today and tomorrow. SKEMA Business School has a strong business and entrepreneurship culture and this programme supports students who wish to develop their business ideas through SKEMA Venture Factory.

### Why choose this programme

- ▶ An international programme, accredited by the Global Accreditation Center (GAC), taught by practising professionals and researchers.
- ▶ Designed around innovative learning experiences, including simulations, case studies, and real project management practice.
- ▶ You can immediately apply the knowledge and competencies gained on the job - employers appreciate this.
- ▶ You will be trained to succeed in modern project environments shaped by uncertainty and complexity.
- ▶ You will gain internationally recognised certifications.
- ▶ You will learn new skills, tools and mindsets designed for the future trends of work: agile, adaptable, digital, sustainable, social and personal.

### In-company projects and assignments

During your internship, you will develop your knowledge and project management competencies by working on in-company projects, assisting project, programme or portfolio managers, develop specific new tools and techniques, market new products, solve problems or do research on project management best practices. SKEMA will provide you with help to find an internship or jobs through a global network of industry partnerships, alumni and collaborators.

**Intakes:** September & January

### Campuses:

- ▶ Lille
- ▶ Paris
- ▶ Belo Horizonte

### Tuition fees

- ▶ One-year MSc: €18,000
- ▶ Two-year MSc option: €35,000 (total fees for two years' tuition)

# 95%

found a job in less than six months

# €45,000

Average salary after graduation

**Recruiting companies:** Accenture, Amazon, AXA, Bouygues Telecom, BNP Paribas, Capgemini, Coty, Devoteam, Decathlon, Doctolib, General Electric, Lacoste, Leroy Merlin, LVMH, M6 Publicité, Pernod Ricard, Sézane, Sopra Steria Next, Thalès, Turner and Townsend, Volkswagen, Wavestone.

## 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

**Make an appointment**



**More details about the programme**



## MSC SPORT, EVENT & HOSPITALITY MANAGEMENT

On the French Riviera, home to numerous sports organisations and major events, join us and learn in an industrially focused, practical way.

### Programme outline

The MSc in Sport, Events & Hospitality Management will equip you with the knowledge and competences necessary for you to enter your chosen career field rapidly and effectively.

From Day 1, you will learn about the most important issues and developments and how to lead and manage when faced with the challenges they pose. As part of this, you will develop your skills in key areas including decision making, managing people, deploying technology, and data analysis.

Our teaching is highly practical and always industrially focused – we are single-minded in preparing you for the workplace. Accordingly, you will engage in live company projects, meet with industry professionals, participate in business simulations, disseminate your work amongst key industry stakeholders, and make site visits to relevant organisations.

Throughout our programme, teaching and learning takes place on a multidisciplinary basis. You will develop an in-depth understanding of consumers, but also of employees, business partners, and government officials. You will learn how to formulate and implement strategy, but also how to manage tactically as well as how to deal with problems and crises.

### Why choose this programme

Our MSc in Sport, Events, and Hospitality Management is the direct outcome of extensive consultations with industry professionals, academics, and other key stakeholders. Drawing from their insights, we have created a programme that addresses the most important issues and challenges currently facing these industries.

Amongst the issues and challenges, we examine are how cities compete to host major sport, business, and cultural events; how professional sports clubs make money; how hospitality contributes to consumer experiences, as well as many others.

In one class you may find yourself considering the benefits and pitfalls for a sport sponsor of doing business in Qatar. In another class, you might be planning a ten-year strategy for a major hotel brand or designing a New York-based event that combines music, fashion, and lifestyle decisions. Otherwise, you could be asked to formulate environmental policies for mega-events staged on the Cote d'Azur.

Whatever the issue, challenge or class, our programme is delivered with practical solutions and industrially relevant outcomes in mind. Our goal is, on graduation, that you will be able to make a seamless transition into the world of work.

Accordingly, we will help equip you with people management and financial management skills. You will be introduced to radical and transformative ways of thinking and working. And you will learn how to negotiate, strike deals, and sell.

At the same time, we will ensure that you are exposed to the very latest thinking in fields such as sport marketing and event programme management, hospitality business models and service design, and more.



**Intakes:** September & January

### Campuses:

› Sophia Antipolis

### Tuition fees

- › One-year MSc: €18,000
- › Two-year MSc option: €35,000 (total fees for two years' tuition)

# 95%

found a job in less than six months

## €38,000

Average salary after graduation

**Recruiting companies:** Club Med, L'Hôtel Molitor, Nestlé, L'hôtel du Collectionneur, L'Hôtel Molitor, Le Cojo Paris 2024, META, Pernod Ricard, Shenzhen Smart Manufacturing International Exhibition & Convention, Smartbox, Suisse Tourisme, Tactic Event.

## Testimony



**“My time in the MSc Sport, Event & Hospitality Management at SKEMA was so rewarding!**

We had the opportunity to work on meaningful

projects for real-world clients, and were led by professors who are currently working as event and tourism professionals.

Not only this, but we got to travel to Paris last semester on a study trip, where we learned and experienced advances in event and tourism technologies.

This “real-world” approach prepared me for my internship in event management, where I am working as an assistant event manager, planning a variety of business events in the south of France.,,

**Katie Seabolt,**  
MSc Sport, Event & Hospitality Management 2021-22

**Make an appointment**



**More details about the programme**



## MSc STRATEGIC MANAGEMENT CONSULTING

### A highly selective programme aligned with the needs and requirements of top consulting firms

The MSc in Strategic Management & Consulting prepares participants to join major strategy consulting firms as well as the strategy departments of the largest companies worldwide. Participants will have the opportunity to develop and enhance their strategic thinking, analytical skills, quantitative approach, and problem-solving abilities.

Additionally, the programme focuses on improving presentation, communication, and social skills, which are essential for working effectively in a consulting team within corporate strategy.

The programme is highly selective and demanding, as it is designed to align with the needs and requirements of top consulting firms for their recruitment processes.

#### Programme outline

The programme combines core courses on strategic management with specific modules dedicated to developing the consulting skills of the participants. This is achieved through working on strategic consulting projects and sharing experiences with members of top consulting firms.

A final master's thesis allows participants to delve into personalised topics that can prepare them for the next step in their careers in strategic management.

The fundamentals of strategic management are taught in Fall semester, with a strong emphasis on corporate strategy, strategic marketing, corporate finance, as well as organisation, economics, and quantitative methods. The most advanced courses take place in the Spring semester, with a focus on corporate valuation, mergers and acquisitions (M&A), leadership as well as the strategic challenges of digital innovation and environmental, social, and governance (ESG) considerations for companies.

The programme also incorporates a four-day study trip during which students visit leading consulting firms and participate in team activities and workshops.

#### Career opportunities

Upon completion of the programme, graduates can pursue various career paths, including:

- ▶ Business Analyst or Junior Fellow
- ▶ Associate Consultant
- ▶ Consultant
- ▶ Project or Case Team Leader

#### Why choose this programme?

- ▶ This programme offers a unique blend of theoretical knowledge and practical application. It has been designed with the support of experts from top consulting firms, notably from MBB, who also deliver some of the modules. The programme provides a practical and real-world dimension for the participants. Graduates emerge not only as strategic thinkers but also as adept problem solvers and effective communicators
- ▶ In addition to core courses in strategic management, the programme includes specific modules aimed at developing participants' consulting skills through hands-on strategic consulting projects and experience sharing with members of leading consulting firms. The programme offers immediate industry relevance as well as unique networking opportunities, giving them a firsthand understanding of how strategies are devised and implemented in real-world business environments.
- ▶ Beyond content knowledge, the programme places a strong emphasis on the case study methodology, which is integral to the interview processes of major strategy consulting firms. Participants have access to a unique "Consulting Club" where they can learn and practice business case interviews. This practical experience builds confidence, ensuring participants are well-prepared and self-assured during actual consulting job interviews

The programme incorporates the latest trends in technological innovation, particularly the implementation of Artificial Intelligence, including generative AI, to prepare participants for the evolving landscape of consulting and strategic management. It also integrates the practical use of digital tools and analytics in real-world projects, in line with the current requirements of strategic management consulting firms. This ensures that participants remain at the forefront of technological advancements in the field of strategic management and consulting, enhancing their strategic thinking and problem-solving skills within the context of the digital age. Such proficiency is highly esteemed in the realm of strategic management consulting. Additionally, the programme offers a global perspective, capitalising on its diverse student body and faculty, a vital component for success in today's interconnected business environment.

NEW

Intakes: September

#### Campuses:

- ▶ Paris

#### Tuition fees

- ▶ One-year MSc: €25,000
- ▶ Two-year MSc option: €42,000 (total fees for two years' tuition)

Make an appointment



More details about the programme



#### Selection criteria

To be considered for the programme, applicants should meet the following criteria:

- ▶ Demonstrated academic excellence
- ▶ Previous experience in strategy consulting (internships, etc.)
- ▶ Strong analytical abilities and problem-solving skills
- ▶ Proficiency in programming, including Excel and other relevant tools
- ▶ High level of English proficiency



## 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: United Nations, Paris Europlace, Bpifrance, SFAF, ORSE, La Financière de l'Echiquier, Skaleet.
- ▶ 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.

Intakes: September & January\*

### Campuses:

- ▶ Paris

### Tuition fees

- ▶ One-year MSc: €18,000
- ▶ Two-year MSc option: €35,000 (total fees for two years' tuition)

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

### Corporate partners:



Make an appointment



More details about the programme



## ACADEMIC DIPLOMA PROGRAM IN DIGITAL MARKETING & ENTERTAINMENT OR MUSIC BUSINESS

### A digital marketing background with a specialisation in entertainment or music business

#### Program outline

SKEMA and the prestigious US university UCLA Extension offer a program 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 or music industry sectors.

All students follow a common program in digital marketing to which they can add the specialisation of their choice:

► **Business & Management of Entertainment:** 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. Video content platforms like Netflix, Amazon Prime, Disney+, and the industry on a larger scale, have accelerated the need for content and its promotion. This has created new opportunities for students.

► **Music Business:** As the music industry develops rapidly, the Music Business Certificate serves both aspiring and established music industry executives, artists, producers, managers, songwriters, and publishers who need up-to-date information on the principles of the music industry in the areas of A&R, touring, marketing, legal issues, publishing, and artist management.

UCLA is ranked 13<sup>th</sup> 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 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 practical knowledge of the actual business, with the aim of facilitating students' transition into the professional world. Internationally recognised credits are attached to all UCLA Extension programs.

#### Career opportunities

Many jobs are already available or will be in the near future. Depending on the chosen specialisation, students will understand and apply functions in accounting and finance, legal fields, data analysis, influencer marketing and all professions linked to content strategy or social media, entertainment content marketing and distribution, in pre- and post-production, in film direction and production, music industry executives, producers, managers, songwriters, and publishers, touring and artist management.

#### Why choose this program

- 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 + Business & Management of Entertainment or Music Business Certificate. A "certificate" is a program 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 program: Digital Marketing in the US and Hollywood Workshop

#### Students will benefit from:

- A practical, real-world approach to each field of study.
- An opportunity to study with American 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 program and F-1 visa
- Blend of day-time and evening courses
- Mix of private cohort courses and open enrolment
- UCLA and UCLA Extension classrooms

Intake: September

#### Campuses:

- UCLA Extension, Los Angeles

#### Tuition fees

- Doing this diploma program as part of the Two-Year MSc/DESMI\*: €47,000 (these are the total fees for the two years' tuition)
- For students from SKEMA's BBA or ESDHEM programs, these fees are reduced to €45,500.

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

## UCLA Extension

### Testimony



"This final year of the Master's programme has been an incredibly enriching experience."

After completing the first year of my Master's degree, a blend of audiovisual industry internships and a 6-month stay in Canada, I entered the SKEMA and UCLA double master in entertainment and marketing. This final year deeply enriched me professionally, personally, and emotionally. In Los Angeles, I worked on film projects while simultaneously studying theory through the Business & Management of Entertainment certification, covering areas like post-production, production, and scriptwriting, further fueling my passion for the industry.

As a marketing consultant, I honed my skills in SEO, international marketing strategy, and social networking, thanks to the programme's marketing certification. This programme also fostered invaluable connections since many instructors are industry professionals. These connections boosted class confidence and applied learning. During this last year, I directed my debut short film, made possible with support from my SKEMA peers - an unforgettable experience facilitated by this programme.,,

#### Jeanne Berceron,

Academic Diploma in Digital Marketing and Business & Management of Entertainment 2022-23

#### Make an appointment



#### More details about the program



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

# ADMISSIONS

## Masters of Science

### ENSEIGNÉS EN ANGLAIS

Inscriptions en ligne:  
<https://myskemapply.skema.edu>



Label reconnu et certifié par l'État, permettant de garantir la qualité des dispositifs d'accueil offerts aux étudiants internationaux.



### Critères et niveau requis

#### Programme en deux ans - Two-year MSc\*

Peuvent candidater les étudiants ayant un diplôme Bac +3.

#### Programme en un an - One-year MSc\*

Peuvent candidater les étudiants ayant un diplôme Bac +4 ou niveau équivalent universitaire en faculté + 2 mois minimum d'expérience professionnelle (pour le MSc Financial Markets and Investments, 6 mois minimum d'expérience professionnelle).

Dans certains cas, un bac+3 avec une expérience professionnelle significative d'au moins deux ans peut être accepté.

\* Les candidats titulaires d'un Bachelor indien sont éligibles au One-year MSc s'ils ont plus de 3 ans d'expérience professionnelle et au Two-year MSc s'ils ont moins de 3 ans d'expérience professionnelle.

### Tests de langue anglaise à présenter obligatoirement pour valider le dossier/la candidature

Les étudiants anglophones ou ayant étudié ou travaillé pendant au moins 2 ans dans un pays anglophone peuvent être exemptés.

Un score dans l'un des tests de langue anglaise suivants :

- ▶ TOEFL IBT(71), TOEFL ITP(530), IELTS(6), TOEIC(810), ICIMS(61, sur demande).
- ▶ Academic Diploma Program in Digital Marketing & Entertainment or Music Business: TOEFL IBT (80), IELTS (6.5), TOEIC(830), Duolingo (105), or iTEP Academic-Plus (4.5).
- ▶ MSc Global Luxury and Management : TOEFL IBT(71), TOEFL ITP(530), IELTS(6), TOEIC(810), ICIMS(61, sur demande).
- ▶ MSc Product Management & UX Design, MSc Entrepreneurship and Design for Sustainability : TOEFL IBT(88), TOEFL ITP (570), IELTS(7), TOEIC(870), ICIMS(67, sur demande).

### Autres tests

- ▶ Un score en GMAT, GRE ou TAGE MAGE n'est pas obligatoire.

### Sélection

La sélection se fait en deux étapes :

**1.** La candidature en ligne (<https://myskemapply.skema.edu>) permet d'avoir une première perception de la pertinence de la candidature et d'évaluer :

- ▶ le niveau académique
- ▶ la motivation du candidat à poursuivre ses études à SKEMA Business School
- ▶ la conformité des objectifs personnels par rapport au programme choisi.

Après soumission de leur dossier, les candidats postulant aux spécialisations FMI, GLM, LHI, AIBT, CFM, AMAIS et SFF passeront un test de présélection (VisioTalent) sous forme d'enregistrement vidéo à réaliser en ligne. VisioTalent est un outil de recrutement en ligne automatisé et facile à utiliser grâce auquel votre inscription ne prendra que 10 minutes.

**2.** Les candidats sélectionnés seront invités à un entretien.

### Pièces à fournir

CV et lettre de motivation en anglais, diplôme(s) ou attestation de présence si diplôme non encore délivré, relevés de notes, passeport, photo d'identité, une ou deux lettres de recommandation, test d'anglais.

ELIGIBLE  
FOR CROUS  
SCHOLARSHIP

### Calendrier

Le recrutement se fait tout au long de l'année et les candidatures sont traitées en continu. Cependant, le nombre de places étant limité, il est conseillé de postuler le plus tôt possible.

▶ **Pour les campus internationaux** : Candidature avant le 7 juin 2024 et inscription avant le 14 juin 2024

▶ **MSc Entrepreneurship & Sustainable Design et MSc Product Management & UX Design** : Candidature avant le 27 juin 2024 et inscription avant le 12 juillet 2024

▶ **MSc Global Luxury and Management** : Candidature avant le 15 avril 2024 et inscription avant le 20 avril 2024

▶ **Academic Diploma program in Digital Marketing and Business & Management of Entertainment** : candidature avant le 15 mai 2024 et inscription avant le 22 mai 2024

### Frais de scolarité pour les MSc

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

▶ **MSc en un an**: 18 000€

▶ **MSc en un an spécifiques** ou programmes doubles diplômes :

- MSc Luxury and Fashion Management: 21 000€
- MSc Financial Markets and Investments, MSc Artificial Intelligence for Business Transformation, MSc Entrepreneurship & Sustainable Design, MSc Product Management & UX Design, MSc Global Supply Chain Management and Procurement, MSc Strategic Management & Consulting: 25 000€
- MSc Global Luxury and Management: 35 000€

▶ **MSc en deux ans** (pour les deux ans d'enseignement) : 35 000€

▶ **MSc en deux ans spécifiques** ou programmes doubles diplômes :

- MSc Luxury and Fashion Management: 38 000€
- MSc Financial Markets and Investments, MSc Artificial Intelligence for Business Transformation, MSc Entrepreneurship & Sustainable Design, MSc Product Management & UX Design, MSc Global Supply Chain Management and Procurement, MSc Strategic Management & Consulting: 42 000€
- MSc Global Luxury and Management: 47 000€

### Frais de scolarité pour l'Academic diploma programme

▶ **Academic Diploma program in Digital Marketing and Business & Management of Entertainment en un an** (cette option en un an n'est proposée qu'aux étudiants BBA de SKEMA): 35 000€.

▶ **Academic Diploma program en deux ans**: Academic Diploma program in Digital Marketing and Business & Management of Entertainment:

- Dans le cadre du Two-Year MSc/DESMI\*\*: 47 000€ (pour les étudiants qui ont déjà fait un programme BBA ou ESDHEM à SKEMA, ces frais sont réduits à 45 500€)

\*\*DESMI: Diplôme d'Etudes Spécialisées en Management International, reconnu par le Ministère de l'Enseignement Supérieur, de la Recherche et de l'Innovation (Bac + 5 - Niveau 7).

### Financements d'études

SKEMA a créé SKADVISOR, un dispositif complet d'accompagnement au financement des études. Au quotidien, une équipe dédiée aux bourses, partenariats bancaires et offres de logements pourra vous accompagner dans vos démarches et trouver, avec vous, la formule financière la plus adaptée à votre situation.

▶ Consultez notre plateforme SKAdvisor :  
[www.skema-bs.fr/skema/a-propos/accompagnement-financement](http://www.skema-bs.fr/skema/a-propos/accompagnement-financement)

▶ Consultez également le guide des bourses pour étudiants français et internationaux :  
[www.skema.edu/programmes/masters-of-science](http://www.skema.edu/programmes/masters-of-science)  
- volet Financing de l'un des programmes MSc



# INFORMATIONS PRATIQUES

## HÉBERGEMENT

### Les résidences étudiantes :

Il existe de nombreuses résidences étudiantes près des trois campus nationaux ainsi que des résidences universitaires. Vous pouvez trouver toutes les informations sur le site [www.skema-bs.fr](http://www.skema-bs.fr).

### D'autres solutions :

Le service logement possède une base de données avec plus de 1 500 logements réservés exclusivement aux étudiants qui souhaitent intégrer l'école.

### Sur les campus internationaux :

Des guides logement sont à disposition des étudiants sur les campus de Belo Horizonte, Raleigh et Suzhou.

### Pour plus d'information :

[www.skema-bs.fr/campus/lille/logement-lille](http://www.skema-bs.fr/campus/lille/logement-lille)

[www.skema-bs.fr/campus/paris/logement-paris](http://www.skema-bs.fr/campus/paris/logement-paris)

[www.skema-bs.fr/campus/sophia-antipolis/logement-sophia](http://www.skema-bs.fr/campus/sophia-antipolis/logement-sophia)

ou

Contactez : [housing@skema.edu](mailto:housing@skema.edu)



Résidence étudiante sur le campus de Sophia Antipolis

## PARCOURS « SPORTIFS DE HAUT NIVEAU » POUR ÉTUDIANTS FRANÇAIS

SKEMA bénéficie d'une convention avec les Directions Régionales de la Jeunesse, des Sports et de la Cohésion Sociale pour l'accueil des Sportifs de Haut Niveau.

Les étudiants sportifs inscrits sur les listes ministérielles peuvent bénéficier d'aménagements (emploi du temps aménagé, report des examens en cas de compétition, heures de soutien...) qui leur permettent d'accéder au diplôme visé tout en continuant leur carrière sportive.

Pour plus d'information contactez :

[natahalie.sanchez@skema.edu](mailto:natahalie.sanchez@skema.edu)



# SKEMA BUSINESS SCHOOL

Belo Horizonte Dubai Lille Nanjing Paris Raleigh Sophia Antipolis Stellenbosch Suzhou

## GLOBAL BBA

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

## ESDHEM

Licence (L2-L3) + Préparation aux Concours  
d'entrée des Grandes Écoles  
▶ Économie-Gestion  
▶ Droit Privé

## PROGRAMME GRANDE ÉCOLE

Grade de Master

## MASTÈRE SPÉCIALISÉ®

Accrédités par la Conférence des Grandes Écoles

- ▶ Expert en Contrôle de Gestion, Audit et Gestion de Systèmes d'Information
- ▶ Manager en Gestion de Patrimoine Financier
- ▶ Manager de la Chaîne Logistique & Achats
- ▶ Manager des Projets et Programmes
- ▶ Manager Marketing Data & Commerce Électronique
- ▶ Chef de Projet Intelligence Artificielle

## TWO-YEAR MSc

## MASTERS OF SCIENCE

### Marketing

- ▶ International Marketing and Business Development
- ▶ Luxury & Fashion Management
- ▶ Global Luxury and Management - *Collaboration avec NYU SPS*
- ▶ Product Management & UX Design - *Double diplôme avec POLIMI Graduate School of Management et POLI.design*
- ▶ Digital Marketing and Artificial Intelligence

### Finance

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

### Management

- ▶ Project and Programme Management & Business Development
- ▶ International Human Resources & Performance Management
- ▶ Global Supply Chain Management & Procurement - *En collaboration avec MIT Center for Transportation & Logistics*
- ▶ Sport, Event & Hospitality Management
- ▶ Research & Management Innovation

### Business & Strategy

- ▶ International Business
- ▶ Entrepreneurship & Innovation
- ▶ Entrepreneurship and Design for Sustainability - *Double diplôme avec POLIMI Graduate School of Management et POLI.design*
- ▶ Artificial Intelligence for Business Transformation - *Diplôme commun avec ESIEA*
- ▶ Business Consulting & Decision Intelligence
- ▶ Strategic Management & Consulting

### Autres programmes

- ▶ Academic Diploma Program in Digital Marketing & Entertainment or Music Business - *Collaboration avec UCLA*

## GLOBAL MBA | INTERNATIONAL TRIPLE DEGREE

LOYOLA X SKEMA X LMU  
(États-Unis/France/Allemagne)

## PhD & PROGRAMMES DOCTORAUX

## GLOBAL EXECUTIVE MBA

## EXECUTIVE MASTÈRE SPÉCIALISÉ®

## FORMATIONS EXECUTIVE POUR DIRIGEANTS

- ▶ Programmes online
- ▶ Programmes courts
- ▶ Programmes sur mesure
- ▶ Programmes diplômants

## SUMMER SCHOOLS

SKEMA BUSINESS SCHOOL

WWW.SKEMA-BS.FR

admissionspostgraduate@skema.edu