

# SK



**SKEMA**  
Grande  
Ecole

SK  
GE

**SKEMA**  
Bachelors

SK  
BA

**SKEMA**  
Masters of  
Science

SK  
MSC

**SKEMA**  
Troisièmes Cycles  
et Masters  
Spécialisés

SK  
MS

## A FEW FIGURES

- 6 500 students
- 166 professors
- 63 million-euro budget
- 30 000 graduates throughout the world
- Over 100 nationalities on SKEMA's campuses
- 367 publications, 350 CNRS stars since 2010
- Over 65 student societies
- 2 masters programmes in the FT 2013 ranking



## KNOWLEDGE MAKES THE DIFFERENCE

SKEMA is a global business school which, through its research and teaching, trains and educates the talented individuals businesses require in the current competitive environment.

At SKEMA we have created resources to deliver educational programmes perfectly suited to the global economic environment. We train adaptable and talented managers who can make a valuable contribution to economic and societal performance while delivering sustainable outcomes.

Our graduates can expand the boundaries of knowledge and innovation. They are at ease working in environments that are multi-cultural and socially diverse.

Our international structure with sites in Asia, Europe and America, enables us to remain in tune with the global business environment and the world of international higher education.

Your success in a world of opportunities lies at the core of the SKEMA development strategy. I give you my personal commitment, on behalf of all the staff at our campuses, to help you achieve this goal.



Alice Guilhon  
Dean,  
SKEMA Business School

## GOVERNANCE

SKEMA Business School is a private establishment of graduate-level business education. It is run according to the 1901 French law governing non-profit-making associations. The association was founded by Lille School of Management and CERAM Business School, which was part of the French Riviera Chamber of Commerce.

### › The Board of Directors and the General Assembly

The Board of Directors is the executive arm of the school. The members are appointed among the General Assembly's

members.

The chairman of the Board of Directors is Bernard Lecomte, regional director of Veolia and deputy general manager of Dalkia, (SKEMA alumnus 1964).

The vice-chairman is Dominique Estève, president of the Provence Alpes Côte d'Azur CCIR (Regional Chamber of Commerce).

Three consultative committees contribute to decision making in SKEMA:

the Strategic Advisory Board (COS), the International Advisory Board (IAB) and the Research Advisory Committee (RAC).

The Board of Directors, the General Assembly and the committees are made up by managers, representatives of the regions where SKEMA is rooted, alumni as well as French and international professors.

### › The Strategic Advisory Board

This board provides SKEMA's Board of Directors with analyses and

recommendations concerning the school's strategy. It is mostly comprised of company directors, several of whom are graduates of SKEMA's founder schools. The chairman is Jean-Philippe Courtois, president of Microsoft International (SKEMA alumnus 1983)

### › The International Advisory Board

This board provides analyses and opinions to assist the Board of Directors in promoting the school's international development.

The chairman is Didier Bonnet, global practice leader, Capgemini Consulting (SKEMA alumnus 1983)

### › The Research Advisory Committee

This committee is made up of well known researchers. It provides analyses and recommendations to the Board of Directors concerning SKEMA's scientific policy.

# AN INNOVATIVE EDUCATIONAL MODEL WITH STRONG VALUES

## SKEMA'S mission

To educate and guide high-achieving students and practitioners from a variety of backgrounds in their professional and personal development so that, while respecting ethical and responsible principles and practices they can:

- > Evolve successfully in a multicultural context and in a globalised knowledge economy in organisations of any size, in any country
- > Contribute to the development and the sustainable performance of their organisations through their ability to innovate, their technical skills and their cross-disciplinary and international culture

To this end, the school emphasises:

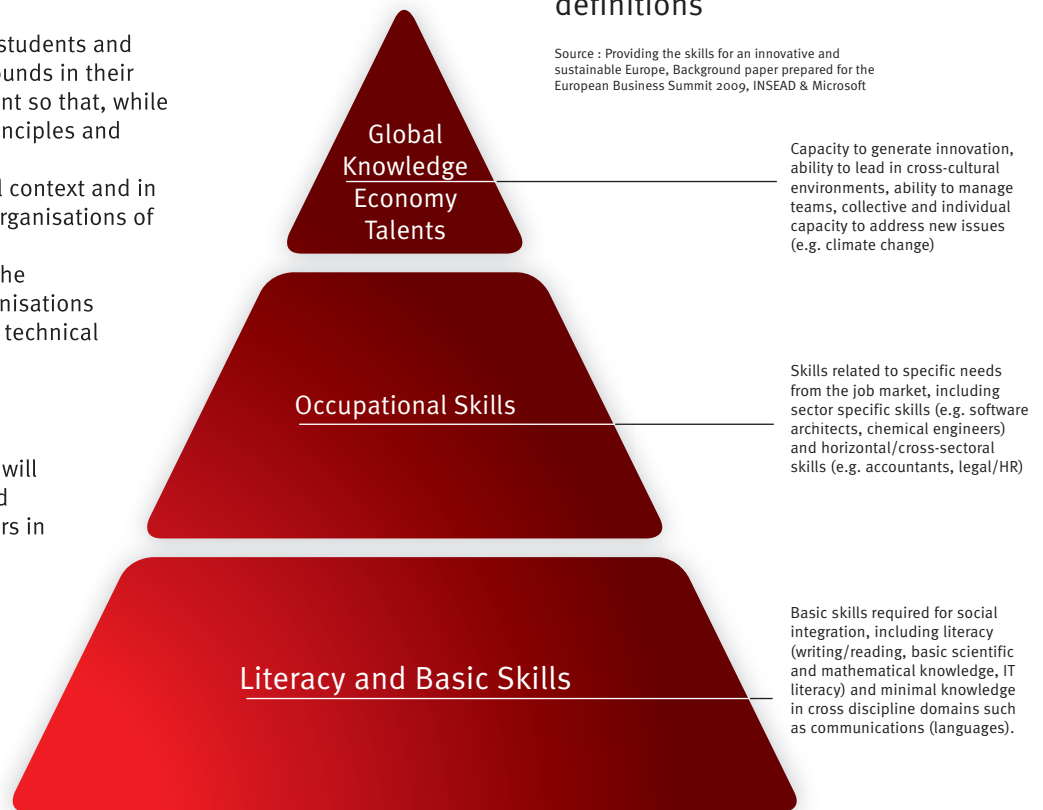
- > Academic and applied research that will both advance management theory and disciplines, that assist global managers in the application of best practices
- > Pedagogical innovation
- > A multi-campus strategy

The school thereby contributes to:

- > The development of the regions and countries in which it is located
- > The development of firms with which it has links

## Europe's Skills Pyramid: definitions

Source : Providing the skills for an innovative and sustainable Europe, Background paper prepared for the European Business Summit 2009, INSEAD & Microsoft



Source : Providing the skills for an innovative and sustainable Europe, Background paper prepared for the European Business Summit 2009, INSEAD & Microsoft

# A MULTI-CAMPUS, INTERNATIONAL STRUCTURE: A LABORATORY FOR BUSINESSES AND STUDENTS

We live in a global economy. The future of education lies in breaking down barriers and engaging with other cultures.

Future decision-makers will need to be mobile managers who network and engage with different cultures and are able to master culture-specific practices with the same skill as a native. While SKEMA plans to continue its programme of international exchanges, it has developed a new, more direct policy of opening campuses abroad, where the economy of tomorrow will be created.

Our multi-site, international structure, with sites in Asia, Europe and America, means that we can remain perfectly in tune with our economic environment and the world of international higher education. Our campuses are more than simple satellite training centres. They are located within large, expanding research parks, where cooperation and partnership come together to create the innovations and technologies of the future. Our teaching staff and students enjoy a relationship based on mutual enrichment, with both classroom-based

and in-company activities and strong, permanent connections between the different sites, which offer complementary training programmes.

With this new arrangement, SKEMA's ambition is to use new educational technologies and do away with traditional training methods, remaining at the cutting edge of the new business model called for by leading experts in our sector (P. Lorange, G. Hawawini and E. Cornuel). Our internal management system uses the full range of international management tools. It includes several governing bodies with representatives from companies who are well-respected for their competitiveness, their commitment to responsibility and the effectiveness of their management practices.

The culture of SKEMA Business School is designed for students and participants who want to be part of a globalised training community that is perfectly suited to the challenges of the modern environment. As graduates of the school, they will go on to work towards a collective goal with a common vision: to create

the right conditions for a sustainable knowledge economy.

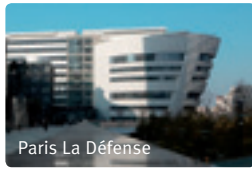
“As many companies internationalize and/or face global competition, students and employers demand a business education with a solid international dimension... (...) The network model which is the most developed approach to globalize a business school, seeks to create a multiple-site institution with full-fledged campuses located in different regions around the world —ideally one campus in each of the main economic regions of the world (i.e. the Americas, Asia and Europe). The challenge here is to keep the campuses tightly connected to one another and avoid turning the structure into a multi-local school with quasi autonomous sites”.

G. Hawawini - Former Dean of INSEAD, Henry Grunfeld Chaired Professor of investment banking - The Journal of Management development (2005).

# AT HOME WORLDWIDE



Lille



Paris La Défense



Sophia Antipolis



Suzhou



Raleigh

*SKEMA Business School now operates from five different sites: in France (Lille, Paris and Sophia Antipolis), China (Suzhou) and the USA (Raleigh, NC).*

*The campuses are located in well-known science parks or business centres and offer students exceptional opportunities and career prospects.*

*SKEMA's foreign campuses all have the same goal: to combine international academic and professional experience. At SKEMA, the genuine international experience that students receive involves more than just the creation of a local school.*

*Other international campuses, based on the same model, will be opened over the next few years.*

## **Paris, the City of Lights**

Paris continues to be one of the most stimulating cities in the world as a centre of cultural and economic activity. Competitive industries, business innovations, high-level education, and tourism have turned Paris into the favourite city of business professionals and young graduates. For career-oriented young people, Paris is the place to be and SKEMA's Paris campus gives students the chance to work and learn in a city of unlimited opportunities.

The campus is located in the Pôle Léonard de Vinci in the heart of La Défense. This modern area is only a 10-minute metro ride from the Champs-Élysées, or 20 minutes from the Eiffel Tower. La Défense is home to a population of 20,000, with 1,500 companies (15 of which are among the world's top 50) employing 150,000 people. Many companies, especially banks and insurance companies, have left their former neighbourhoods to set up here.

## **Lille, the hub of Europe**

The Nord-Pas de Calais region is the youngest and most highly populated region of France. Lille is the biggest and the most thriving student city outside Paris. Northern France offers a dynamic business environment and hosts the largest number of headquarters of leading companies after Paris. The region attracts the most foreign investment, is the second biggest area for insurance companies, and the third biggest financial market in France. Lille is the cradle of mass retailing and hosts many world famous companies. This 20,000-square-metre, modern, functional campus is located in the heart of the city's business centre, a stone's throw from the old town and Lille's Grand Place. It is conveniently situated between two TGV stations with Paris only an hour away, Brussels 38 minutes and London 1 hour 20.

## **Sophia-Antipolis, at the heart of the French Riviera**

It is without doubt one of the most attractive areas in France for tourism.

It has lovely weather and beautiful, varied landscapes, not to mention 120 km of Mediterranean coast. The French Riviera attracts thousands of tourists every summer. With over one million inhabitants, it has become a strategic location for companies in sectors such as high technology, tourism, luxury or international finance.

The campus lies at the heart of Europe's best known science park whose success is directly linked to its quality of life and exceptional environment. The area offers not only its natural beauty, but also a high level of cultural and social life. Sophia Antipolis is home to several higher education institutes and university departments and hosts over 1,300 companies in sectors such as information and communications technology or biotechnology.

## **Raleigh, (North Carolina, USA)**

The SKEMA campus occupies about 2500m<sup>2</sup> within the Centennial Campus at North Carolina State University, close to the largest technology research park in the United States (Research Triangle Park). SKEMA students have the opportunity to mix with American and international students and to get involved with the local businesses.

The students are able to use all the services provided by NC State University: a vast multimedia resource centre, extensive sports facilities, catering, accommodation, healthcare system...

## **Suzhou (China)**

Suzhou has been called the Venice of the East because of its many canals, beautiful natural environment and traditional gardens. However, this ancient city is one of the most advanced centres of technology across the globe; it is home to 118 of the top 500 companies in the world. Suzhou is just one hour from Shanghai, China's second largest centre of industry and top destination for foreign investment. This makes it an ideal recruitment centre for graduates seeking an international career.



# SKEMA'S INTERNATIONAL RECOGNITION

## ACADEMIC RECOGNITION

✦ SKEMA's Grande Ecole diploma is recognised by the French State and endorsed as "Master". The Conférence des Grandes Ecoles (CGE) is the accrediting body for SKEMA and its specialised masters programmes as well as certain masters of science (MSc).



✦ SKEMA is EQUIS (European Quality Improvement System) accredited by EFMD (European Foundation for Management Development). These accreditations bear witness to the high quality of faculty and research at SKEMA as well as the school's international dimension and relationship with the business community.

✦ SKEMA is accredited by the Global Accreditation Center® (GAC®) from the Project Management Institute®. This accreditation was awarded in 2005 and has been renewed this year until 2019 in recognition of the school's track record in training for project management. SKEMA is the first business school to have received this international accreditation in France. Only 40 academic institutions have the accreditation in the world.

✦ SKEMA has ISO 9001 and 14001 certifications



SKEMA is committed to certification processes which demand continuous improvement in management standards.



## PROFESSIONAL RECOGNITION

A large number of internationally recognised professional certifications are available to our students in their respective areas of expertise:

### ✦ Auditing, Control, Information Systems & Consulting / Finance

- › Chartered Financial Analyst® (CFA Institute)
- › Chartered Institute of Management Accountants (CIMA)
- › SAS Academic
- › The «Interim Cost Consultant» (ICC), «Certified Cost Engineer» (CCE) and «Certified Cost Consultant» (CCC) of The Association for Advancement of Cost Engineering International (AACE)
- › DPAI (certificate in internal audit delivered by IFACI)

### ✦ Strategic Project & Programme Management - Supply Chain Management & Purchasing

- › Project Management Professional (PMP®) and Certified Associate in Project Management (CAPM®) of the Project Management Institute (PMI®)
- › Foundation and Practitioner level certification of PRINCE2® and MSP™
- › SCOR-S of the Supply Chain Council (SCC)
- › Green Belt and Yellow Belt certification of the Six Sigma Institute
- › BASICS (BASICS of Supply Chain Management) of the APICS® The Association for Operations Management

### ✦ Marketing

- › Data Mining offered by SAS™
- › PMV, the European certification in value management offered by the European Practitioner in Value Management (FAV)
- › ASQ (American Society for Quality) certifications, Certified Quality Improvement Associate, Certified Quality Manager or ASQ Certified Manager of Quality/Organisational Excellence



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### ✦ In the Financial Times



# BACHELOR PROGRAMMES

A bachelor's degree is the first level of higher education degree throughout the world.

In the US and many other countries, a bachelor's degree is awarded after four years of post-high school study. The bachelor is a standard recognised by companies recruiting in an international environment. Depending on the specialisation, this qualification leads to direct entry in the job market, or to higher levels of education such as masters of science degrees, which usually take a further 12 or 18 months.

The learning path created by SKEMA Bachelors is centred around four dimensions which are major assets for your future employability.

✦ **The academic dimension:** Teaching and learning at SKEMA Bachelors is a student-centred system which we have adapted for those wishing to study, live and work in English, whatever their native language. The professors are all experts or professionals in their chosen area. They have international backgrounds and often speak several languages amongst which are English and French. They can thus converse with students from all over the world, and are easily accessible. They are always ready to listen to students. At SKEMA Bachelors, the student-professor relationship is never anonymous, but one of mutual exchange.

The SKEMA Bachelors programme encompasses flexibility and a personalised and interactive approach, and encourages intuition and creativity. It also values capacities for abstract thinking, formalised structure and written and oral communication. The resulting pedagogical principles have proven their efficacy: small class size favouring interaction, continuous assessment of learning, emphasis on personal research, group work and the personal involvement of students.

One of the strong points of SKEMA Bachelors is its organisation into semesters. Students choose different courses each semester (September–

January, January–April, and optionally mid-May to the end of June) according to a degree plan which specifies the type and number of courses to be validated over four years in order to graduate. Students then decide how many and, to a large extent, what type of courses they want to take each semester. On average, students validate between five and six courses per semester (not counting “catch up” courses in English and Maths).

Student athletes or those wishing to undertake a personal or professional project while studying usually take between one and four courses per semester.

The basic programmes of the various SKEMA Bachelors specialisations all include general education courses in Written and Oral Communication (in English), Languages, Humanities, Sports and Personal Development. These courses are given in parallel with the core courses for each subject and major course (specialised subjects). These optional courses are followed both at SKEMA Bachelors and at partner universities and are chosen according to both the degree plan and each student's preferences.

✦ **The international dimension:** SKEMA Bachelors is committed to training future professionals with international profiles, able to work in a global, complex and changing environment. This is why students are required to have international experience before graduating. This may take the form of a traditional six-month academic exchange, up to a two-year course of study abroad at a partner university resulting in two or three degrees. SKEMA Business School is the only French school with its own campus in the United States. The Chinese campus of SKEMA Bachelors (Suzhou) offers the opportunity to explore Asia. This experience will enable students not only to perfect their English, but will also give them a window on to the diversity of the world.

SKEMA Bachelors has a solid network of international partner universities. We have developed an extensive network of English-speaking partnerships which we continue to expand. Thus, as well as our traditional partners in the United States and Canada, our agreements with Australia now open opportunities for partnerships in Asia. Great Britain is also a major area of development for our programmes. Another criterion in our choice of partners is their reputation in one or several of our branches of training. Each university has particular areas of competence.

✦ **The personal dimension:** the SKEMA Bachelors way of learning is based on the flexible and individualised adaptability of the course of study. Students are able to choose optional subjects, decide the most appropriate timing for studying certain subjects and determine the number of hours of class they have each semester. They are strongly encouraged to take part in one of the 65 student societies. SKEMA Bachelors' system of learning encourages student independence. All involved (professors, tutors, lecturers, support services) are available to accompany students throughout their course of study in their choices and personal development. A system of permanent personal tutoring means that students are given guidance as soon as they arrive.

✦ **The professional dimension:** We are committed to giving students a head start in their professional lives. Mandatory internships, seminars on the world of work, academic projects and group work are all examples of opportunities to give students concrete experience of the challenges and rewards of professional life.

# Programme Structure

SKEMA Bachelors delivers five bachelor degrees in five fields and 22 specialisations with the four tracks listed below:

## Bachelor in:

### Management & Business Administration

	International Partners Track	SKEMA US Track	International SKEMA Track	Exchange Track
Finance	•	•		
Management & Entrepreneurship	•	•		
Hotel, Travel and Tourism Management	•			
Sport Management	•			
Business Administration	•	•		•
Environmental Management (Business track)	•			•
Aeronautical Science & Management (Business track)	•			•

### Marketing & Business Development

Marketing	•	•		
Advertising & Promotion Management	•			
International Business Development	•		•	
Public Relations & Media Communication	•			
Corporate Communication & Event Management				•

### Engineering & Innovation Management

Biological Systems/Biomedical Engineering	•			
Mechanical Engineering & Management	•			
Ocean Engineering	•			
Civil & Environmental Engineering	•			

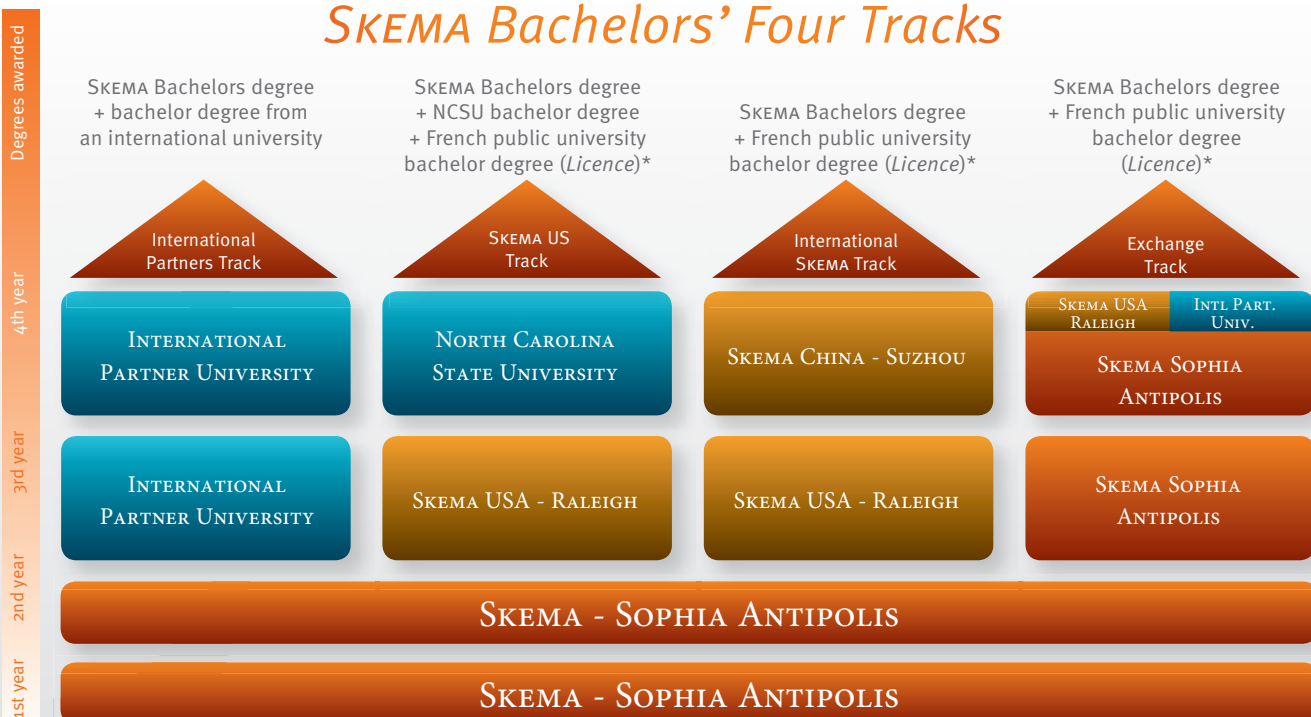
### Management of the Marine Environment & Sustainable Development

Marine Biology	•			
Ocean Science	•			
Environmental Science	•			
Environmental Management (Science track)	•			

### Aeronautical Science & Management

Aeronautical Science & Management (Science track)	•			•
Aerospace Engineering	•			

## SKEMA Bachelors' Four Tracks



\* only for Management & Business Administration

# GRANDE ÉCOLE PROGRAMME

The three-year Grande Ecole programme is designed to train international and responsible leaders capable of generating sustainable performance. International students may enter the second year, Master 1, via the SAI entrance exam, provided they have done at least three years of higher education.

## Master 1

### BUSINESS MANAGEMENT FUNDAMENTALS

During the first semester, students acquire the fundamental skills of business management. The second semester allows students to continue the Management Track, or follow the Economics Track available on the Sophia Antipolis campus. These courses are designed to train students to be able to lead within a global knowledge economy and meet the expectations of today's business environment.

Courses are taught in English.

Students may also choose from a number of track options for their second semester, including:

- One semester at one of our international or French campuses
- Entry into a dual track programme
- Company placement abroad or international mission in France (four months minimum)

At the end of the Master 1, students may undertake a company placement of three months or an extended work placement (ten months minimum) enabling them to identify their own career plan, gain a clearer insight into the workings of a company and thus choose their final year specialisation.

## Master 2

### SPECIALISATION AND CAREER START

During their final year, students have the opportunity to fine tune their profile and acquire specialised knowledge.

The chosen specialisation and post-study work experience placement are designed to help the student successfully join the business world. Final year courses are taught in English except for dual track specialised programmes taught at SKEMA or with one of our partners: ESA Lille, IAE Aix en Provence, ULCO etc.

Options available in Master 2 include:

- Studying an MSc or postgraduate programme (Specialised Master - MS) for their chosen specialisation.
- Studying on one of our international campuses.
- An academic exchange with one of our foreign partners.
- An international work placement.

# GRANDE




# One school, many choices

SEMESTER 1

SEMESTER 2

## MASTER 2



Choice of campuses  
Lille,  
Paris,  
Sophia Antipolis  
Suzhou  
Raleigh

Academic exchanges with partner universities

SKEMA campuses in France and abroad


Specialisation  
Taught in English

MSc/Dual degree/  
Postgraduate

6-month  
company  
placement  
(optional)

Professional experience year (optional - minimum 10 months)

## MASTER 1




Choice of campuses  
Lille,  
Paris,  
Sophia Antipolis

SKEMA campuses in France

Business Fundamentals  
Taught in English

Dual degree



Sophia Antipolis  
campus

Choice of campuses  
Lille,  
Paris,  
Sophia Antipolis  
Suzhou  
Raleigh

Company placement abroad or  
international mission in France

“ECONOMICS TRACK”  
Taught in English

SKEMA campuses in France and  
abroad

“MANAGEMENT TRACK”  
Taught in English

Dual degree

3-month  
company  
placement  
(optional)

SEMESTER 1

SEMESTER 2

**Options available within the master programme:**

- ❖ Study at one of our campuses: France, China or the USA
- ❖ Choose from the many dual track programmes on offer
- ❖ Choose a specialisation among SKEMA’s Masters of Science, Specialised Masters (MS) or an MSc with one of our partners (a double degree).

# MSc PROGRAMMES

**THE MAIN OBJECTIVE** for SKEMA Business School is to promote academic excellence in management and make sure that graduates possess the right qualifications and experience.

**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

The masters of science programmes (MSc) provide international training for students aiming to specialise or to develop dual skills.

They are designed for graduates seeking a qualification which will enable them to work anywhere in the world and giving them thorough knowledge of a specific function or sector.

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:**

Eight months in class followed by a four- to six-month internship in a company or a research project under the supervision of a SKEMA research centre for at least four months. The internship or research project will be the basis for the thesis.

**Who should apply:** Pre-experience students and professionals with good knowledge of English, seeking to specialise in a particular area and work internationally.

**Objectives:** Specialisation in a specific area for an international career.

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

# MSc

# Programme Overview

## Campus locations

France: Lille, Paris, Sophia Antipolis - China: Suzhou - USA: Raleigh

MSc in	Specialisations	Campus	Intake(s)	Teaching language
Finance	Auditing, Management Accounting & Information Systems	Paris Sophia	September	English French & English
	Corporate Financial Management	Lille, Paris, Sophia	January, September	English
	Financial Markets & Investments	Paris, Raleigh, Sophia	September	English
Marketing	International Marketing & Business Development	Paris, Sophia, Lille	January & September	English
	Strategic Event Management & Tourism Management	Sophia	January & September	English
	Luxury & Fashion Management	Sophia, Suzhou	January & September	English
	Global Luxury Management *	Raleigh (Semester 1) Sophia (Semester 2)	August	English English
	Web-Marketing & International Project Management	Sophia	September	English
Management	Human Resources Management	Sophia	September	English
	Business Consulting & Information Systems Management	Sophia	September	English
	Supply Chain Management & Purchasing	Sophia	September	English
	Project and Programme Management & Business Development	Paris Lille	February & September September	English
Business & Strategy	International Business Doing Business in Europe Doing Business in China Doing Business in America	Sophia Suzhou Raleigh	January & September	English
	Entrepreneurship & Innovation	Sophia, Suzhou	January & September	English
	Business & Economics	Sophia	September	English

\* Joint programme with North Carolina State University - Raleigh - **dual degree**

### Two-Year MSc

Students who have a three-year university degree will be required to do the Two-Year MSc. The first year of the Two-Year MSc is a general international management programme providing students with a sound base from which to proceed to the MSc specialisation in the second year.

First year	General international management programme	Paris, Raleigh, Sophia, Suzhou	September	English
Second year / Specialisation	MSc specialisation from the programme list above	See specific MSc for campus options	September	English

### Fast-Track MSc

Students who have a three-year university degree and who wish to do the MSc International Business or the MSc Financial Markets & Investments in the USA, are allowed, according to their academic results, to choose the Fast-Track MSc consisting of one semester of SKEMA DNA courses (general international management programme) followed by the MSc specialisation.

Spring semester	SKEMA DNA programme	Paris, Raleigh, Sophia, Suzhou	January	English
Specialisation year	International Business	Raleigh, Sophia, Suzhou	September	English
	Financial Markets & Investments	Raleigh	September	English

## Auditing, Management Accounting and Information Systems

Taught in English at the Paris campus and in French/English at the Sophia Antipolis campus  
This MSc is accredited by the *Conférence des Grandes Ecoles*

Programme Directors  
› Paris - Raluca Sandu  
› Sophia-Antipolis  
Maxime Peltier

- › **Programme outline:** This programme is designed to help participants develop an in-depth understanding of audit, management control and information systems, and of the different ways they contribute to competitive advantage, wealth and the advancement of society.
- › **Career opportunities:** Internal and external auditing; consulting, specialised auditing (IT, marketing), management controlling, industrial management controlling, consolidation management, chartered accountancy, administrative and financial management...
- › **In-company projects and assignments:** Preparation of management accounts, Planning, budgeting, and forecasting management reporting for decision-making, Product and service costing, Information management, Project Appraisal, Project Management, Working Capital Control, The impact of the setting up of a new information system on management control, The impact of the setting up of a new decisional data processing on a management control system, The optimal organisation of software bricks within an organisation...
- › **Partner companies:** Accenture, BNP Paribas, Caisse d'Épargne, Cap Gemini, Deloitte France and Luxembourg, Ernst & Young, Galeries La Fayette, Grant Thornton, Kpmg France and Luxembourg, Mazars, Pricewaterhousecoopers France and Luxembourg

## Corporate Financial Management

Taught in English at the Paris, Lille and Sophia Antipolis campuses.

Programme Directors  
› Lille - Sabine Masurel  
› Paris - Hiba Hajj Chehade  
› Sophia-Antipolis  
Devraj Basu

- › **Programme outline:** 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
- › **Career opportunities:** Financial managers, treasury managers, credit analysts, business development managers, internal auditors, financial controllers
- › **In-company projects and assignments:**
  - Implementation of a balanced scorecard for strategic performance management in a multinational software company
  - Business development of new structured products on the French market
- › **Partner companies:** EADS, Crédit du Nord, Thomson, Faurecia, Dell, Deloitte, Ernst & Young

## Financial Markets and Investments

Programme taught in English at the Paris, Raleigh & Sophia Antipolis campuses.  
This programme is 10th in the 2013 Financial Times international ranking of pre-experience Masters in Finance

Programme Directors  
› Paris  
Charles-Henri Reuter  
› Raleigh  
Gabriele Suder  
› Sophia-Antipolis  
Tarek Amyuni

- › **Programme outline:** The programme educates students in a personalised academic environment for success in a wide variety of finance jobs. It gives students practical expertise in the key areas of finance within the new post crisis (2008 and today again) financial environment in the fields of trading, risk management, sales, investment advisory, banking management, sustainable finance...
- › **Career opportunities:** Trader, broker, sales analyst, risk manager, controller, investment advisory, equity research, corporate banking...
- › **In-company projects and assignments:**
  - Correlation between commodities and equities
  - Dividend swaps as a new asset class
  - Forward curve as a forecasting tool in the soft commodity market and its Granger causality test
  - Oil and natural gas correlation
  - To what extent does Islamic finance banking present a growing stable and safe banking system?
  - Leveraged ETF: the real correlation with their index
- › **Partner companies:** HSBC, Calyon, BNP Paribas, SocGen, Commerzbank, EFG...

## International Marketing and Business Development

Taught in English at the Paris, Sophia Antipolis and Lille campuses

Programme Directors  
› Sophia & Paris  
Peter Spier  
› Lille  
Anke Middelmann

- › **Programme outline:** A range of options will allow students to focus on more specific career orientations (product management, web, retail, B2B, communication... etc). The programme will integrate elements of market intelligence, sustainable development and knowledge management as well as cutting-edge insights into consumer behaviour and social networks. It will also reach out to other disciplines, such as sociology and anthropology to enrich students' understanding of how meaning and value are created.
- › **Career opportunities:** Marketing research, trend agencies, communication and event agencies, marketing or product managers, trade marketing or category managers, sales and business development, key account managers, purchasing... Students following the programme follow careers in a whole range of different sectors.
- › **In-company projects and assignments:** Recent projects include: the launch of the new Kinect console and trends in gaming (Microsoft); new product launches for Ford; new service offers at Monaco Telecom; brand perception in the pharmaceutical industry (Arkopharma); competitive strategy in retail (Auchan); strategic business development at Château Roubine wine producer ...
- › **Partner companies:** Procter & Gamble, Danone, Auchan, Ferrero, ECS, Pepsico, Kraft, Leroy Merlin, Hilti, Frost & Sullivan, Ford, Monaco Telecom, Microsoft...
- › **Double degrees:** Double-degrees are possible with the LUT school of business in Finland as well as with the Master recherche 'Marketing advanced programme' at Lille 2 university.



## Strategic Event Management and Tourism Management

Taught in English at the Sophia-Antipolis campus.

Programme Director  
› Mady Keup

- › **Programme outline:** The programme gives students the tools, knowledge and attitudes to succeed in business events and leisure tourism— global economic sectors of increasing importance.
- › **Career opportunities:** Graduates of this MSc find work in a broad range of supervisory, managerial and consulting positions in both public and private sector tourism or event organisations, often with a marketing and sales orientation.
- › **In-company projects and assignments:** Throughout the year, students will be working on a number of practical event or tourism projects. Following the end of their academic studies, students are encouraged to carry out an internship. Tourism Management students have carried out internships in diverse institutions such as Shangri La Hotels (yield management), Deloitte Touche (tourism market research) and Aviatur (travel agency). Event Management students found placements within live communication agencies (such as MCI Switzerland), event departments within large companies (Mercedes Australia) or in hotel conference departments (Hilton Brussels).
- › **Partner companies:** Accor Hotels, China National Convention Centre, European Society of Cardiology, Hatfield House, HelmsBriscoe, Leading Hotels of the World, MCI, Tourism Australia, Tourism Vancouver, TTC International, ...

## Global Luxury Management

Taught in English at the NC State University, Raleigh (first semester) and at the SKEMA Sophia Antipolis campus (second semester)

Programme Director  
› Ivan Coste-Manière

MSc Global Luxury Management students graduate with a double degree from NC State University and SKEMA issued jointly by the two schools.

- › **Programme outline:** The programme's objective is to enable students to achieve their career ambitions by giving students regular access to experienced fashion and luxury specialists and improving and expanding participating 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;
- › **Career opportunities:** Careers in a wide range of fashion and luxury fields, and in international luxury brand management: top level management, designing, sourcing, merchandising, budgeting, advertising, global luxury or fashion brand management as well as strategy. Graduates work in a variety of organisations including: commercial and marketing firms, consultancy and research, corporate luxury or fashion institutions.
- › **In-company projects and assignments:**
  - The use of celebrity endorsement in the luxury industry.
  - Asymmetry in multicultural luxury communication.
  - A comparative analysis of luxury brand communication in India and China: from global to back to local goodwills .
  - Evolution of luxury in the MiddleEast (GCC---UAE): Overview Of the market and forecasts
  - Luxury, Fashion, social media : a customer based view on marketing techniques.
  - Richard Mille: From fantasy to legitimacy.
- › **Partner companies:** M. Kors, Tommy Hilfiger, Calvin Klein, DKNY, Christian Dior, BETC Design, Dassault, Baume & Mercier, RSW, Jitrois, Gucci, Neemrana Hotels, Global Luxuria, Jaypee Group

Global Luxury Management was created in partnership with the Poole College of Management of North Carolina State University (NCSU) and the College of Textiles, NCSU.

## Luxury and Fashion Management

Taught in English at the Sophia-Antipolis and Suzhou campuses.

Programme Director  
› Ivan Coste-Manière

- › **Programme outline:** The programme's objective is to enable students to achieve their career ambitions by giving students regular access to experienced fashion and luxury specialists and improving and expanding participating 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;
- › **Career opportunities:** Careers in a wide range of fashion and luxury fields, and in international luxury brand management: top level management, designing, sourcing, merchandising, budgeting, advertising, global luxury or fashion brand management as well as strategy. Graduates work in a variety of organisations including: commercial and marketing firms, consultancy and research, corporate luxury or fashion institutions.
- › **In-company projects and assignments:**
  - The use of celebrity endorsement in the luxury industry.
  - Asymmetry in multicultural luxury communication.
  - A comparative analysis of luxury brand communication in India and China.
  - Profitability of fashion shows.
  - The role and the place of children in advertising.
  - Richard Mille: From fantasy to legitimacy.
- › **Partner companies:** BETC Design, Dassault, Baume & Mercier, RSW, Jitrois, Gucci, Neemrana Hotels, Global Luxuria, Jaypee Group

## Web Marketing and International Project Management

Taught in English at the Sophia-Antipolis campus.

Programme Director  
› Muriel Walas

- › **Programme outline:** Today web-centric companies are struggling to find young and experienced professionals. This MSc answers that demand by producing graduates who are competent and experienced in three key areas: web-marketing, project management and the development of new business ideas. Throughout the year, students work on real life projects with companies from many different areas. This MSc provides skills in web-marketing - digital marketing and project management in partnership with the PMI (Project Management Institute). Students do the Google Adwords and Google Analytics certifications as well as project management certifications: CAPM or PMP of the PMI.
- › **Career opportunities:** Web marketer, SEM manager, account manager, project manager, product marketing manager, communication manager, media planner, web analyst, traffic manager, community manager, quality and sales manager, business developer, on-line marketing director, director e-commerce.
- › **In-company projects and assignments:** Digital marketing plan, media planning, business plans, project plan, quality and risk plans, legal issues analysis, web-site creation / design / management, CRM and e-CRM, e-commerce, change management, community management and social network management.
- › **Partner companies:** IBM, PMI (Project Management Institute), Amadeus, Schneider Electric, Microsoft, Dow AgroSciences, Altran, Nike, Areco, Convers, Luxotica, Chambers of Commerce, Opera of Nice, Arion Laboratories, Genevrier Laboratories, Synertal, Euro-Aptitudes, Nice Airport, Beepeers, Microgine, Azuriel, RTE Technologies, Sophianet, club leaders Sophia Antipolis. Goodyear, ...

## Human Resources Management

Taught in English at the Sophia-Antipolis campus.

Programme Director  
› Béatrice Toustou

- › **Programme outline:** The programme trains HR professionals who will, in the long term, occupy managerial positions. In order to achieve this objective, the programme aims: to provide participants with solid theoretical frameworks in the fields which underlie HRM in order to allow them to anticipate and to develop a transversal and strategic vision / to enhance students' personal development and to develop their managerial potential / to improve organisational performance and satisfy company strategy while remaining mindful of employees' needs / to develop HR operational skills.
- › **Career opportunities:** HR manager, HR director, recruitment consultant, training officer, compensation and benefits expert, HR audit manager, HR people development director.
- › **In-company projects and assignments:** **Specialised assignments** on some aspect of HR policy (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 manager...).
- › **Partner companies:** Adecco, Amadeus, Auchan, Bayer Schering, EDF, Henkel, l'Occitane, Valeo, Rexel, Orange, Otis, General Electric, Accenture, LVMH, Crédit Agricole, SAP, IBM, Marineland, Thales, Microsoft.

## Business Consulting & Information Systems Management

Taught in English at the Sophia-Antipolis campus.

Programme Director  
› Corinne Hirmann

- › **Programme outline:** Jointly designed with SAP, Ernst & Young and PMI France, the purpose of this programme is to train highly qualified professionals in Business Consulting for information systems organisations. Courses are delivered by professional experts: courses on SAP are held on the premises of SAP Labs France at Sophia-Antipolis. Business consulting courses are taught by the senior consultants from Ernst & Young (leader on the French market for information systems auditing), KPMG or Cap Gemini and professional partners. Courses in project management will enable you to achieve the PMI® worldwide professional certification.
- › **Career opportunities:** Consultant in information systems management, consultant in operations management, consultant in organisation, auditor of information systems, project manager for information systems projects
- › **In-company projects and assignments:** Project management (IBM), IS audit (Ernst & Young), IS consulting (Ernst & Young), project support engineer (SAP), Software methodology (Amadeus).
- › **Partner companies:** Ernst & Young, SAP, PMI, Amadeus, IBM, Cap Gemini...

## Supply Chain Management and Purchasing

Taught in English at the Sophia-Antipolis campus. **This MSc is accredited by the Conférence des Grandes Ecoles.**

Programme Director  
› Catherine Taupiac

- › **Programme outline:** This programme is designed for practising professionals, mid-career managers and graduates seeking specialised training in the complementary fields of purchasing, supply chain management and project management at managerial level. It facilitates the undertaking of professional certifications in project management (CAPM/PMP of PMI) and in SCM (SCOR-S of the Supply Chain Council)
- › **Career opportunities:** The field of purchasing and supply chain offers a variety of possible assignments and jobs ranging from generalist supply chain management, materials management and project management to specialist purchasing, procurement, demand planning, logistics & transportation ...
- › **In-company projects and assignments:** During their internship and in company projects, students are immersed in companies in order to deal with real life supply chains and purchasing issues. Examples include: reorganisation of material flows of a warehouse at Schneider Electric, improving purchasing performance and cost analysis at Degometal, elaboration and evaluation of the purchasing strategy at Dow Corning Europe, review customer service integration at Hilti.
- › **Partner companies :** Association Française pour la Logistique (ASLOG), Compagnie des Dirigeants et Acheteurs de France (CDAF), Project Management Institute (PMI®), Groupement pour l'Amélioration des Liaisons dans l'Industrie Automobile (GALIA), Supply Chain Council (SCC), and the Six Sigma Institute. Companies recruiting our students include CMA/CGM, Dow Corning Europe, Kone, Schneider Electric, Thales Underwater Systems and Virbac.

## Project and Programme Management & Business Development

Taught in English at the Paris and Lille campuses. **This MSc is accredited by the Conférence des Grandes Ecoles.**

Programme Director  
› Thierry Verlynde

- › **Programme outline:** This programme is the only MSc in France in project management and the only one with two major accreditations: one accreditation with the CGE (Conférence des Grandes Ecoles) and the other, called the GAC®, with the Project Management Institute® in the United States. Worldwide there are only 80 programmes that are GAC® accredited by PMI®. The learning objectives are internationally recognised. For students, the programme leads to full employability whatever the organisation, the business, or the country. For recruiters, this master is a guarantee that graduates are competent.
- › **Career opportunities:** Project manager, assistant programme / portfolio manager, PMO assistant, consultant in project, programme and portfolio management, planning engineer, cost manager, quality assessor ...
- › **In-company projects and assignments:** During their internship, students develop their knowledge and practical skills by working on real projects. They assist project, programme or portfolio managers, develop specific new tools and techniques, market new products or do research on project management best practices.
- › **Partner companies:** Airbus, Alstom Transport, General Electric Healthcare, Thomson Reuters, Compagnie des Wagons Lits, Valeo, Lacoste, SFR, Bouygues Telecom, Gemalto, NQI, Maltem, Innovateam, Wynnesystems, PCubed.

## International Business

*Taught in English at the Raleigh, Sophia-Antipolis and Suzhou campuses.*

**Programme Directors**  
› Sophia-Antipolis  
Renata Kaminska  
› Suzhou - Denis Boissin  
› Raleigh -  
Gabriele Suder

- › **Programme outline:** The programme is designed for future global business leaders, providing students with the necessary general management and multicultural skills and knowledge. The same disciplines are taught in each campus, with strong localisation relevant to the location: America, Asia or Europe.
- › **Career opportunities:** International product manager, business operations manager, international business development manager, export-area sales manager, international sourcing manager, international purchaser, strategic consultant, international project manager etc. in diverse sectors – consulting, manufacturing, banking and insurance, logistics – and in a broad range of firms and organisations from exporting SMEs and multinational companies, b2b and b2c, to international government agencies and NGOs.
- › **In-company projects and assignments:** The internship gives students the advantage of learning by doing, and may even kick start their career in marketing, supply chain management, purchasing, management accounting, auditing, consulting...
- › **Partner companies:** IBM, Orange, Amadeus, Groupe Accord, Decathlon, Auchan, Arjowiggins  
Non-profit: European Union, Ubifrance, Chambers of Commerce, Eurada Brussels, United Nations Industrial Development Organisation - Vienna...

## Entrepreneurship and Innovation

*Taught in English at the Sophia-Antipolis and Suzhou campuses.*

**Programme Director**  
› Philippe Chereau

- › **Programme outline:** This programme is designed to help participants develop an in-depth understanding of eco-system of innovation, identifying and managing entrepreneurial opportunities, new venture and business plan, entrepreneurial finance, advanced strategy, strategic marketing of innovation, product design, new business models for sustainable growth, intellectual property (IP), entrepreneurial skills and leadership, executive consulting, solutions-based selling, and negotiation skills. The positioning of the programme also prepares future entrepreneurs and intrapreneurs to take advantage of the new business opportunities offered by sustainable growth.
- › **Career opportunities:** Entrepreneur, executive consultant in strategy and business development, business unit manager, business development manager, marketing and sales manager in innovative start-ups and existing companies, incubator advisor ...
- › **In-company projects and assignments :**
  - Co-working with start-ups and innovative SMEs
  - Possibility for students to use their entrepreneurial project as a framework throughout courses
  - Project pitching in front of entrepreneurs, business angels, and incubator managers
  - Students can draw up the business plans for their own projects instead of the thesis
- › **Partner companies :** Sophia-Antipolis local incubators, Sophia Business Angels, Reseau Entreprendre PACA, Suzhou local incubators, partnership with the Master Innovation and Technological Entrepreneurship (MNN) of the Tech de Monterrey (Mexico).

## Business and Economics

*Taught in English at the Sophia Antipolis campus*

**Programme Director**  
› Jean-Luc Gaffard

Enterprises, consulting companies, financial institutions, as well as policy decision makers at national and international level need experts who can analyse and interpret people's choices, and the way policies and rules are formulated in an evolving global economy.

By following the Business and Economics programme you will acquire this expertise. Specifically, you will develop the ability to understand and anticipate changes in different markets and how these changes depend on macroeconomic trends. Not only will you develop skills in quantitative methods statistics and econometrics, you will also understand how these are applied in a variety of practical situations.

### › Why choose MSc Business and Economics

This is a high quality and highly selective programme giving students a significant edge in getting jobs that require analytical thinking. This MSc course helps students gradually develop the capacity to apply economic concepts and methods to their work and enhances their understanding of the economic forces shaping the business environment. A solid basis in economics and its applications are an invaluable asset for solving problems in all areas of management. An important feature of the MSc is that it trains participants in quantitative techniques that are highly valued on the job market.

### › Careers opportunities

Graduates can expect to find employment in a wide range of businesses as:

- business analysts and consultants
- project analysts or industry economists in public agencies, financial institutions and private sector organisations.

## Two-Year MSc and Fast-Track MSc

*Taught in English at the Paris, Raleigh, Sophia Antipolis and Suzhou campuses*

**Programme Director**  
› Pascal Vidal

These programmes aim to enable students with an initial three-year university degree to attain the entrance requirements for an MSc at SKEMA.

### › Two-year MSc

- First year: One-year general international management programme
- Second year: MSc specialisation  
*(The choice for the MSc specialisation must be taken before starting the Two-Year MSc)*

### › Fast-Track MSc

This programme is open to students who wish to do the MSc International Business or the MSc Financial Markets and Investments in the USA, according to their academic results.

- Pre-specialisation spring semester, starting in January (SKEMA DNA courses i.e. general international management programme) and covers core business studies subjects.
- The MSc specialisation year, starting in September: MSc International Business or MSc Financial Markets and Investments in Raleigh

# LES MASTÈRES SPÉCIALISÉS (MS)

Accrédités par la Conférence des Grandes Ecoles (CGE)

## La spécialisation : une valeur clé pour votre carrière

Intégrer un programme Mastère Spécialisé de SKEMA Business School, c'est donner une impulsion à votre carrière. Qu'il s'agisse de développer une spécialisation, de revisiter des connaissances ou d'acquérir de nouvelles compétences transversales, les Mastères Spécialisés vous aideront à relever vos défis professionnels.

Dans un contexte d'économie globalisée, hyper concurrentielle, sans cesse en innovation et marquée par des ruptures, vous aurez à la fois de nouvelles opportunités professionnelles mais également de nouveaux challenges à relever. Dans le cadre de nos programmes Mastères Spécialisés, notre mission est de vous accompagner dans le développement de ces compétences nouvelles : forte capacité d'anticipation et d'innovation. Expertise pointue et maîtrise des compétences managériales transversales sont des éléments clés d'un parcours professionnel réussi.

Dans ce monde en profonde mutation, les entreprises valoriseront les hommes et les femmes responsables, conscients des enjeux du développement durable, formés aux approches multiculturelles du management.

Que vous soyez étudiant en formation initiale ou professionnel en formation continue, je vous souhaite de devenir un de ces acteurs de l'économie de demain en rejoignant l'un de nos programmes.

### L'offre SKEMA Business School

9 Mastères Spécialisés : pour que chaque participant trouve celui qui s'adapte le mieux à son projet et à sa personnalité.

...✦ Un haut niveau d'expertise et de professionnalisation pour répondre aux besoins des entreprises et des participants.

...✦ Une formation académique d'excellence associée à une véritable expérience en entreprise. Le rythme est conçu pour concilier des périodes de cours, de stage ou d'activité en entreprise (temps complet ou alternance).

...✦ Un accompagnement personnalisé tout au long de la formation par le département «Entreprises et Carrières».

...✦ Les participants acquièrent un esprit de professionnalisme et de responsabilité grâce à un corps professoral (enseignants/chercheurs) travaillant sur des pratiques managériales.

### Organisation de la formation

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

de leurs enseignements.

...✦ Cours et séminaires : 45 crédits ECTS

...✦ Mission en entreprise/thèse professionnelle : 30 crédits ECTS

...✦ Thèse professionnelle : elle représente d'une part un moyen privilégié d'acquisition de connaissances et d'autre part l'occasion de préparer une entrée efficace dans la vie active en développant un projet professionnel.

La thèse aborde des problématiques réelles rencontrées par les experts ou les entreprises.

Celle-ci est soutenue à l'issue des travaux devant un jury.

Source : Conférence des Grandes Ecoles.

### Reconnaissance du Diplôme de Mastère Spécialisé

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

### Qui peut postuler ?

...✦ Etudiants et auditeurs professionnels cherchant à se spécialiser avec :

- un Bac+5
- un Bac+4 et trois ans d'expérience professionnelle

- certains candidats peuvent être admis à titre dérogatoire (30% de l'effectif du programme concerné).

Les salariés ne réunissant pas ces conditions peuvent être intégrés après une Validation des Acquis Professionnels (VAP).

### Résultat

...✦ Les participants sont préparés à entrer dans le monde professionnel après le développement d'une expertise de haut niveau et d'une spécialisation recherchées par les entreprises.



# PANORAMA DES MASTÈRES SPÉCIALISÉS (MS)

Nos campus

En France : Lille, Paris, Sophia-Antipolis

Intitulé du Programme	Campus	Session (rentrée)	Langue(s)	Rythme
<b>Finance</b>				
Audit - Contrôle de Gestion et Systèmes d'Information	Lille	Octobre & Février	- Français	<b>Alternance</b> Lille : 3 jours de cours tous les 15 jours et 2 semaines à temps complet Paris : 1 semaine de cours par mois (le reste en entreprise)
	Paris	Octobre & Février	- 50% en anglais	
Ingénierie et Gestion Internationale de Patrimoine	Sophia-Antipolis	Octobre	20% en anglais	<b>Temps complet</b> 6 mois de cours + 4 à 6 mois de stage
<b>Marketing</b>				
Marketing Direct & Commerce Electronique	Lille	Octobre & Février	Français	<b>Alternance</b> 1 semaine de cours par mois (le reste en entreprise) sur 12 mois
<b>Management</b>				
Management de la Chaîne Logistique - Achats	Lille	Octobre & Février	25% en anglais	<b>Alternance</b> 1 semaine de cours par mois (le reste en entreprise) sur 12 mois
Management des Projets et Programmes	Lille	Octobre & Février	Français	<b>Alternance</b> 1 semaine de cours par mois (le reste en entreprise) sur 12 mois
Management International de l'Hôtellerie	Paris (Cnam)/ Sophia-Antipolis	Octobre	40% en anglais	<b>Temps complet</b> 6 mois de cours (le premier trimestre à Paris et le second à Sophia) + 4 à 6 mois de stage
Business Modèles Durables	Sophia-Antipolis	Octobre	Français	<b>Temps complet</b> 6 mois de cours + 4 à 6 mois de stage
<b>Droit</b>				
Gestion Fiscale de l'Entreprise	Lille	Octobre	Français	<b>Alternance</b> Lille : cours le vendredi et samedi matin pendant 9 mois Alternance ou 4 mois de stage minimum

# THE SKEMA CAREER CENTRE

*Employability depends on the right combination of personality, curriculum vitae and career plans. The SKEMA Career Centre helps students and SKEMA graduates identify their career goals and then develop the action plans to achieve them. The Career Centre develops relationships between the school and employers, locally, nationally, and internationally.*

The department performs a range of different activities:

## Career Events

The Career Centre organises events such as: company presentations, business games, conferences, career fairs which provide students with the chance to meet employers face-to-face, to learn about current vacancies and opportunities available, and to market themselves to prospective employers. **Between 28% and 48% of our students signed a contract before graduating from SKEMA Business School.**

## Career Development

The Career Centre also manages a long-term course, called "Professional and Personal Development" which is part of the MS and MSc academic programmes. This course combines: workshops, career seminars, mock-interview simulations, personality & assessment tests, individual career guidance and job start preparation with our team of Career Centre advisors. **Our employment rate after three months is over 80%.**

## Career Resources

Resources are available on our SKEMA Career Centre on line platform: job and internship offers, company directories, professional guides, SKEMA's CV database of careers/jobs information, and personality tests. **More than 4500 internships are made available per year.**

## PROGRAMMES\*

### Bachelor

72% of graduates have an international function. Popular industries for SKEMA Bachelors graduates are hospitality & leisure 12%, luxury goods 10%, and consulting 10%. 23% of students work in finance, 15% in marketing, and 14% in sales and marketing.

### MSc

28% of our MSc students signed their contract before leaving SKEMA Business School and 75% have an international function. Hi-tech 15%, finance 11%, transportation 11% and retail/wholesale 10% are the most popular industries.

Marketing is an attractive position for 20% of our students as is consulting for 12%.

## MS

57% of our MS students work in an international function and 48% signed their contract before leaving SKEMA Business School. Lille and Paris are two cities where students find employment easily. 26% work in finance, consulting for 11% and retail/wholesale for 8%. Positions are mainly in finance 27%, general management 12% and marketing 12%.

\*Find out more about our data on the SKEMA website

## EXAMPLES OF RECRUITERS FOR OUR RECENT ALUMNI

Accenture, Airbus, Altran, Alten Amadeus, Areva, Azamara Club Cruises, AXA Investment Managers, Beauté Prestige International, Bang & Olufsen, Bouygues Bâtiment International, BNP Paribas, Bongrain, CATS Motors Inc., Capgemini, Chanel, China State Construction, Cofidis, Crédit Agricole, Danone, Deloitte, Décathlon, EADS, EDF, Emirates Group, Eurodisney, Ernst & Young, Façonnable, Fragonard, FIDAL, Gemalto, Groupama, Groupe Auchan, Groupe Belles Rives, Guess, Hewlett Packard, HSBC Private Bank, Hyatt Corporation, IATA, IBM, Inès de la Fressange, Jara Productions, JC Decaux, John Galliano, Kraft foods, KPMG, Lloyds Banking Group, La Redoute, L'Oréal, LVMH, Marks and Spencer, Mazars, MCI group, Mercedes Benz, Michael Page, Moët et Chandon International, NetASQ, Nexity, United Nations, Orange, Publicis, Robertet, PricewaterhouseCoopers, PSA Peugeot Citroën, Saint Gobain, SNCF, Samsung Electronics, Shanghai Flowinvest, Sopra, Société Générale Private Banking, Virbac, Thales, Unilever, Unite, Valeo, Vinci, Volkswagen, World Economic Forum...



# A GLOBAL NETWORK OF 30,000 ALUMNI

[alumni.skema.edu](http://alumni.skema.edu)

SKEMA Alumni is a network of over 30 000 graduates in key positions located in 125 countries all over the world.

Its vocation is to generate business and career opportunities amongst SKEMA graduates, to contribute to their professional success and to bolster pride in belonging to one of the biggest alumni communities in the world.

## MAIN MISSIONS OF SKEMA ALUMNI:

- ...✦ Build up the network by strengthening links between the association, the school, students and graduates
- ...✦ Develop the network internationally, by encouraging contact amongst graduates all over the world (clubs)
- ...✦ Promote the school's reputation and that of its network among economic actors
- ...✦ Offer graduates and students the services that are relevant to their careers
- ...✦ Contribute to the life of SKEMA through initiatives for students, students' clubs and societies, faculty and school services.

## ORGANISATION AND ACTIVITIES:

To promote the graduate community all around the world, SKEMA Alumni offers each graduate

- access to its platform: [alumni.skema.edu](http://alumni.skema.edu)
- career services at each stage of one's career (workshops, personal coaching, job offers...)
- invitations to networking and professional events
- access to the online directory
- access to professional and local groups and discussions on social networks.

## A FEW FIGURES

- ...✦ 30 000 graduates worldwide
- ...✦ 26 669 active graduates
- ...✦ 20% of graduates live abroad
- ...✦ 8 115 members on LinkedIn / 8 722 members on Viadeo / 19 130 fans on Facebook
- ...✦ Over 120 events per year (professional conferences, afterworks, networking activities, gala evening)

SKEMA ALUMNI IS A RELIABLE NETWORK OF  
TALENTS YOU CAN RELY ON

Some of our alumni:

**Marianna Bonechi** (MSc 2004), vice president, Nova Capital Partners

**Didier Bonnet**, (PGE 1983), global practice leader, Capgemini Consulting

**Jean-Philippe Courtois** (PGE 1983), president, Microsoft International

**Alain Dinin** (PGE 1975), CEO, Nexity

**Fanny Houlliot** (MS 2005), senior management (general & business unit) / Strategy, KPMG

**Chiheb Ben Mahmoud** (MSc 2005), executive vice president, Jones Lang Lasalle Hotels

**François Mollard** (PGE 1983), vice president div. PME-PMI & Solutions Entreprises, IBM France

**Jean-Paul Picard** (PGE 1974), CEO, Deloitte

**M'Hamed Tazi** (Bachelor 2004), communication director, Renault, Morocco

Some of our recent graduates:

**Audrey Lieutaud** (PGE 2007)  
Company founder *Mon petit bikini.com*, n°1 swim-wear website in France

**Mahel Abaab Fournial** (PGE 2012)  
Account director for Africa and Middle East - ASCOM - Dubai

**Pauline Foessel** (PGE 2012)  
Director Magda Danysz Gallery – Shanghai (contemporary art)

**Aymeric de Condé** (MSc FMI 2012)  
Senior analyst for Chappuis Halder & Co

**Alexandra Whitaker** (MSc IMBD 2011)  
Media manager for YouTube - Google Amsterdam

**Laurie Venet** (MSc IMBD 2011)  
International sales analyst & key user for Red Bull, Austria

**Amandine Azencott** (Bachelor 2002)  
Founder of the cosmetics brand *Codage*

# APPLYING

## Bachelor

### SKEMA BACHELORS ADMISSIONS REQUIREMENTS

- ✦ We offer two year-starts in the school year, one in September and the other in January.
- ✦ Applicants must hold a minimum of a French general baccalaureate or an equivalent foreign diploma (12 years of primary and secondary school).
  - ▶ For those entering after one or two years of university or equivalent, SKEMA Bachelors may transfer credits depending on past records.
  - ▶ Intensive English courses are offered enabling students to reach the level required by the partner universities.
  - ▶ Admission is based on an application file and an interview. Application deadlines are available on [www.skema.edu](http://www.skema.edu)
  - ▶ No English language test score is required but an ELS score (109) or IELTS (6) will be to the candidate's advantage.

### TUITION FEES

The year is made up of two academic semesters: fall/autumn (September to December) and spring (January to May). There is also an optional summer session (May and June). All applications must be accompanied by a non-refundable enrolment fee of €100.

For each new enrolment, there is an €800 registration fee which is not a deposit on the tuition fees. For each re-enrolment after the first year, the fee is also €800.

✦ **Years 1 and 2:** tuition fees at the Sophia Antipolis campus  
First year: €7 930  
Second year: €7 450

✦ **Years 3 and 4:** tuition fees depend on the chosen track

#### SKEMA US Track

- €8 940 for year 3 at our Raleigh campus
- \$21 000 for year 4 at the North Carolina State University campus

#### International Partners Track

Enrolment and tuition fees of the partner universities differ according to the institution. Tuition fees of our international university network starts from US\$ 2 500 per year. Precise information will be given to students when they make their choice before continuing their course of study.

#### International SKEMA Track

- €8 940 for year 3 and 4 at our Raleigh (US) and Suzhou (China) campuses

#### Exchange Track

- €7 440 for year 3 (Sophia Antipolis campus)
- €7 445 for year 4 (with the last semester at a partner university) or €8 195 for year 4 (with the last semester at our Raleigh campus)

### FINANCING YOUR STUDIES

If requested on the application file, students will be considered for a merit-based grant of up to €1 800 per year, deducted from the tuition

fee and renewable every year depending on academic results. Students can apply to do part-time jobs on the SKEMA Business School campus and benefit from employment as assistants in various departments at the school.

Competitive athlete students –in addition to special schedule arrangements and free summer sessions– will benefit from a sports grant of up to €1 800 per year depending on their sport project and results.

## MSc

### REQUIREMENTS:

#### ONE-YEAR PROGRAMME

- ✦ A four-year degree or equivalent (or, in some cases, a three-year degree plus substantial professional experience)
- ✦ TOEFL (580 institutional testing programme / 237 computer-based test and 92 internet-based test), TOEIC (830), IELTS (6.5), ELS (112) or equivalent
- ✦ No English language test score is required for students who have a degree from an English-speaking university.
- ✦ A GMAT or GRE score will be to the candidate's advantage.

#### TWO-YEAR AND FAST TRACK PROGRAMME

- ✦ A three-year bachelor's degree or equivalent.
- ✦ TOEFL 560, TOEIC 800, IELTS 6, ELS 110 or equivalent
- ✦ No English language test score is required for students who have a degree from an English-speaking university.
- ✦ A GMAT or GRE score will be to the candidate's advantage
- ✦ Admission to the Fast-Track MSc depends on academic results  
*Students will be required to reach the necessary level for the MSc before moving on to year two or to the specialisation.*

### SELECTION

The selection is in two parts:

#### 1. Eligibility: application form

A selection committee examines the application form taking into account the candidate's qualifications and professional experience.

#### 2. Admission

If the application form is judged satisfactory, candidates do a face-to-face, Skype or telephone interview. The purpose of this interview is to enable the selection committee (made up of professors and professionals) to understand the candidate's reasons for applying for the programme and what he or she hopes to gain from the programme in terms of career plan. The interview which lasts about 30 minutes is based on a typical job interview.

Successful candidates will be admitted on the basis of the application form and the interview.

**Online application**  
<https://skemapply.skema.edu>



## CALENDAR

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

## TUITION FEES

- ❖ One-year MSc: €15 730
- ❖ Specific one-year MSc or dual degree programmes:
  - › MSc Financial Markets and Investments: €18 930
  - › MSc Financial Markets and Investments Raleigh: €20 930
  - › MSc Luxury and Fashion Management: €17 730
  - › MSc Global Luxury Management: €18 730
- ❖ Fast-Track MSc: €22 965
- ❖ Two-Year MSc: €22 965
- ❖ Two-Year MSc with the specialisations Luxury & Fashion Management or Financial Markets and Investments: €24 500

Application fees: €130

## SCHOLARSHIPS AVAILABLE

SKEMA Excellence Scholarship: in order to apply for this merit-based scholarship, you must provide a GMAT or GRE score. The application form can be downloaded at [www.skema.edu](http://www.skema.edu) on the Financial Matters page.

To check all the scholarships available, please check CampusBourses (grant search engine) on the CampusFrance website.

# Specialised Masters (MS)

## ADMISSIONS REQUIREMENTS

- ❖ Students: The MS programmes are accessible to students with a master's degree, or a four-year bachelor's degree plus three years of professional experience.
- ❖ Professionals: master's degree, or four-year bachelor's degree, plus three years of professional experience.
- ❖ Management and language tests: These one-year programmes are taught in French or in French and English. Candidates must have very good working knowledge of French. Depending on the particular programme, candidates may be required to produce additional documents or information to support their application.
- ❖ TAGE-MAGE or GMAT are not required but will be to the student's advantage.

## SELECTION

The selection is in two parts:

### 1. Eligibility: application form

A selection committee examines the candidate's filled-in application form as well as the enclosed documents, taking into account the applicant's qualifications and professional experience.

## 2. Admission

If the application form is judged satisfactory, candidates do a face-to-face Skype or telephone interview. The purpose of this interview is to enable the selection committee (made up of professors and professionals) to understand the candidate's reasons for applying for the programme and what he or she hopes to gain from the programme in terms of career plans. Successful candidates will be admitted on the basis of the application form and the interview.

Online application  
<https://skemapply.skema.edu>

## CALENDAR

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

## TUITION FEES

Application fees: €130

- ❖ MS Management de la Chaîne Logistique et Achats and MS Management de Projets et Programmes: €15 730
- ❖ Other MS programmes: €13 730

# Grande Ecole

## HOW TO GET ONTO THE GRANDE ECOLE PROGRAMME

### SAI entrance exam

Application fees: €175

Written section of exam:

- ❖ Get more info, or sign up at [www.sai.ccip.fr](http://www.sai.ccip.fr)
- ❖ TAGE MAGE, plus English language score (TOEIC, TOEFL, IELTS) or GMAT or GRE.

Interview section of exam:

- ❖ One-to-one interview in English or in French

## TUITION FEES

- ❖ For the Master 1 year: €11 235
- ❖ For the Master 2 year: €10 740

Tuition fees are accurate at the time of publication and given for information only. They may be subject to change. Definitive amounts will be those posted on the SKEMA website ([www.skema.edu](http://www.skema.edu)) at the date of registration. SKEMA admits students of any race, colour, and national or ethnic origin.

# ELS/NICE LANGUAGE CENTRE LOCATED ON SKEMA'S SOPHIA ANTIPOLIS CAMPUS

If you plan to take a Bachelor or MSc programme at SKEMA Business School and you do not currently meet the English language requirements for entry, or you simply want a short top-up English programme before you commence your studies at SKEMA, why not choose to study at ELS/Nice?

Located on the Sophia Antipolis campus of SKEMA Business School, ELS/Nice is part of ELS Educational Services' global network of on-campus English language centres. Since 1961 ELS has assisted hundreds of thousands of international students to achieve the English level required to join their chosen university and now ELS can help you to prepare for successful study at SKEMA Business School.

Students looking to prepare for onward study at SKEMA Business School should opt for ELS's **English for Academic Purposes (EAP)** programme.

## WHO IS THIS COURSE FOR?

This intensive course (30 x 50 minutes lessons per week) is suitable for students planning to study a Bachelor or MSc programme at SKEMA Business School.

- ❖ The development of all key language skills and elements such as listening, speaking, reading, writing, pronunciation and vocabulary allows you to communicate accurately and effectively in the academic world and beyond.
- ❖ You practice conversation and other speaking skills using practical, real-world English. You learn to write with accuracy and effectiveness, develop strategic listening skills and improve your use of grammar.
- ❖ Skills Enhancement Classes target the academic skills you need to succeed in higher education, such as note-taking, speech and debate and presentation skills.
- ❖ You can work on your individual language skills and objectives through technology-supported learning in the Language Technology Centre.
- ❖ ELS's experienced teachers are all native speakers who are available to give you personalised guidance to ensure that you progress as quickly as possible.

## ENTRY AND EXIT REQUIREMENTS

ELS offers 12 levels of English in its academic system from 101 (Beginner) to 112 (Master): each level takes 4-weeks to complete. Students will be tested on their first day of the programme and placed into an ELS level according to their test results.

Students planning to go on to further study at SKEMA Business School after successful completion of their ELS programme may use their ELS Certificate of Completion as proof of English language proficiency and will not in this case need to pass IELTS or TOEFL Exams.

Successful completion of ELS Level 109 = proof of English language proficiency for SKEMA's Bachelors programmes

Successful completion of ELS Level 110 = proof of English language proficiency for SKEMA's Two-Year MSc and Fast-Track MSc programmes

Successful completion of ELS Level 112 = proof of English language proficiency for SKEMA's one-year MSc programmes

## WHEN DOES THE PROGRAMME START?

ELS's EAP programme is a flexible course with start dates every four weeks: 6th January 2014, 3rd February, 3rd March, 31st March, 28th April, 26th May, 23rd June, 21st July, 18th August, 15th September, 13th October, 10th November and 8th December

## HOW MUCH DOES THE PROGRAMME COST?

One four-week session costs 1680 euros (including VAT), although discounted rates are available for programmes of four sessions (16-weeks) or more. For full details on prices, including housing options, please go to [www.els.eu](http://www.els.eu).

## CONDITIONAL ADMISSION TO SKEMA

Students planning to go on to study at SKEMA after successful completion of an ELS EAP programme may obtain a Conditional Letter of Admission (CLA) from SKEMA Business School to support their student visa application. To obtain a CLA, students must first meet all of the academic requirements of their programme of choice at SKEMA. The CLA will state that a place on that programme is confirmed once the required ELS English level has been successfully completed.

For more information or to register for an ELS programme

❖ Go to [www.els.edu](http://www.els.edu) or you can also email [nice@els.edu](mailto:nice@els.edu).



# PRACTICAL INFORMATION

French language classes on offer

## IMMIGRATION, VISA AND RESIDENCE PERMIT

### ...✦ Students from the European Union

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

### ...✦ Non-European students

Before coming, non-European students must obtain a student visa from the French Consulate in their country of origin.

The VLS-TS (long stay student visa) allows students to stay in France for a study period of 91 days to 12 months.

Furthermore, they have to apply for a residence permit when they arrive at SKEMA (some formalities still have to be carried out).

The International Office will help you with this administrative procedure. More information is available on the CampusFrance website: [www.campusfrance.org](http://www.campusfrance.org)

## ACCOMMODATION

Accommodation services exist on all campuses. SKEMA has an online accommodation databases with over 1,000 lodgings on offer. The service is reserved exclusively for SKEMA Business School students.

Note that the Sophia Antipolis campus has a private residence on its premises. On other campuses, the school has partnerships with public and private residences.

Get more info:

[www.skema.edu/campus/lille/housing-services](http://www.skema.edu/campus/lille/housing-services)

[www.skema.edu/campus/paris/housing-services](http://www.skema.edu/campus/paris/housing-services)

[www.skema.edu/campus/sophia-antipolis/housing-services](http://www.skema.edu/campus/sophia-antipolis/housing-services)

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

## Contacts

Alice Lecluse - Admissions manager

+33(0)4 93 95 32 79

[internationalprograms@skema.edu](mailto:internationalprograms@skema.edu)

Doreth Rutten - Admissions officer

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[internationalprograms@skema.edu](mailto:internationalprograms@skema.edu)

## SETTLING IN

SKEMA Business School offers international students a number of special services in order to facilitate settling in to life in France. Student societies organise events designed to help them settle in at SKEMA or enable them to discover the area.

French language classes are available to SKEMA students on our French campuses only. We offer four levels: beginner, elementary, intermediate and advanced. Chinese language classes are also available in Suzhou.

A French test is available during the Orientation Day to evaluate the student's level.

An online platform called YEP gives students access to academic information from SKEMA (academic calendar, timetable, grades, etc.)

Fresher's week/orientation week, team building, intensive management seminars are all also available for SKEMA students to help them settle in to life here.

## STUDENT SOCIETIES AND CLUBS

In French business schools, societies and clubs are typically very important and SKEMA takes care to nurture and prioritise this exciting and rewarding part of student life.

At SKEMA, you will be able to enjoy the energy and enthusiasm of over 65 different student societies and clubs which are funded by SKEMA, the Student Union and sponsors. The different domains are: Art & Culture, Communication, Business, Environment, Humanitarian, Hi-tech, Sport, Student Life and International.

Members of these societies and clubs take on real responsibility which is often transferable and relevant to their careers.

Above all, these societies are an opportunity to live life to the fullest and share in unforgettable experiences while creating friendships.

## STILL HAVE QUESTIONS?

Please check the webpage:

[www.skema.edu](http://www.skema.edu) > Masters of Science > Where to meet us and find all the fairs we attend and Skype Open Days dates

Follow us on



[www.skema.edu](http://www.skema.edu)

# SKEMA BUSINESS SCHOOL'S PROGRAMMES

## Bachelors

- Management & Business Administration
- Marketing & Business Development
- Engineering and Innovation Management
- Management of the Marine Environment & Sustainable Development
- Aeronautical Science & Management

## Ecole Supérieure des Hautes Etudes en Management (ESDHEM)

*Prep School + French Licence*

- Management
- Law

## Grande Ecole Programme

- Master of Science in Management

## Continuing Education - Grande Ecole Programme

- Master of Science in Management for working professionals

## Specialised Masters

- Audit, Contrôle de Gestion et Systèmes d'Information
- Ingénierie et Gestion Internationale de Patrimoine
- Marketing Direct et Commerce Electronique
- Management de la Chaîne Logistique Achats
- Management des Projets et Programmes
- Management International de l'Hôtellerie
- Business Modèles Durables
- Gestion Fiscale de l'Entreprise

## Masters of Science (MSc)

Finance

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

Marketing

- International Marketing & Business Development
- Strategic Event Management & Tourism Management
- Luxury & Fashion Management
- Global Luxury Management
- Web-Marketing & International Project Management

Management

- Human Resources Management
- Business Consulting & Information Systems Management
- Supply Chain Management & Purchasing
- Project and Programme Management & Business Development

Business & Strategy

- International Business
- Entrepreneurship & Innovation
- Business & Economics

## Doctoral programmes

- In partnership with University of Lille 2
- PhD Corporate Finance
- PhD in Management
- Executive PhD in Project and Programme Management

## SKEMA Executive

- Executive education including open programmes, customised programmes and diploma courses