

**ICANN
CREACTIVE
BUSINESS
SCHOOL
BACHELOR
IN MANANA
GEMENT**



TOP 1%

of the World's
Business Schools with
Triple Accreditation
AMBA + EQUIS
+ AACSB

1st
LE PARISIEN - RANKING 2020 • BACHELOR IN THE EAST OF FRANCE • LE PARISIEN - RANKING 2020 • BACHELOR IN THE EAST OF FRANCE

3rd
LE PARISIEN - RANKING 2020 • BACHELOR IN FRANCE • LE PARISIEN - RANKING 2020 • BACHELOR IN FRANCE

12th
FINANCIAL TIMES 2019 • BEST MANAGEMENT SCHOOL IN FRANCE • FINANCIAL TIMES 2019 • BEST MANAGEMENT SCHOOL IN FRANCE



**BECOME
A CREATIVE MIND!**

**THE BACHELOR IN
MANAGEMENT
IS AN APPROVED
3-YEAR
BACHELOR'S DEGREE**



**SEE YOURSELF
HERE IN 2020?**

WELCOME!

TO **icn business school ARTEM** ●

Paris La Défense ↔ Nancy ↔ Nuremberg

Bachelor's degree taught in **French** on the Paris and Nancy campuses,
or in **English** on the Paris or Nuremberg (Germany) campuses
(option to spend Y1 and/or Y2 in Nuremberg).

Secure your future by studying at an **elite business school**

The ICN Bachelor is ranked as one of France's top 3 approved bachelor's degrees by *Le Parisien Étudiant - Rankings 2020*. This highly regarded degree is your passport to a future career in business and management. With the ICN Bachelor you will learn the fundamentals of management (economics, law, IT, accounting, management, etc.), key sales, communication and marketing techniques, and acquire a solid general education. **Invaluable tools for your future career!**

Why should I enrol on the **ICN** bachelor's program?

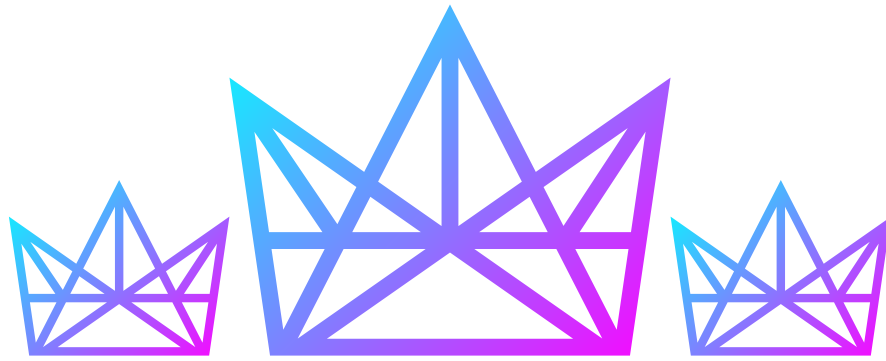
- Benefit from a faculty of highly qualified permanent professors.
- Enjoy the services of an elite business school: Careers and Internships Office, International Relations Office, as well as student support services.
- Add a professional dimension to your studies: up to 16 months of practical experience in a company and talks given by experienced professionals from the business world.
- Quickly get up to speed with French and international management via specializations in luxury, innovation and marketing communications.

Broaden your horizons:

- Explore Germany's business culture by spending 1 or 2 years in Nuremberg with the course taught in English (1st year and/or 2nd year).
- Discover a multicultural environment by spending the 3rd year attending courses taught through English in Nancy among international students.
- Immerse yourself in a different culture by spending 6 months or a year abroad at one of our partner universities.

How to apply?

- Complete the online application form available at **icn-artem.com**
- Provide copies of all original documents (passport, transcripts and diploma)
- Photo, CV / resume and cover letter
- You can attach any additional document that may support your application
- Application fees payable online
- **Admissions from November to July**



ICN BUSINESS SCHOOL

TRIPLE ACCREDITED



ICN Business School was officially awarded AACSB accreditation in May 2020 hence joining the closed circle of **TOP 1% of business schools worldwide to hold triple accreditation – AACSB, EQUIS & AMBA.**

These prestigious seals are the recognition of the highest standards of excellence in our programmes, our strong and unique transdisciplinary positioning – at the crossroads **ART TECHNOLOGY MANAGEMENT** – and the quality and value of our degrees in terms of graduate employability and career opportunities.

OUR DIFFERENT ACCREDITATIONS AND CERTIFICATIONS



ICN obtained EESPIG (public interest private higher education institution) certification from the French government on 8 June 2016, as featured in the Official Bulletin on 07 July 2016.



Approved by the French Ministry of Higher Education: ICN's Bachelor in Management program has been approved by the French Ministry of Higher Education and Research, and is a recognized bachelor's degree.



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



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



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



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

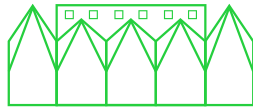
icn business school ARTEM

key figures



3,000

students



3

Bachelor's program
campuses:
Paris La Défense, Nancy
& Nuremberg



15,000

graduates



111

partner universities
worldwide



+ **40**

student
associations



30

years of one-on-one
support



130

business partners



110

administrative staff



73

permanent professors and
70% come from abroad



20

associate professors



330

experts in their fields



15

databases, including
Bloomberg, Ebsco
and ABI Proquest



91%

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



3

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



3 QUESTIONS

to **Alexandra Tosello**,
Bachelor's Program Director!

1 IN YOUR VIEW WHAT ARE THE BACHELOR PROGRAM'S 3 KEY STRENGTHS?

- A high-quality education that covers the fundamentals of management, sales, communication, and marketing techniques, and confronts students with a variety of real-life situations via mock exercises such as the economic research project or the advocacy exercise.
- Broadening your horizons on a global scale by studying at one of our partner universities and the broad range of company internships on offer.
- Personal development thanks to the one-on-one support provided during the program, and by being actively involved in a student association, not forgetting the various seminars and internships on offer, all of which supplement the academic course itself and make the student's experience a more enriching one in general.

2 WHAT'S NEW IN THIS ACADEMIC YEAR?

- The program will be launched at CNIT La Défense in Paris, with the option of taking the course in French or English.
- A broader international scope with a wider range of opportunities to study abroad.
- Even more business internship opportunities.

The 1st year at Artem focuses on developing cross-disciplinary skills and the joined-up thinking that future leaders require.

- The 1st year at Artem focuses on developing crossdisciplinary skills and the joined-up thinking that future leaders require.
- A special focus on SD/CSR concepts in education in line with the United Nations Global Compact.

3 ANY ADVICE FOR FUTURE STUDENTS?

Remain true to yourself! It's important to come as you are and let your personality shine through. The recruitment interview will help, along with active listening and support from those involved. Think beforehand about the areas of activity you are interested in and that you would like to focus on in your future career.

***Be yourself!
It's important to come as
you are and let your personality
shine through.***

This will provide you with some avenues to explore and incorporate into the ICN Bachelor program. The professors and business professionals will then help you to customize your course to match the choice you make!



↑ Our entire teaching and administrative staff look forward to welcoming you in 2020!

7

good REASONS to join us!

1

ARTEM
20
ANS

THE ARTEM ALLIANCE: AN ALLIANCE UNIQUE IN FRANCE

Incorporating the Nancy School of Art, ICN Business School Artem and Mines Nancy, and first established in 1999, today, these three schools share the same 97,000 m² campus in Nancy. The campus is home to 3,500 students, 300 administrative and technical staff, and 153 lecturers and researchers as well as a university canteen, a media library and ultra-modern student accommodation. Artem also gives you the chance to spend 3 years studying alongside engineering and arts/design students.



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



2

INTERNATIONALLY RECOGNIZED

At ICN, you will be exposed to a revolutionary way of learning and a new culture over the course of one academic semester abroad. The university also has a campus in Berlin. 17 double degrees, 1 triple degree, 119 partner universities, with 38% of the program's students from outside France. 70% of permanent professors are from abroad.



↑ International Forum and "Foire du Québec"

3

AN ACTION-ORIENTED EDUCATIONAL APPROACH

Each year you will have to make decisions about the direction you want to take as you customize your curriculum, choosing from associations, projects, outdoor seminars, educational activities and Artem workshops: the option to work towards recognized external professional certifications (AMF, IRE, etc.); a wide selection of double degrees in France and abroad with elective modules that will help you to build a unique profile and define your future career path.



4

ONE-ON-ONE SUPPORT FOR EACH OF OUR STUDENTS

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



5

EXCELLENT RELATIONSHIPS WITH THE CORPORATE WORLD

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

6

A SOCIALLY ENGAGED BUSINESS SCHOOL

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

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



7

STATE-OF-THE-ART CAMPUSES

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

ONE PROGRAM, **3 icn CAMPUSES** in EUROPE!

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



PARIS: CNIT LA DÉFENSE

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

La Défense in figures:

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



NANCY

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



NUREMBERG

Nuremberg has a population of over half a million and is both Bavaria's second city and the largest urban centre in Middle Franconia, a region renowned for its nature, history, architecture, and wide array of cultural events. The charm of its picturesque medieval architecture, paired with its modern vibe and economic, industrial, and technological prowess, make Nuremberg one of southern Germany's most important cities. The ICN campus is a short walk from the historic centre, so in just a few minutes you can enjoy Nuremberg's finest sights and events, including its famous Christmas market.



FUTURE MANAGERS, **BROADEN YOUR HORIZONS!**

The ICN Bachelor network: **88 partner universities in 40 countries**
and **10 double degrees!**

ARGENTINA

- ▶ Universidad Argentina de la Empresa UADE - Buenos Aires

AUSTRALIA

- ▶ Canberra University - Canberra

BELGIUM

- ▶ Hautes Études Commerciales - Liège
- ▶ Institut Catholique des Hautes Etudes Commerciales - Bruxelles

BRAZIL

- ▶ FACAMP
- ▶ Universidade Federal do Rio Grande Do Sul

CAMBODIA

- ▶ National University of Management - Phnom Penh

CANADA

- ▶ Acadia University - Wolfville - Nova Scotia
- ▶ Carleton University - Ottawa
- ▶ Concordia University - Montréal
- ▶ King's University College at Western University - London, Ontario
- ▶ Université de Moncton, Nouveau Brunswick
- ▶ Université de Sherbrooke
- ▶ Université du Québec à Montréal (UQAM)
- ▶ Université du Québec à Trois-Rivières (UQTR)
- ▶ University of Regina, Saskatchewan

CHINA

- ▶ Shanghai Jian Qiao University - Shanghai
- ▶ University of International Business and Economics UIBE - Pékin
- ▶ Shaanxi Normal University, School of International Business - Xi'an City
- ▶ Southwestern University of Finance and Economics - Chengdu
- ▶ University of Macau
- ▶ Xi'an International Studies University - Xi'an City
- ▶ **China University of Geosciences - Wuhan (DD)**

COLOMBIA

- ▶ Universidad de Los Andes - Bogota
- ▶ Universidad Autonoma de Occidente

CROATIA

- ▶ Zagreb School of Economics and Management - Zagreb

CZECH REPUBLIC

- ▶ University of Economics and Management VSEM - Praha

DENMARK

- ▶ Aarhus University

FINLAND

- ▶ Turku University of Applied Sciences - Turku
- ▶ University of Vaasa - Vaasa

GERMANY

- ▶ Hochschule Düsseldorf - Düsseldorf (HSD)
- ▶ Technische Hochschule Nürnberg Georg Simon Ohm - Nürnberg

- ▶ Universität Trier - Trier
- ▶ University of Cologne, Faculty of Management, Economics and Social Sciences - Köln
- ▶ **Westfälische Wilhelms - Universität Münster (DD)**
- ▶ **Europa Universität Viadrina Frankfurt - Frankfurt Oder (DD)**

GREECE

- ▶ Athens University of Economics and Business - Athens

GUATEMALA

- ▶ **Universidad Francisco Marroquin - Guatemala (DD)**

HUNGARY

- ▶ IBS Budapest - Budapest

INDIA

- ▶ Indian Institute of Management - Indore

IRELAND

- ▶ University College - Dublin
- ▶ **National University of Ireland (NUI Galway), Galway (DD)**

ITALY

- ▶ Università Cattolica Del Sacro Cuore - Milan
- ▶ Università Degli Studi di Bologna
- ▶ Università Degli Studi di Torino
- ▶ Università di Firenze
- ▶ Libera Università Internazionale Degli Studi Sociali (LUISS) - Roma

JAPAN

- ▶ **Nagoya University of Commerce and Business (DD)**

LEBANON

- ▶ Université Saint Joseph - Beyrouth

LITHUANIA

- ▶ Vilnius Gediminas Technical University (VGTU) - Vilnius

LUXEMBOURG

- ▶ Université du Luxembourg

MALAYSIA

- ▶ Putra Business School

MOROCCO

- ▶ Groupe ISCAE - Casablanca

MEXICO

- ▶ ITESM Monterrey - Monterrey + Campus Cuernavaca, Guadalajara, Monterrey
- ▶ Universidad de las Américas - Puebla
- ▶ Universidad La Salle Mexico - Mexico City + Campus Cancun, Cuernavaca, Pachuca, Mexico
- ▶ Universidad Tec Milenio + Campus Cancun, Merida, Queretaro, Las Torres (Monterrey)

NETHERLANDS

- ▶ Hanse Polytechnic Groningen - Groningen
- ▶ Radboud Nijmegen University - Nijmegen

PERU

- ▶ Universidad San Ignacio de Loyola - Lima



POLAND

- ▶ Warsaw School of Economics - Warsaw
- ▶ Kozminski University

PORTUGAL

- ▶ Instituto Superior de Ciências do Trabalho e da Empresa - Lisboa

RUSSIA

- ▶ Economic Academy G. Plekhanov - Moscow (DD)

SLOVENIA

- ▶ University of Ljubljana

SOUTH KOREA

- ▶ Chung-Ang University - Seoul
- ▶ Sung Kyun Kwan University (SKKU) - Seoul
- ▶ Hanyang University Business School - Seoul (DD)
- ▶ Kyungpook National University, School of Business - Daegu (DD)

SPAIN

- ▶ Universidad Autónoma de Madrid
- ▶ Universidad Carlos III - Madrid
- ▶ Universidad de Sevilla

SWEDEN

- ▶ Hogskolan i Lulea - Lulea
- ▶ Linnaeus University - Campus Växjö (DD)
- ▶ Umea Universitet - Umea

SWISS

- ▶ ZHAM School of Management and Law - Winterthur

TAIWAN

- ▶ National Cheng Kung University - College of Management
- ▶ Yuan Ze University - College of Management

THAILAND

- ▶ Thammasat University - Bangkok

TURKEY

- ▶ Sabanci University

UNITED ARAB EMIRATES

- ▶ University of Dubai, Dubai

UNITED KINGDOM

- ▶ University of Bath
- ▶ University of Sussex - Brighton

UNITED STATES

- ▶ Bloomsburg University - Bloomsburg
- ▶ California State University - Northridge
- ▶ Indiana University of Pennsylvania
- ▶ University of Central Florida - Orlando
- ▶ University of Cincinnati
- ▶ University of North Dakota - Grand Forks
- ▶ University of Vermont - Burlington
- ▶ University of Washington - Seattle

DD = double degree

THE INTERNATIONAL DIMENSION OF THE BACHELOR ALSO INCLUDES:

STUDYING IN ENGLISH AT THE NUREMBERG CAMPUS IN THE 1ST AND/OR 2ND YEAR *(conditions apply)*

This is a European pathway where you will be immersed in a German-speaking environment whilst following all classes in English.

AN INDIVIDUALLY TAILORED 3rd YEAR PROGRAM IN CHINA *(conditions apply)*

Partnership with Shanghai University: option for a group of 3rd year students to follow a special program for one semester, with classes in Chinese language, culture, and civilization, as well as in business and management.

INTERNATIONAL WEEK *(International and Artem)*

A week of management and multidisciplinary classes taught in different languages aimed at 2nd and 3rd year students. All of the classes are delivered by guest lecturers from our partner universities and schools. This international week is an opportunity for you to experience a variety of learning methods and techniques from guest lecturers who have travelled from across the world to share their ideas.

AN INTERNATIONAL FORUM

Presentation of partner universities to French students who are interested in studying in another country, in cooperation with international students from those establishments who are enrolled on campus.



Studying at ICN Business School is defined by immersion in a multicultural environment, with students and professors from around the world, and an opportunity to discover the economic styles and teaching offered by our prestigious international partners. At its core, the Bachelor in Management is an international program, and all our students are well prepared for a global career upon graduation!

Frédérique Boutin
International Relations Manager

TAKE AN ACTIVE ROLE in designing **YOUR study path!**

Bachelor's degree taught in **French** on the Paris and Nancy campuses, or in **English** on the Paris or Nuremberg (Germany) campuses.



PARIS, NANCY or NUREMBERG
(Option to spend Y1 and/or Y2 in Nuremberg)

IN YEAR 1

→ ACQUIRING THE FUNDAMENTALS OF MANAGEMENT

SEMESTER 1

- ▶ Tools and methods 1
- ▶ Economic and legal environment
- ▶ How a company operates
- ▶ Marketing – Sales
- ▶ Communication, foreign languages and personal development
- ▶ LV1 English
- ▶ LV2 German, Spanish, Italian

SEMESTER 2

- ▶ Tools and methods 2
- ▶ Economic and trading environment
- ▶ Personal development and broadening horizons
- ▶ Communication and foreign languages
- ▶ LV1 English
- ▶ LV2 German, Spanish, Italian

INTERNSHIP

- ▶ Discovering the company internship

SEMINAR

The "Personal development" seminar aims to boost selfawareness and creativity.

Subject to change.



IN YEAR 2

→ CONSOLIDATING KNOWLEDGE AND SKILLS

SEMESTER 1

- ▶ Economic and legal environment of the company
- ▶ Tools and methods 3
- ▶ Marketing – Sales
- ▶ Foreign languages and preparation for the TOEIC/ TOEFL exams
- ▶ Discovering the company

SEMESTER 2

- ▶ Business environment – Logistics
- ▶ Marketing – Distribution
- ▶ Personal development and broadening horizons
- ▶ Sales challenge
- ▶ Foreign languages
- ▶ Student association or professional project

INTERNSHIP

- ▶ Management internship
- ▶ Practical application of the lessons taught in class and a focus on the different roles within a company

Subject to change.

IN YEAR 3

→ SKILLS ACQUISITION AND/OR BROADENING OF INTERNATIONAL HORIZONS

→ INDIVIDUALLY TAILORED PROGRAM

Study path 1

Skills acquisition + internship or international exchange

SEMESTER 1

September → December

- Core courses
- Feedback and assessment seminar

PROFESSIONALIZATION MODULES (NANCY)

- International affairs
- Business communication
- Banking and Insurance

PROFESSIONALIZATION MODULES (PARIS)

- Luxury management
- Innovation Marketing

SEMESTER 2

January → August

COMPANY INTERNSHIP

- 5 to 6 months
- Dissertation

OR

INTERNATIONAL EXCHANGE

Study path 2

International exchange + internship

List of partner universities pp. 12-13

SEMESTER 1

September → December

- Study at an international partner university

SEMESTER 2

January/February → August

LONG-TERM INTERNSHIP

- 6 months
- Dissertation



Study path 3

English Track



Program taught in English at the Nancy campus

SEMESTER 1

September → December

- Core courses

SEMESTER 2

January → May

- Core courses

CONFERENCE SERIES

OR

SHORT-TERM INTERNSHIP

- 2 to 3 months

Study path 4

International double degree

9 double degrees available, see list on pp.12-13

SEMESTER 1 & 2

September → June

- Year spent at an international partner university to obtain a double degree



← ↑ Artem Project Module - Bachelor Y1

PROFESSIONALIZATION MODULES

- THESE MODULES ARE ONLY AVAILABLE DURING SEMESTER 1 OF STUDY PATH 1
- THEY ARE OFFERED IN PARIS LA DÉFENSE OR NANCY ARTEM

NANCY ARTEM



INTERNATIONAL AFFAIRS

The "International Affairs" course is for students interested in import/export and international trade. It includes several modules entirely dedicated to intercultural negotiations with countries in Latin America and Europe as well as Russia and China.

BUSINESS COMMUNICATIONS

"Business Communications" provides students with the conceptual tools and in-depth knowledge that they need in an area of critical importance to businesses. Students will also discover the features and activities associated with business communication, and the roles synonymous with this line of work. The course themes are divided into five modules and cover all aspects of communication, from the fundamentals of business communication to specific types (luxury, sponsorship, public relations, internal, crisis and international communications), as well as creative advertising, design thinking, direct marketing, digital agencies, social media, viral and "buzz" marketing.

BANKING AND INSURANCE

The aim is to develop a solid foundation in the various fields of this key sector of activity, one that is currently experiencing significant change.

The course comprises 5 modules: Economics and Banking/ Insurance Economics/Wealth Management/Banking: A Holistic Approach/AMF Certification.

These represent the diverse skills required to perform at a high level in the finance sector. Banks are distinctly different to other companies, and students will analyse these financial institutions from an accounting angle, before focusing on a range of other areas (organizational aspects, fintech, digitalization, marketing, HR, CSR, etc.). Students will also learn about and gain an insight into the main financial products in banking/finance and insurance.

This specialization has a strong vocational element: one of the modules focuses on AMF (Financial Markets Authority) certification, a legal requirement in many banking sectors and therefore a useful addition to your CV. This broad training is reinforced by the involvement of a wealth manager: this module shows how important sales, analysis and technical skills, as well as an understanding of related areas such as tax law, are for those working in the finance industry.

PARIS LA DÉFENSE

LUXURY MANAGEMENT

The aim of the "Luxury management" specialization is to develop skills in the marketing of luxury products and services. The course focuses on Luxury retail management and merchandising (visual merchandising in particular), the customer's in-store experience and customer service, how an effective store manager manages a team of sales advisors and establishes and monitors KPIs (Key Performance Indicators).

MARKETING AND INNOVATION

The "Marketing and Innovation" specialization is designed to teach future managers how to launch new products and to understand, and then apply, innovation theories and practices (marketing, communication and distribution). The aim is to equip students with innovation tools and processes, setting this innovation in a cross-disciplinary and fast-changing corporate and workplace context.



INTERESTED in A **bac +5 MASTER'S DEGREE?**

After your Bachelor in Management, ICN Business School Artem offers you the chance to continue your studies with various Master's degree programs!

MASTER IN MANAGEMENT PROGRAM (NANCY)

Program in general management with 16 specializations to choose from, over 30 double degrees with universities including IAE Nancy or Metz, and 17 double degrees, including one triple degree, with international partner universities.

→ With the Master in Management program, enrol in one of the 14 specializations on offer and receive a double degree (ICN degree + MSc in your specialization of choice as an M2 master's degree)!

Admissions : Complete the online application form available at icn-artem.com

AUDIT (NANCY)

CORPORATE FINANCE* (NANCY)

CREATIVE AND CULTURAL INDUSTRIES MANAGEMENT (NANCY)

DIGITAL MANAGEMENT* (PARIS)

DIGITAL TRANSFORMATION MANAGEMENT (BERLIN)

DISTRIBUTION AND E-COMMERCE* (NANCY)

FINANCE AND RISK MANAGEMENT (BERLIN)

INTERNATIONAL BUSINESS DEVELOPMENT (NANCY)

INTERNATIONAL MANAGEMENT - MIEX (NANCY)

LUXURY AND DESIGN MANAGEMENT (NANCY)

MARKETING AND BRAND MANAGEMENT (BERLIN)

OFFER DESIGN AND INNOVATION* (NANCY)

PERFORMANCE MANAGEMENT* (NANCY)

TALENT MANAGEMENT IN ORGANISATIONS (NANCY)

* Taught in French.



↑ Team building and self-awareness seminar, Y1 of the Master in Management program – Longemer (Vosges)



↑ Bachelor in Management's official mascot

icn with you **All The Way!**

PEPS (Professional Experience and Personal Support) brings together a host of activities geared towards **students' personal development** (seminars, student associations, personal and professional tutorial support). It is one of the school's key strengths.

GUIDANCE AND SUPPORT

TUTORING

From day one of your studies, an **ICN permanent professor** will be allocated to you as your personal academic tutor and point of contact. You can **ask** your tutor questions about your subject choices and **he or she will also be on hand to support you during your internships.**

PERSONAL DEVELOPMENT

If you would like to **gain a better understanding of your strengths**, develop your skills, or fine-tune your **career path**, the school also offers the services of a psychologist. With help from **a range of tools** (interviews, aptitude and personality tests, etc.), he or she can help you make the right decisions about your future career.

ONE-ON-ONE SUPPORT

If you encounter personal difficulties, there is a psychologist at the school who can **help** by appointment. In keeping with the psychologist's code of practice, these sessions are completely **confidential.**

COACHING SESSIONS

In addition to the career guidance services mentioned above, ICN and its School of Coaching offer students a number of **coaching sessions.**



SEMINARS

The seminars are a source of personal and professional enrichment: finding out who you really are, learning to understand others, working as part of a team and experiencing new situations together with the rest of your year group.

→ All costs incurred by students participating in the seminars are covered by ICN Business School

ASSOCIATIONS

Student Associations are an integral part of the second year of the ICN Bachelor program. One day a week is left free for you to devote yourself to your own project.

The Associations are a means of developing a professional mindset through practical experience:

- ▶ Taking on responsibilities
- ▶ Teamwork
- ▶ Campaigning for financial support
- ▶ Managing a budget
- ▶ Designing a communication strategy...

Each project is mentored and assessed by a member of the ICN faculty.

STUDENTS' UNION

Creates a strong community and energizes student life.

SPORTS OFFICE

Organizes sports activities for Bachelor in Management students.

ICN BACHELOR'S DEGREE PROMOTION

Promotes the program at fairs and forums.

ICN CONCOURS NÉGO

Organizes various work-related events.

ICN MEMORIES

Photographs and films the university's events.

ICN DAKAR

Organizes a humanitarian, cultural and economic trip to Senegal.

ICN WINTER GAMES

Organizes winter sports activities in the mountains (skiing, snowboarding, etc.).

ICN CONSULTING ASSOCIATION



↑ Seminar in Seville 2019 - 3Y Bachelor

FUNDING

SCHOLARSHIPS

For more information, please contact the registration office inscriptions@icn-artem.com or visit icn-artem.com

ICN STUDY SCHOLARSHIPS

ICN awards a scholarship through its Social Affairs Committee and Endowment Fund. These scholarships are means-tested, and successful applicants must comply with a scholarship contract.

- ▶ CROUS scholarship
- ▶ Erasmus + scholarships
- ▶ Grand Est Region – International Mobility Assistance scholarship
- ▶ AQUARIUS® scholarship
- ▶ Franco-German Office for Youth (OFAJ) scholarships
- ▶ DFCG Foundation study scholarship

PARTIAL EXEMPTION OF ICN TUITION FEES

Social fund that provides special assistance to ICN students who face unexpected financial hardship during their studies.

PERSONALIZED PAYMENT SCHEDULES

Option to extend the instalment plan and thereby reduce monthly payments.

BANK LOANS

Partnerships with 3 banking institutions:

- ▶ Caisse d'Épargne
- ▶ Banque Populaire Alsace
- ▶ Lorraine Champagne
- ▶ La Banque Postale

CROUS STUDENT LOAN

- ▶ Guarantee fund that allows certain banks to issue a maximum loan of €15,000.
- ▶ Conditions: available to French or EU/EEA citizens under 28 years of age.

STUDENT JOBS

To finance your studies and get work experience, you can find student jobs adapted to your course timetable. Contact our Careers and Internships Office.

Also visit the central website for student jobs → Jobaviz.fr

ACCOMMODATION

ICN SEARCH PLATFORM

Use our platform to search for accommodation in France or on international campuses: icnartem.studapart.com

UNIVERSITY RESIDENCES

Listed on icn-artem.com > in the International Students Guide

MGEL LOGEMENT

Manages 2 student residences; provides members with offers from private landlords/real-estate agencies.

CAF

Apply for personalized rent subsidies (Aide Personnalisée au Logement) or housing benefits (Allocation de Logement) from the French family allowances fund (CAF).

ACTION LOGEMENT

- ▶ Security deposit assistance
 - ▶ Security deposit advance
 - ▶ Subsidy for students studying on a work/study basis
- www.actionlogement.fr

Finding accommodation in Nancy is easy, with plenty of studio apartments available and an average rental cost of just €450 per month excluding personalized rent subsidies!

A hands-on TEACHING PROGRAM!

AT UNIVERSITY

REAL-LIFE SITUATIONS

- ▶ **SALES CHALLENGE:** prepares you for the largest Francophone sales contest, *Les Négociales*. Over one full day, you and your fellow students will prepare and conduct sales negotiations in front of a panel of professionals. Finalists get to compete in the *Les Négociales* sales contest, which is a springboard for your future career and a popular recruitment event among businesses.
- ▶ Marketing project and market research linked to issues faced by actual companies: you will be tasked with setting up a study-methodology which can be applied in real-life situations (surveys or questionnaires) and presenting your recommendations.
- ▶ Economic research project with a mock business exercise.
- ▶ Advocacy exercise in front of a team of lawyers.
- ▶ Participation in a student association or a business project.
- ▶ Information Technology projects: working in a group to design an app in a professional setting from start to finish.
- ▶ Oral examinations to assess reports or dissertations (held individually or as a group).

MEETINGS WITH POTENTIAL EMPLOYERS

Each year, ICN Business School organizes 2 forum events which are attended by over 100 regional and national businesses who come to recruit their interns and future employees.

Career guidance workshops are organized to help you with your applications (CV, covering letter, professional networking, etc.). These events are excellent recruitment opportunities and offer you a chance to find an internship or job to match your ambitions and skills.



IN BUSINESS

BUSINESS PROJECTS

Students who select the business project option in their 2nd year combine their studies with working in a company for at least one day a week.

This option either replaces or supplements the option of joining a Student Association.

The business project has the twofold advantage of allowing you to follow through a project or company assignment for a full academic year from September to April without disrupting your education and offers the possibility of remuneration.



INTERNSHIPS

Internships are a compulsory part of the program and are scheduled for the end of each academic year, with each one characterized by a well-defined objective.

CAREERS AND INTERNSHIPS OFFICE

- ▶ Facilitates links between students and professional recruiters.
- ▶ Responds to the needs of companies who require enthusiasm and a positive professional outlook from students.
- ▶ Organizes Company Forum events and advice workshops on a variety of themes: CV, cover letter, networking, job interviews, internships abroad, etc.
- ▶ Supports students in their search for internships and jobs, by mean of dedicated resources such as the ICN's Career Center, a website where students can create their own professional profile and employers can advertise their job and internship offers.

The Career Center also offers a wealth of advice on preparing for an internship in France and abroad, how to apply, information on the legislation, and partner company news (their recruitment days, contests, etc.).

Students can also access videos which offer presentations of various careers and companies, and provide information and guidance regarding their choice of sector and career. orienter.

PARTNER COMPANIES AND EXPERT SPEAKERS

Teaching on the 3rd year professionalization modules is mainly delivered by professional experts from the ICN Bachelor program's partner companies, with over 100 businesses attending the 2 forums.

VALUED BUSINESS PARTNERS



Printemps Nancy is a fashion, beauty and homewares department store that offers an experiential and sensory shopping experience. Housed in a famous historic building in the city centre, it harnesses its retail and managerial expertise to maximize team performance across a range of skills, from sales to logistics, merchandising, human resources, marketing, etc. Customer relations and satisfaction are critically important, as evidenced in the team training and development at the Printemps Académie.

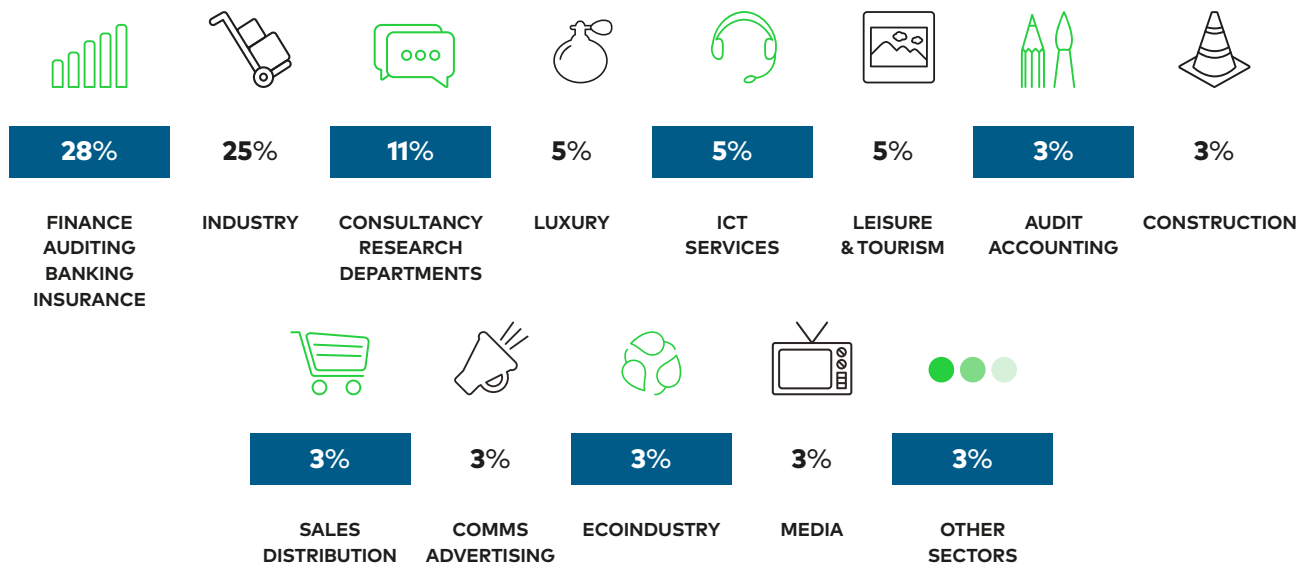
Students have benefited from the close ties that exist between ICN and Printemps, with the store offering internships. These have proven to be a great success, with many ICN graduates moving on to full-time employment within the company.

Rémy Rivière
Business Coordination Manager, Printemps

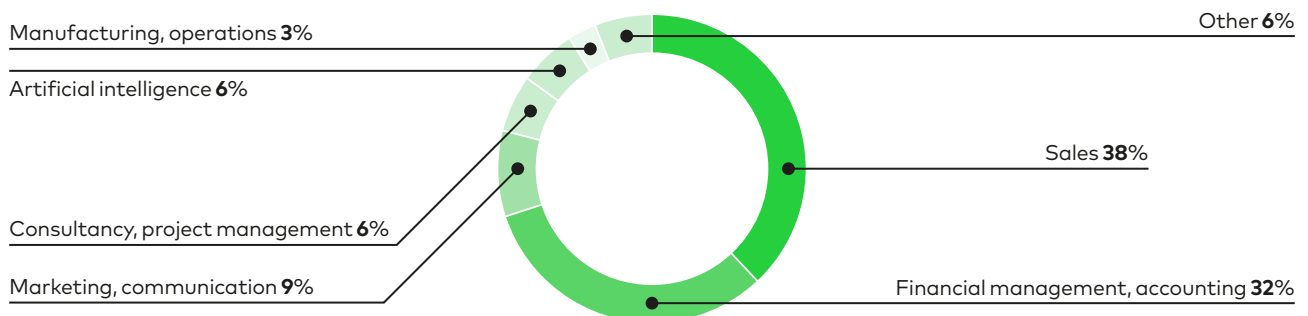
YOUR FUTURE AFTER **BACHELOR'S DEGREE!***

Where do our students work when they leave ICN? ICN graduates are highly sought after by employers. Our graduates demonstrate **open-mindedness**, have strong **persuasive** skills and an ability to **adapt** to different environments. They can put the technical, commercial, and people skills that they have learned at ICN to good use.

JOBS BY SECTOR




WHAT POSITIONS DO THEY HOLD?



GROSS ANNUAL SALARY


€39,592
ON GRADUATING FROM ICN


100% OF GRADUATES
FOUND A JOB IN LESS
THAN 6 MONTHS

EXAMPLES OF GRADUATE CAREERS



↑ Recruitment fairs for internships, apprenticeships and entry-level jobs

JUNIOR MARKETING EXECUTIVE

Helps to implement the communication strategy and marketing operations. He or she ensures that the company's identity and image are respected.

JUNIOR INTELLIGENCE EXECUTIVE

Keeps abreast of the various developments in his or her sector (business intelligence, IT, competition, innovation, law, finance, etc.), issues alert or opportunity reports to the decision-makers in his or her organisation.

EVENTS EXECUTIVE

Designs communication activities for a company or a client, implements them and negotiates budgets.

DIGITAL STRATEGY EXECUTIVE

Develops and rolls out the company's multichannel strategy. He or she designs new digital products and services with internal/external teams and aims to maximize the points of contact between the internet user and the brand.

TRAFFIC MANAGER

Their mission is to optimize all the levers of online traffic acquisition (SEO, partnerships, etc.) in order to increase a website's visibility and generate maximum traffic and revenue.

BUSINESS MANAGER

Operates at the interface between the technical and sales teams. Manages the sales cycle process and provides sales teams with technical support; may also manage procurement with suppliers.

SALES MANAGER

Strives to boost sales of a range of products or services for a given geographical area and/or a category of customers (individuals, professionals, key accounts).

AREA SALES MANAGER

Responsible for growing his or her company's revenue and sales in a specific international area; monitors the market, trends and location for the group's brand, products and services.

ACCOUNT EXECUTIVE

Advises, manages and retains a portfolio of clients to whom he or she sells banking or financial products and/or services.

OPERATIONAL MARKETING EXECUTIVE

Defines his or her company's e-marketing and multichannel strategy (market, product, positioning, distribution) and handles the operational follow-up for projects (online, offline and mobile). He or she contributes to his or her company's optimization, sales growth and profitability.

ASSISTANT PRODUCT MANAGER

Examines competitor products and trends as well as innovation policy. He or she keeps a lookout for new creations and trends in order to define and propose products to meet these changes.

ACCOUNT MANAGER

Along with sales tasks, also manages an account and must establish a partnership with his or her client over time by moving from a transactional relationship to a partnership relationship in order to forge synergies.

PROMOTIONS EXECUTIVE

Plans and organizes activities to boost sales of a product or service. He or she analyses the figures, decides on advertising and promotional activities and coordinates the people and resources involved in campaigns.

SALES PROMOTION MANAGER

Develops activities to attract customers and stimulate the sales of a brand or product. He or she works with marketing and advertising professionals and field sales representatives.

SALES DEPARTMENT MANAGER

Leads a team of managers, defines the sector's qualitative and quantitative objectives, contributing to sales growth on a local or regional level.

AGENCY MANAGER

Implements and oversees the sales policy defined by or with the management, within his or her geographical area and field (market, product, customer segment).

CUSTOMER SERVICES MANAGER

Manages all the tools and techniques designed to capture, process and analyse information relating to customers and prospects, inspiring loyalty by offering them the best service.

100% OF GRADUATES WHO ENTERED THE WORKFORCE AFTER THEIR BACHELOR'S DEGREE FOUND A JOB IN UNDER 6 MONTHS WITH AN AVERAGE SALARY OF €39,592 ON GRADUATING FROM ICN!

(Graduation employment survey 2018)

sharing THEIR...

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

LIVE THE ICN ALUMNI ADVENTURE THROUGH OUR CLUBS AND GROUPS!

GROUPS

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

CLUBS

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

AMBASSADORS

Meet our 70 regional, international and business ambassadors.

MEET OUR ICN ALUMNI!

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

Or contact us at contact@alumnin.com

↓ Afterwork Alumni events are fun and relaxed sessions!



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

...icn EXPERIENCE with you!



Before enrolling on the Bachelor in Management program, I was looking for a course that would meet my expectations and provide me with work experience. After leaving school with a French scientific baccalaureate, I had no specific plans and I needed a diverse program that could help steer my future career. This degree has allowed me to mature and acquire key business concepts while also boosting my creativity and curiosity, thanks in particular to the one-of-a-kind Artem alliance.

The 3 years I spent at ICN Business School Artem were crucial in helping me decide which master's degree to take!

Open-mindedness, commitment and team spirit are the university's values and these perfectly reflect my personality. This is why I decided to study at this university in order to shape my future career. The 3 years I spent at ICN Business School Artem were crucial in helping me decide which master's degree to take, and I'm delighted with my time there!

Anthony Bllaca
Bachelor alumni/Master in Management student – MSc Luxury and Design Management preparatory year



I'm Laura. I come from Armenia. I have known France since my childhood due to Charles Aznavour, Missak Manouchian and other famous French and Armenian people. We are very grateful to France for its support in every way and our countries still have good relations. Before starting my student's life here, I was a high school student in Armenia. I didn't have another diploma and I wanted to benefit from the professional dimension of the ICN Bachelor in Management program. I chose ICN because I had heard that its staff and faculty could give us very good education and we could study the fundamentals of business, marketing, economics and so on. In Nancy I am hosted by a Franco-Armenian family, so I didn't have any problems with finding accommodation. I remember my arrival in Nancy. It was quite amazing because it was my first time in a European city. Nancy is a very beautiful city with magnificent buildings. It is a university city that is full of students from all over the world and I like to communicate with them and get to know more about their culture and traditions. I have been in contact with Globe and Co, ICN's student association for international students. I have participated in their very well organized events, and I hope to continue participating in as many events as possible.

I am really satisfied with my new life in Nancy and particularly the student's life in ICN. I would like to tell the future students that studying abroad is a great chance to become more courageous, more confident and more sociable. It is very important for their future life.

Laura Avetysian
Bachelor student



After meeting with the Bachelor Promotion association at the Studyrama fair, I attended the open day and course immersion day in the final year of my secondary school.

In 2016, I enrolled on the Bachelor in Management through the entrance exam after passing my French scientific baccalaureate. This is when my ICN story began! Discussions with students and those from the professionals gave me a key vision of my future career.

The Bachelor in Management comprised 3 fascinating years packed with real-life situations, taught by professors and experts from the world of business. The internships in France and abroad boosted my confidence.

At the age of 20, I graduated with a Bachelor in Management degree in 2019 and was hired on a permanent contract by the same company I had come into contact with during the business forum and where I completed my final internship!

Solène Gaspard
Bachelor alumni



Hello. My name is Karam, I am Syrian and I study in Nancy at ICN Business School. When I joined the school in 2018, it was a dream come true. I chose ICN Business School because it is renowned and recognized for its programs both in France and abroad. I am keen on studying here, and convinced that the program is a guarantee for a great career. The school is ideally located, close to everything. The campus reminds me of American universities: green areas, brand new buildings, a fancy library, huge lecture halls and other state-of-the-art premises. I benefit from the school's efficient tutoring system and the good ties existing between students and professors. It helped me confront my difficulties with the French language, and was a great aid in defining my plans for the future.

My advice to the future ICN students: persevere, be passionate, and ICN will show you the way to success, should it be in France or at the international scale.

Karam Al Sabbagh
Bachelor student

join us!

- Complete the online application form available at icn-artem.com
- Provide copies of all original documents (passport, transcripts and diploma)
- Photo, CV / resume and cover letter
- You can attach any additional document that may support your application
- Application fees payable online
- **Admissions from November to July**



← ↑ Graduation ceremony 2019 - Metz Congress Center



Join Our Family

icn business school

COME AND MEET US!

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

CONTACT US!

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



↑ Graduation ceremony 2019 - Metz Congress Center



ICN BUSINESS SCHOOL

TRIPLE ACCREDITED



**IF THE WORLD HAS ABSOLUTELY NO SENSE,
WHO'S STOPPING US FROM INVENTING ONE?**

~
LEWIS CARROLL

