

Adil, 21 ans
Étudiant en Bachelor à l'ISC Paris

INTERNATIONAL

programs

UNDERGRADUATE & GRADUATE PROGRAMS
BACHELOR, BBA, GRANDE ECOLE, MSc

TOP FRENCH
BUSINESS SCHOOL

2021
2022





FROM OUR CEO

Jean-Christophe HAUGUEL
CEO, ISC Paris Group

L'ISC Paris Grande École offers a Bachelor and a Grande École program for students looking for an action learning approach. Because we believe in every student's success, we are committed to helping you reach your potential through our Action Learning teaching methods. All of our programs combine theory and practice. Our three international accreditations, our increasingly high marks in the 2019/2020 press rankings, and our French government accreditation all attest to our success. Our programs prepare students for a confident, inspired future. We're equally proud of our international focus, Student Enterprises, and our career placement track record. Our programs open the door to a fulfilling career trajectory. Come study with us, and achieve your full potential !

be our change

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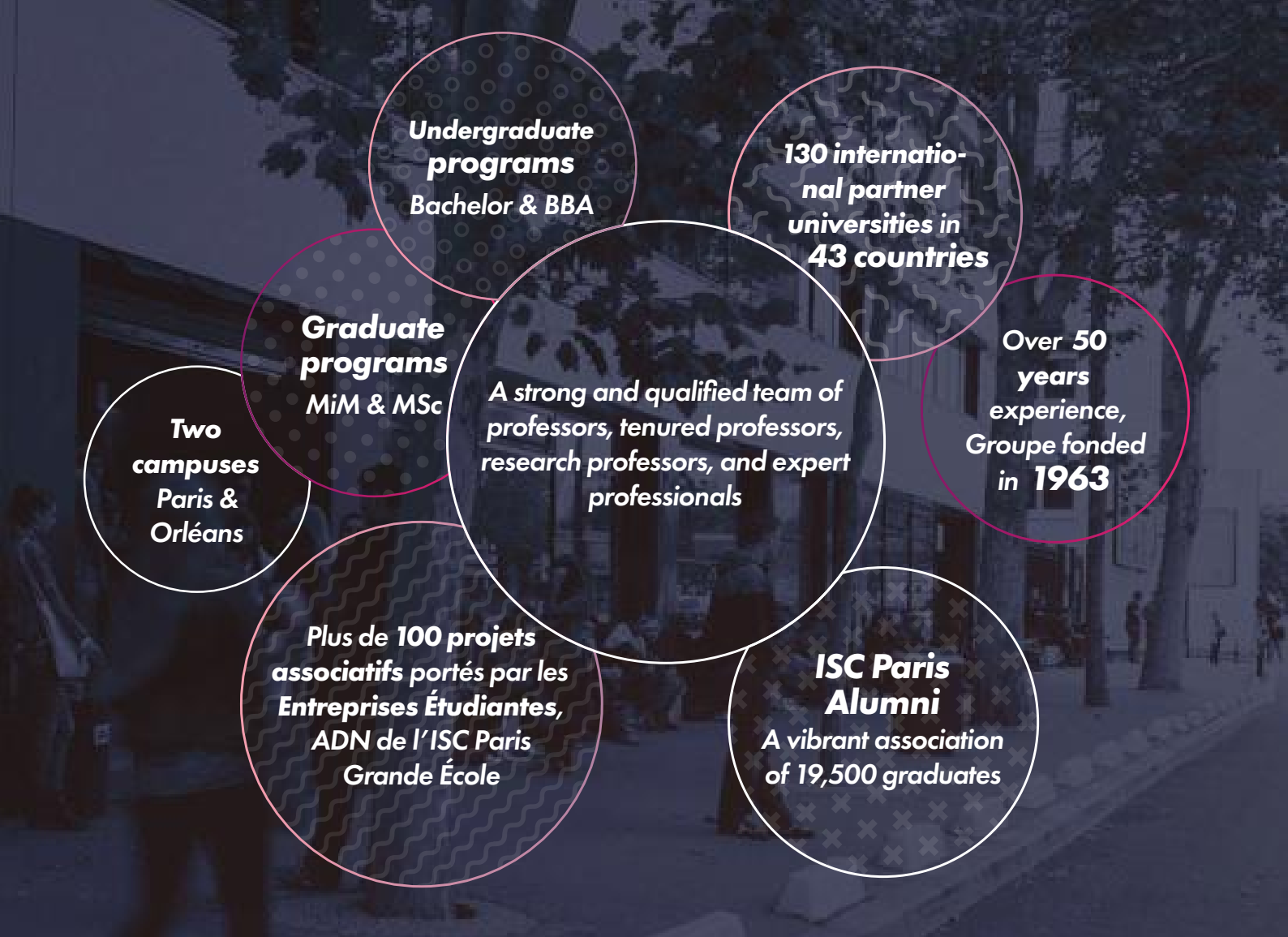
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**Undergraduate
programs**
Bachelor & BBA

**130 international
partner
universities in
43 countries**

**Over 50
years
experience,
Groupe founded
in 1963**

**Two
campuses
Paris &
Orléans**

**Graduate
programs**
MiM & MSc

**A strong and qualified team of
professors, tenured professors,
research professors, and expert
professionals**

**Plus de 100 projets
associatifs portés par les
Entreprises Étudiantes,
ADN de l'ISC Paris
Grande École**

**ISC Paris
Alumni**
A vibrant association
of 19,500 graduates

Student Enterprises

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Our two campuses

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ISC Paris Alumni

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OUR MISSION

The ISC Paris Group believes that we all hold the keys to our own success. We can all contribute to a better world. To unlock our strengths, we must learn to express our best selves, to learn from others, to test our knowledge in the real world, and then pass on what we know.

At the ISC Paris Group, our mission is to support our students as they discover their own talents, and use them to benefit society and their employers, in a sustainable and internationally-focused way.



A FLEXIBLE, INDIVIDUALIZED PROGRAMS



At the ISC Paris Group, our action learning approach helps students discover their talents; we prepare students for management careers, guided by the principles of responsible management.

Our high-level academic programs are both theoretical and practical. Students share knowledge and experience in a vibrant, cosmopolitan, and connected learning community. The ISC Paris Group's programs train the next generation of professionals to meet the challenges of globalization in business and in the world.

Our programs help students develop critical thinking and leadership skills through practical and professional experiences in an international environment.

Our graduates are trained to:

- Define corporate strategies and develop innovative activities
- Identify & implement sales and marketing plans
- Steer financial indicators and track corporate performance
- Develop responsible management practices
- Lead for change

A THREE PART PROGRAMS

1 A high-level academic program

- Member of the French Conférence des Grandes Ecoles (**CGE**), and the Union des Grades Ecoles Indépendantes (**UGEI**)

- Accreditations **AACSB***, **BGA****, **AMBA***** & **EFMD** Master accredited****

- Bachelor (French Bac+3) degree, accredited by **the French government**

- Grande École program (French Bac+5) accredited by the French government, **Master degree**

- A dynamic and powerful network of more than **19,000 graduates** on five continents.

- Numerous options and concentrations, including dual degrees.

- Personalized support from our highly **qualified** and **dedicated** team of professors.

- E-learning content developed by Harvard Business Publishing

2 A personalized experience beginning in year 1

- The option to join or form a Student Enterprise to **learn entrepreneurial** skills, by taking on key roles and shaping the future of an organization.

- Every year, students must do a final internship in which they apply their knowledge in a professional environment, and refine their career plans.

- More than **100 entrepreneurial projects** driven by Student Enterprises.

- Our **curriculum** allows students to apply their knowledge in the real world, through entrepreneurial, cultural, humanitarian, social, and sports-related projects, and by participating in many business and interscholastic events.



3 A strong international component

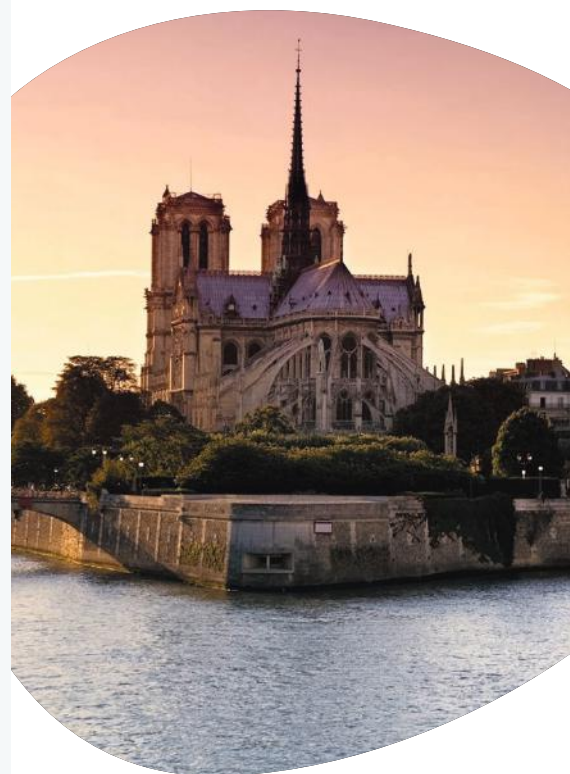
- **130 exchange agreements** in 43 countries

- **300 international students** on the ISC Paris Grande École campus

- A generalist track taught exclusively in English: **a bilingual program** beginning in the first year.

- 54 nationalities on campus

- 6 foreign languages taught



* The international accreditation from AACSB (Association to Advance Collegiate Schools of Business) recognizes business schools for the quality of their management training programs.

*** AMBA is a British association, founded in 1967, which accredits ISC Paris Grande École's Grande École program.

**** The EFMD (European Foundation for Management Development) awards the EFMD (EFMD Programme Accreditation System) accreditation after an audit performed by the Deans of schools from around the world.

ACADEMICS

BACHELOR

program



Our Bachelor program embodies ISC Paris' values of openness, ambition, sharing, and resiliency through our Action Learning curriculum. Our students are actively involved in the learning process, through their courses and more broadly through Student Enterprise projects, work experiences (internships and work/study), business games, and interactions with working professionals. The ISC Paris Grande École Bachelor program develops corporate strategic project management skills, and the skills needed to grow a business' activity, steer and oversee corporate finances, and manage teams. These skills allow our graduates to take on operational management roles, or continue their studies in a Master's program.

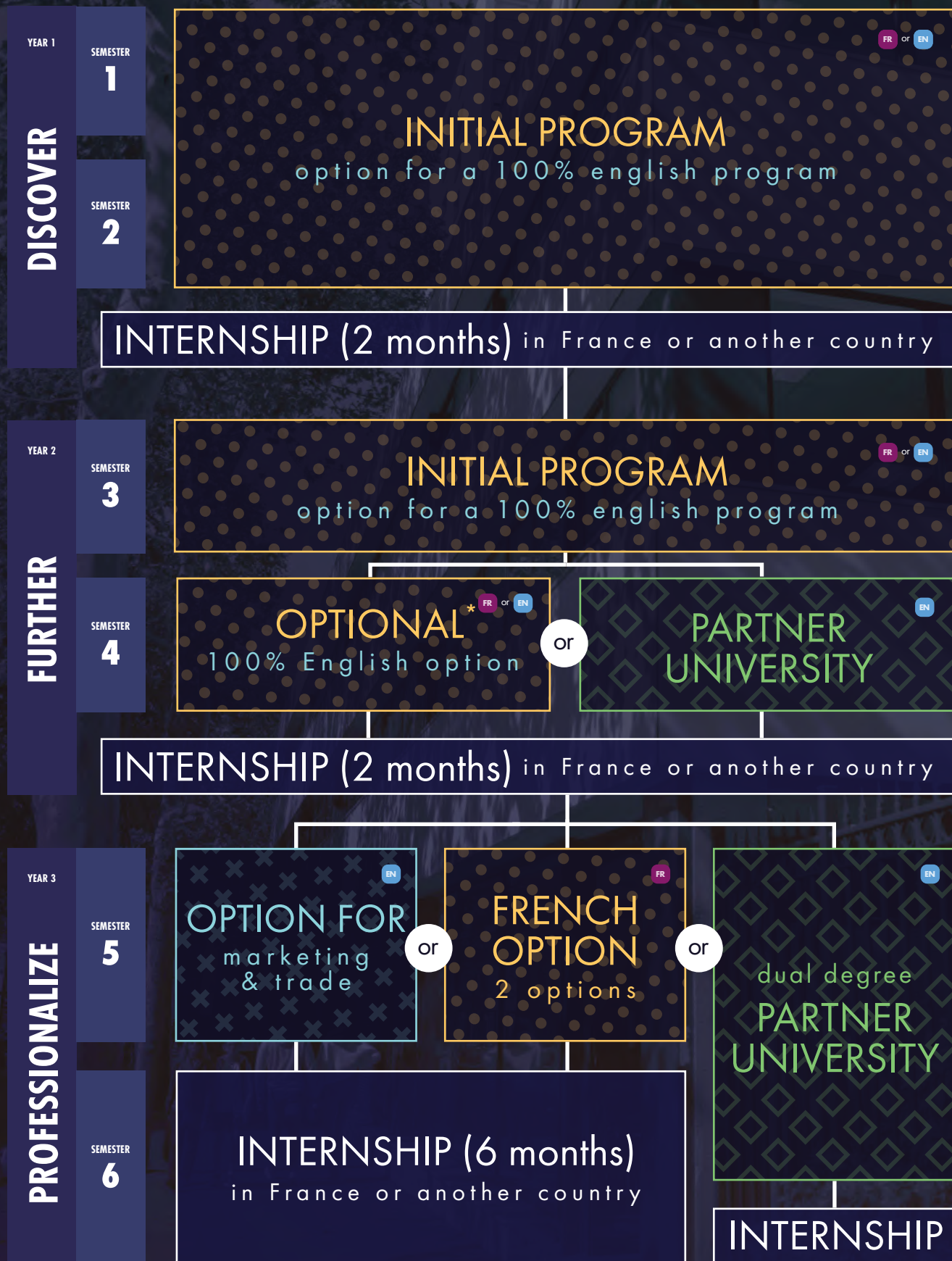
Jamie SMITH
Director of Undergraduate Programs

A CUSTOMIZED PROGRAM

— bachelor program

EN option for a program
100% in ENGLISH

FR FRENCH



DISCOVER & FURTHER

1st year

INITIATION

336H

Solid foundations in management through deep understanding of the economic, legal, cultural and international environment. The student can choose after his integration period, depending on his aptitudes, to follow three courses :

- The **International Track** : this program is taught 100% in English.
- The **classic course** : taught mainly in French, it covers the fundamental lessons.
- Le **Sport-Study course** : with a rhythm adapted for sports in the afternoon.



2nd year

CUSTOMIZATION & DEEPENING

344H

The second year aims to consolidate the knowledge in business and management acquired in the first year. Three paths are offered for this second year:

- **Entrepreneurial Track** : to take charge of a student enterprise.
- **Go abroad** : spend your second semester at one of our partner universities.
- Choose one of the **4 options** offered to students: to allow them to develop professional / sector skills: They represent 12 ECTS credits. (see next)



2nd year option BANK & FINANCE

courses

Economic Theories and Social Issues

Advanced Financial Accounting

Management controls

Accounting institutions and ethics



2nd year option LUXURY MANAGEMENT

courses

Public Relations

Luxury and Merchandising

Luxury Product Management

Digital Marketing



2nd year option DIGITAL MARKETING & COM'

courses

Community Management

Digital Marketing

Managing an SEA campaign

Public relations



2nd year option SUSTAINABLE MANAGEMENT

courses

Sustainable development approach

CSR audit / Quality audit

Project's change management

Survey techniques and satisfaction studies



legend



full english



full french



campus paris



campus orleans

PROFESSIONALIZE

3rd year

PROFESSIONNALIZATION & INTERNATIONALIZATION

340H

The third year is a projection into the professional world through business-related modules (Business Game, Business Plan, Professional Project, etc.).

The program will also develop entrepreneurial management skills and will include an end-of-studies project. To complete your study path, you will be able to choose from the following options :

- one year of total immersion abroad at one of our **partner universities**, year delivering a double degree. *(détail pages 22-23)*
- one year of specialization within the general program. There are 3 possible specializations, one of which is taught 100% in English. *(see next)*
- a **work-study** year in a company.

légende



specialization MARKETING & DIGITAL COM'

career opportunities —

Communication Manager CM

Media planner Head of advertising

Event project manager

Web / e-commerce project manager



specialization BANKING & FINANCE

career opportunities —

Back office operator Financial Advisor

Assistant Sale Assistant credit manager

Private client advisor

Professional business manager



specialization BUSINESS DEVELOPMENT

career opportunities —

Business manager Business developer

Key account manager

Attaché commercial Business Leader

Sales manager



1 BACHELOR 2 POSSIBILITIES

after the bachelor's degree



continuing your studies

Many similar programs are available... Students can join the 2nd year of the ISC Paris Grande Ecole Program or one of the MSc programs.



entering the professional world

Graduates are the perfect fit for middle management positions in sales, management, communication, or international roles; some may want to work for startups.

ACADEMICS

BBA

program



ISC GLOBAL
PROGRAMS
paris

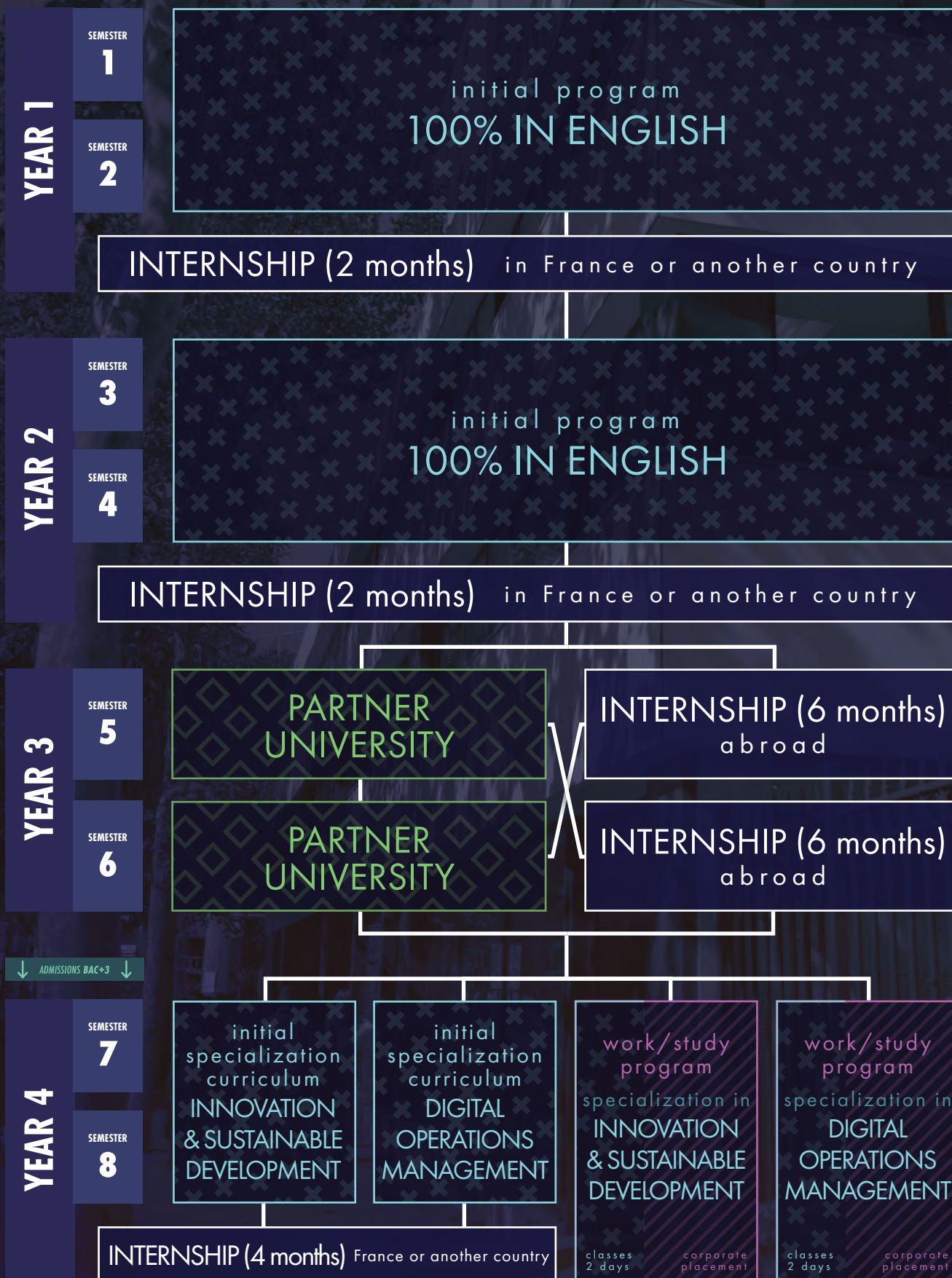
ISC Paris Global Programs will offer a four-year BBA degree beginning in September 2021. This international degree gives students a two-year foundation in business courses, a year abroad, and two fourth-year specializations. Students can be admitted to the first year of the program, or to the fourth year if they already hold an undergraduate (French Bac+3 or the equivalent) degree. Online operations and sustainability management are the key components of this program. Students learn by doing, working on real-world projects and developing the skills that employers need. This program holds a dual accreditation and is recognized by the French government. Work/study options are available in the fourth year. Launch your international career with us!

Jamie SMITH
Director of Undergraduate Programs

A CUSTOMIZED PROGRAM

— BBA program

↓ ADMISSIONS BAC ↓



FOCUS ON THE FIRST THREE YEARS

YEAR 1

SEMESTER 1

Introduction to Marketing
Business Economics
Business Communications
Accounting Principles 1
Business Ethics and Corporate Social Responsibility
Professional & Personal Development

SEMESTER 2

Business Statistics
Financial Management
Oral & Visual Communication
Digital Marketing
Project Management
Professional & Personal Development

YEAR 2

SEMESTER 3

Marketing Management
Accounting Principles 2
Logistics for E-Commerce
Human Resource Management
Disruptive Technologies
Digital Project / Personal Development

SEMESTER 4

Creativity and Design Thinking
Research Methodology & Report Writing
Quantitative and Qualitative Analysis
Principles of Business Law
Cross Cultural Communication
Personal Development / Social impact Project

YEAR 3

SEMESTER 5 & 6 STUDY ABROAD

At least one semester is spent on an exchange with one of our partner universities in Europe (43 partners in 19 countries). International internships are also available.

At ISC Paris, you will also have access to professional and personal growth modules to develop your knowledge and skills. More and more companies are on the lookout for employees with excellent interpersonal, or "soft" skills.

HARD SKILLS



Office Skills

Word, Excel, PowerPoint
YEAR 1



Business Games

& Effective Presentations
YEAR 2



Self-awareness & Communication styles

YEAR 1



CV, Cover Letter

LinkedIn, Interviewing, My Job Glasses
YEAR 2



Adobe Photoshop

YEAR 3



Hackathon

YEAR 4



Team development

Group work roles & dynamics
YEAR 3



Social Impact Project

YEAR 4



Fourth-year specializations

INNOVATION & SUSTAINABLE DEVELOPMENT



career skills

- > Leading innovation within a company
- > Leading change and bringing stakeholders together
- > Keeping an eye on emerging trends in innovation and CSR
- > Project leadership



typical career paths

Innovation manager/coordinator

CSR manager/coordinator

Specialized roles in innovation and design thinking, applied to the challenges of sustainable development and corporate social responsibility.

YEAR 4 : SPECIALIZATION AREAS

Ethical decision making
International sustainable development
Innovation and sustainable markets
Ethical risks and compliance
CSR & HRM
Design, technology and planning for sustainability
Budgeting & controlling
Entrepreneurship
Team management
Project management
Community sustainability project
Final project



Fourth-year specializations

DIGITAL OPERATIONS MANAGEMENT



career skills

- > Helping organizations grow online
- > Optimizing e-commerce performance
- > Developing corporate strategy projects (multi-channel, marketplaces, supply chain)



typical career paths

Operation manager

Online specialist
Corporate conduct

Online commerce specialist

Online operations manager

YEAR 4 : SPECIALIZATION AREAS

Online Consumer Behavior
Search Engine Marketing
Web Conceptualization
Business Models for Digital Transformation
The Digital Supply Chain
Data analysis
Budgeting & controlling
Entrepreneurship
Team management
Project management
Local community digital project
Final project

ACADEMICS

GRANDE ÉCOLE program



Our Grande École program prepares students for the challenges of the business world, so that they can meet its challenges and live up to the new standards that corporations must face. Our students will develop and enhance their management skills through our international outlook; this helps them identify their career plans. Students benefit from our action learning approach, and receive intensive support in their job search and career planning efforts. Our program's four pillars represent the values of ISC Paris: Openness, Sharing, Ambition, and Resilience

- Module-based curriculum
- Action Learning
- A cross-disciplinary approach to business ethics
- Employability: the heart of what we do

ISC GRANDE
ÉCOLE
paris

Julia GUINCHARD-NASCIMENTO
Director of graduate programs (PGE and MSc)

A CUSTOMIZED PROGRAM

grande école program

EN FULL ENGLISH
courses possible

FR FULL FRENCH
courses possible

dimension académique **13.**

↓ ADMISSIONS PRÉPAS AND BAC+2 ↓

YEAR 1

SEMESTER

1

SEMESTER

2

PRE-MASTER

GENERALIST
year

FR or EN

INTERNSHIP (3 months)

↓ ADMISSIONS BAC+3 ↓

YEAR 2

SEMESTER

3

MASTER 1

SEMESTER

4

GENERALIST
semester

or

**PARTNER
UNIVERSITIES**

or

**ENTREPRENEURIAL
TRACK**

**PRE
SPECIALIZATIONS***

or

**PARTNER
UNIVERSITIES**

**ENTREPRENEURIAL
TRACK**

INTERNSHIP (3 months)

GAP YEAR POSSIBLE

YEAR 3

SEMESTER

5

MASTER 2

SEMESTER

6

**SPECIALIZATIONS*
& DUAL DEGREES**

or

**PARTNER
UNIVERSITIES**

THESIS AND INTERNSHIP
(6 months)

ADDITIONAL EXCHANGE SEMESTER AT A PARTNER UNIVERSITY

* Pre-specializations et spécializations detailed on next page
Course list provided as an example, courses may change



THE PROGRAM

— year by year



1st year

DEVELOP YOUR
UNDERSTANDING
OF BUSINESS

376H

- > Discover and appropriate the fundamentals of business management, its sectors, professions and functions
- > Understand the world and develop your ability to analyze contemporary issues
- > Work on your CV, cover letter and develop self-knowledge. Strengthen your language skills

general course international track expertise, audit & contrôle

matières

Agilité et soft skills	Théorie des organisations
Comptabilité financière d'entreprise	Analyse financière
Contrôle de gestion	Communication d'entreprise
Droit	Comportement du consommateur
Activité d'entreprises étudiantes	Comptabilité analytique
Advanced Oral Business English	Develop your Network
Express Yourself in English 1	Developing a Business Unit
LV2	Droit des sociétés
Fondamentaux du marketing	Préparation for TOEFL
Informatique de gestion	Fiscalité des personnes
Economic and Social Issues	Humanité
Management d'équipes	Microéconomie
Système économique contemporain	Techniques de vente et négociation

2nd year

BUILD YOUR
SCHOOL CAREER

440H

- > Acquire a managerial posture
- > Perfecting your strategic vision
- > Clarify your professional project with individual and collective coaching workshops and thanks to testimonials from alumni
- > Acquire the communication codes used in business, work on your "personal branding" and learn how to develop your on and off line network.

general course international track expertise, audit & control
entrepreneurial track partner university work-study

matières

LV2	Fiscalité des entreprises avancée
Branding : Beyond Marketing	Ingénierie & performance commerciale
Business in Asia, the Case of Vietnam	Management de la chaîne logistique
Intensive Grammar Skills	Marketing et SI
Inside the Fashion Revolution	Sociologie des acteurs appliquée
Managing Across Cultures	Business Plan and Fundraising
The Asian, 600M Consumer Market	Challenges in HR Management
The Wine Industry	Distribution Network
Achats	Information Technology Management
Analyse financière avancée	Innovation Strategy
Branding	International Business & Management
Droit des obligations	International Strategy
Droit du travail	Introduction to International Purchasing
Groupe et performance collective	Law and Taxation
Entreprendre	Real Estate Management
Evaluation d'entreprise	Talent Management

3rd year

REVEAL YOUR
DISTINCTIVE PROFILE

316H INITIAL / 440H WORK-STUDY

- > Develop business expertise
- > Preparation for the first job: optimize your job search, knowledge of the market, training for interviews and work on your posture to succeed in your first steps in your 1st job

Three key skills:

- Acquire professional expertise
- Acquire a strategic vision of the company and a managerial posture
- Develop critical thinking

specialization international track expertise, audit & contrôle
partner university work-study memoir

11 specializations & 4 DUAL DEGREE



4 specializations
management
p.9



3 specializations
marketing
p.10



4 specializations
finance & auditing
p.11

In order to meet your expectations and the needs of companies, the 3rd year of the Grande École Program offers you 11 specializations with high added value divided into three areas of expertise:



hub MANAGEMENT

5 specializations



specialization ENTREPRENEURSHIP & BUSINESS DEVELOPMENT

objectives

- > Develop your leadership, your creativity to offer original solutions to market needs
- > Lead a career with an international dimension, in innovative companies, with an ethical and responsible spirit

typical career paths

Founder, business owner

Business developer Business manager

Community Manager Project manager

Responsable de la spécialisation : Jérémie Renaut :
Doctorat en sciences de gestion (Responsable de l'incubateur)



specialization INTERNATIONAL BUSINESS & MANAGEMENT

objectives

- > To acquire sound management and business administration skills, along with a good foundation in the areas of economics and law, from an international perspective.
- > To be capable of fostering innovation and managing risks

typical career paths

International companies

Commodities & foreign currency trading

Export business Bank & finance business

Responsable de la spécialisation : Sabine Bacouët-Jendens : Doc-
torate in Management Science - Université de Trèves - Allemagne



specialization CONSULTANCY & PROJECT MANAGEMENT

objectives

- > Lead change within companies and deliver a high level of performance
- > Design and manage change projects specific to digital transformation and work on an international scale

typical career paths

Management/organization consultant

Business Analyst Project Manager

Research / mission officer

Responsable de la spécialisation : Nino Tandilashvili
Doctorat en sciences de Gestion, Université Paris Ouest



dual degree MSc INTERNATIONAL BUSINESS & SUPPLY CHAIN

objectives

- > To enable graduates to design and execute international business developments in all types of economic sectors
- > To acquire a double competence in International project management and supply chain

typical career paths

Import/Export Manager

Commodity buyer Logistic analyst

Logistic manager or coordinator

Responsable de la spécialisation : Blissam Moncef :
Docteur en sciences de gestion - Université
Aix-Marseille 2





hub MARKETING

3 specializations

1

spécialisation MARKETING & DIGITAL COMMUNICATION

objectives

- > Acquire business management methods in accordance with CSR
- > Reveal your leadership abilities to create a positive impact in companies
- > Develop your entrepreneurial and innovative spirit to accelerate the ecological and social transition

Responsable de la spécialisation : Belgin Bilge
Docteur en Sciences de l'Information et de la Communication

choice from 2 options



GLOBAL & DIGITAL MARKETING

Marketing Manager Brand manager CRM
Promotional manager Project / product manager



COMMUNICATION, DIGITAL & EVENTS

Event communication manager Head of advertising
Media communication & digital media



2

specialization INNOVATION & TECHNOLOGY MANAGEMENT

objectives

- > Acquire a culture of technologies and economic models in digital
- > Develop web marketing and digital solutions
- > Develop operational knowledge of digital acquisition levers

Responsable de la spécialisation : Gilles Enguehard
Master of Sciences Stevens Institute of Technology, NYC

choice from 2 options



MANAGEMENT INFORMATION SYSTEMS

Product manager (technological context) Product owner
IS consultant or project manager in re-engineering



DIGITAL MARKETING & E-BUSINESS

Consultant in a digital agency/large consulting firm
eBusiness project manager Business engineer (digital)



3

dual degree MSc INTERNATIONAL BUSINESS & MARKETING

objectives

- > To enable graduates to design and execute international business developments in all types of economic sectors
- > To acquire a double competence in International project management and marketing

career examples

Business developer
Custom relationship manager
Product manager Brand manager

Responsable de la spécialisation : Andrew Zylstra :
Docteur en sciences de Gestion ESCP Europe





hub FINANCE & AUDITING

4 specializations

1



**specialization
FINANCE**
dual degree option in
FINANCIAL RISK MANAGEMENT

objectives

- > Corporate finance and market finance careers
- > Working domestically or internationally

Specialization coordinator :
• Olivier Levyne: Master ESCP/Doctorate in Management Sciences Authorized Research Director – University of Cergy Pontoise
• David Heller: Doctorate in Management Sciences (specialization in Finance), University of Cergy-Pontoise

typical career paths

- Associate with an investment fund
- Working on a trading floor sales, arbitragist
- Corporate banking officer with a commercial bank
- Corporate treasurer



2



**specialization
CERTIFICATE OF
APTITUDE FOR THE
LEGAL PROFESSION**
ASSET MANAGEMENT

objectives

- > Working in law, taxation, or asset management, domestically or internationally
- > Potential to continue on to the CAPA

Specialization coordinator: Annabelle Jaulin : CAPA – Doctorate in Law, University of Paris Assas

typical career paths

- Corporate legal expert
- Asset manager
- Tax expert
- Corporate lawyer



3



**specialization
AUDIT &
CONTROL
EXPERTISE**

objectifs

- > Master the methods used by external or internal auditors and management controllers
- possibility of joining the ACE course, from the 2nd semester of the 1st year

Responsable de la spécialisation : Oliver Levyne
Master ESCP / Doctorat en sciences de gestion et Habilitation à Diriger des Recherches (HDR) - Université Cergy Pontoise

typical career paths

- Auditor
- Consultant
- Management control
- Accountant
- Statutory auditor



4



**dual degree MSc
INTERNATIONAL
BUSINESS &
FINANCE**

objectives

- > To enable graduates to design and execute international business developments in all types of economic sectors
- > To acquire a double competence in International project management and finance

career examples

- Financial reporting Analyst
- Head of financial communication
- Internal auditor
- Cash manager

Responsable de la spécialisation : Eric Thorez
Doctorat en Sciences de Gestion



ACADEMICS

MSC

program



ISC GLOBAL
PROGRAMS
paris

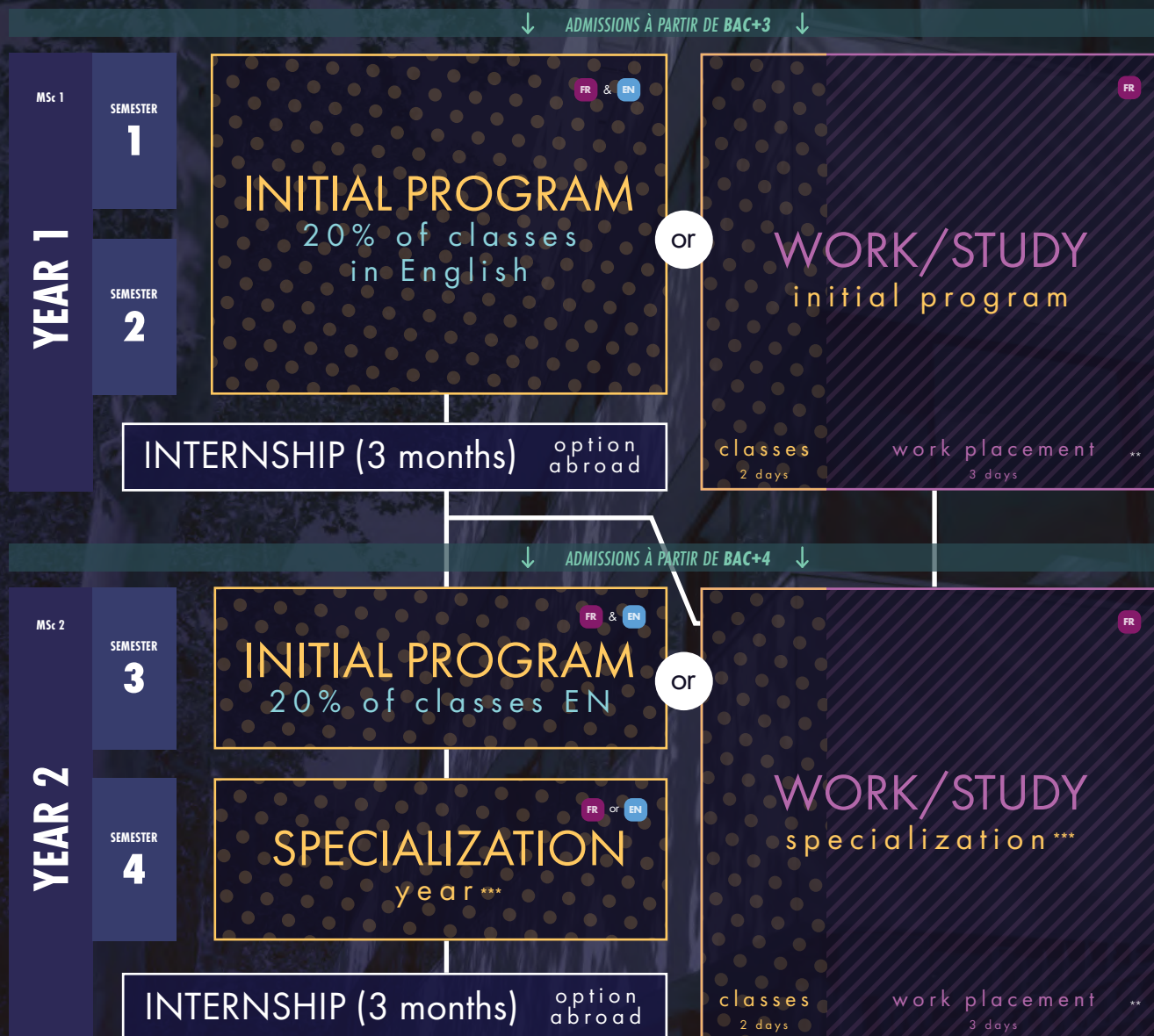
In this IS Paris Global Programs MSc, our goal is to help students develop a dual skill set in project management and an area of specialization. Our Action Learning approach combines theory and real-world experience: the perfect career preparation. Our graduates' skills are exactly what businesses are looking for: applied research, along with the skills that businesses need. Our graduates are proactive managers who take initiative and rise to a challenge. Our goal: helping you take ownership of your career success.

Julia GUINCHARD-NASCIMENTO
Director of graduate programs (PGE and MSc)

A CUSTOMIZED PROGRAM

— MSc program

EN & FR 20 % in english
80% in french
EN or FR program
100% FR or 100% EN



*** Specializations detailed on next page >
** On the Orléans campus, 1 week of classes/3 weeks of work placement

COURSE 1

INNOVATIVE APPROACHES

Online business models
Business Case Days
Cloud, IOT and Blockchain
Industrial Economy and Analysis
Innovation et concepts / Créativité

DASHBOARDS AND TOOLS

Budgets quantitatifs et outils budgétaires
Professional IT work
Mathematics for Managers

PERSONAL DEVELOPMENT

Agilité et soft skills pour les managers
English for Managers
International Days
Personal Development

COMMUNICATION & MARKETING

Management Communication
Crisis communication
Management de la relation client et outils
Marketing, concepts and innovative tools

SPÉCIALISATIONS

2^{ème} année MSc



MSc INTERNATIONAL BUSINESS MANAGER

3 specializations



specialization INTERNATIONAL BUSINESS & MARKETING



objectives

- > Designing and managing international business development across sectors
- > Dual skill set: international projects and management

Specialization coordinator: Andrew Zylstra

typical career paths

International Business Developer
Customer Relationship Manager
Marketing Specialist Brand Manager
Product Manager



specialization INTERNATIONAL BUSINESS & FINANCE



objectives

- > Understand the relationship between finance and management roleset management
- > Dual skill set: international projects and finance

Specialization coordinator: Eric THOREZ

typical career paths

Head of Financial Communication
Financial Reporting Analyst
Administrative Controller
Business Analyst Internal Auditor



specialization INTERNATIONAL BUSINESS & SUPPLY CHAIN



objectives

- > Mastering supply chain tools and techniques
- > Dual skill set: international projects and supply chain

Specialization coordinator: Blissam Moncef

typical career paths

Buyer/Purchasing manager
Procurement manager
Supply chain manager Demand Planner
Logistics coordinator Supply Chain Analyst





MSc INTERNATIONAL PROJECT MANAGEMENT

5 specializations



specialization HEALTH INDUSTRIES

  20% / 70%
english french



objectives

- > Mastering the concepts and tools for marketing and medical marketing
- > Développer la capacité à résoudre des problèmes complexes, anticiper les évolutions du secteur de la santé

typical career paths

Marketing group director
Medical marketing coordinator
Qualitative /quantitative studies director

Specialization coordinator: Christian MAUFFRE



specialization MANAGEMENT & BUSINESS DEVELOPMENT

  20% / 70%
english french



objectives

- > Mastering sales tools and techniques and developing a strategic vision for commercial management
- > Negotiating complex sales, specifically B2B

typical career paths

Category Manager Merchandiser
Trade Marketer Sales director
Import-export director Sales manager

Specialization coordinator: Bastien WAGENER



specialization CORPORATE FINANCE

  20% / 70%
english french



objectives

- > Mastering online data modeling and management tools to monitor and steer corporate strategy
- > Developing a dual skill set in project management and corporate finance

typical career paths

Management controller
Internal/external auditor
Financial analyst Bank employee

Specialization coordinator: Eric THOREZ



specialization RESPONSIBLE MARKETING AND COMMUNICATIONS

  20% / 70%
english french



objectives

- > Developing cross-disciplinary skills in marketing and communications
- > Meeting sustainable development challenges related to marketing and communications

typical career paths

Communications project director
Media relations manager
Product director Marketing consultant

Specialization coordinator: Belgin BILGE & David GARBOUS



specialization CUSTOMER SUCCESS MANAGER

  20% / 70%
english french



objectives

- > Mastering tools and processes for social marketing
- > Implementing customer loyalty strategies

typical career paths

Customer Success Manager
Department manager
Account Manager

Specialization coordinator: Stéphane MOTARD



specialization offered on the **Paris campus**



specialization offered on the **Orléans campus**

130 INTERNATIONAL AGREEMENTS IN 43 COUNTRIES

ISC Paris Groupe has 130 partnerships in 43 countries:
a wide array of options around the world.

NORTH AMERICA

9 partner universities

Bachelor program

9 DUAL DEGREES

- Ireland** Dublin Business School
 - ↳ BA (Hons) in Business
- Ireland** Griffith College Dublin
 - ↳ BA (Hons) in Business
- United Kingdom** University of Westminster, London
 - ↳ BA (Hons) Business Management
- United Kingdom** Nottingham Trent University
 - ↳ BA in International Business Management
- Dubai** University of Wollongong in Dubai
 - ↳ Bachelor of Commerce in International Business
- Singapore** James Cook University
 - ↳ Bachelor of Business
- Australia** Australian Catholic University
 - ↳ BA in Business Administration
- Australia** Griffith University
 - ↳ Bachelor of International Business
- Australia** University of the Sunshine Coast
 - ↳ Bachelor of Business
 - ↳ Bachelor of Business Administration

EUROPE

66 partner universities

Grande École program

21 DUAL DEGREES

- Argentina** Universidad de Belgrano
 - ↳ Licenciado Business Administration
 - ↳ Licenciado Commerce Extérieur
 - ↳ Licenciado Commerce
- Argentina** Universidad de Belgrano
 - ↳ Licenciado Direction et Gestion d'Organisations
- Ireland** University College Cork
 - ↳ MBS Innovation in European Business
- Ireland** Dublin Business School
 - ↳ MSc Management Practice
 - ↳ MSc Marketing
 - ↳ MSc Digital Marketing
 - ↳ MSc Finance
- United Kingdom** Nottingham Trent University
 - ↳ MSc Finance and Investment Banking
 - ↳ MSc Human Resource Management
 - ↳ MSc Innovation Management and Enterprise
 - ↳ MSc International Business
 - ↳ MSc Management
 - ↳ MSc Management and Business Analytics
 - ↳ MSc Management and Finance
 - ↳ MSc Management and International Business
 - ↳ MSc Management and Marketing
 - ↳ MSc Marketing
 - ↳ MSc Marketing and Brand Management
 - ↳ MSc Advertising and Marketing Communications
 - ↳ MSc Strategic Marketing Leadership
 - ↳ MSc Digital Marketing
 - ↳ MSc Project Management
 - ↳ MSc Management and Global Supply Chain Management

AFRICA MIDDLE EAST

4 partner universities

SOUTH AMERICA

20 partner universities

ASIA

34 partner universities

COMPLETE LIST

All our partner universities :



<https://www.iscparis.com/en/students/mobility-international/students-groupe-de-part/>

légend ● partner university country ○ dual degrees possible

the same country can host several partner universities in different cities

Datas from September 2021

AN INTERNATIONAL SCOPE

Each year, ISC Paris Grande École welcomes more than 300 international students: a unique opportunity to learn about other cultures and ways of life without leaving France.

 **54** different nationalities on campus

 **130** partner universities in 43 countries

 **300** international students at ISC Paris

« Looking back, I strongly feel that my time at ISC has provided me with a great depth of knowledge for each of my subjects studied, equipping me for the final step in my Bachelor degree. The lecturers have a passion for the subjects they teach in a way I have not experienced before, and it entices students to learn and grow passions of their own. My time in Paris was equally enjoyable, despite restrictions, and I had the chance to make some close friendships which I still uphold today. I want to thank ISC for giving me the opportunity to be an exchange student here, and I hope it will not

be long before
I return to Paris in
future. »

CLAIRE GROVES
in exchange at ISC Paris, from HU Utrecht, Pays-Bas.



BACHELOR

All courses in Years 1, 2, and 3 can be taught in English.

- Complete an academic exchange (minimum of one semester)
- Complete an international internship (outside their home country)
- Achieve B2 CEFRL language certification

GRANDE ÉCOLE PROGRAM

All courses in Years 1, 2, and 3 are taught in English.

ISC Paris Grande École students can spend up to 36 months in other countries, for a truly diverse experience:

- 12 months of internships with international businesses.
- 2 academic exchange semesters in two different partner universities, leading to a dual degree.
- 1 year of international work experience.

BBA

Program taught completely in English

A springboard for a career either in France or abroad.

MSc

2nd year can be taken entirely in English.

MSc International Business Manager program taught entirely in English on our Paris campus.



A RICH PROFESSIONAL EXPERIENCE

OUR CORPORATE PARTNERS



Données au 29/09/2021

CAREER CENTER

Our career helps students find internships and work/study placements from our trusted corporate partners. Students can also receive individual career coaching and CV/cover letter help.

Le Career Center organise also organizes conferences and meetings throughout the year with professionals on trades and sectors of activity (corporate lunches, business forums, partner companies, job-dating...)



INTERNSHIPS



Students are required to complete an internship each year, to apply their coursework in the real world and to solidify their career plans. These might be in France or in other countries, to give students the strongest possible career preparation.

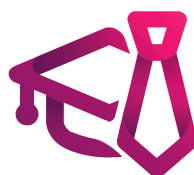
Action Learning with

STUDENT
ENTREPRISES

Student enterprises are more than associations: they are the foundation of our action learning approach.

Our Student Enterprises are entrepreneurship labs. They allow our students to combine their passion projects with their coursework. Students learn about themselves, share experiences, and gain confidence. The term "Student Enterprises" is important. Every Student Enterprise manager and staffer is, above all, a student, with quantitative or qualitative goals.

Inscribed in the DNA of the ISC Paris Group for more than 50 years, the Student Enterprises combine integration, learning and professionalizing projects.



Our Student Enterprises office offers:

- To provide students with a space to reflect and take action, as they learn about the challenges of the corporate world and reach their full potential in terms of situational intelligence.
- Services to help students develop their soft skills, thus revealing each individual's talent and potential, and to help each student become as employable as possible. This means that students receive real-world, real-time support for marketing, customer, and partnership meetings. They are supported, coached, and evaluated so that they can improve.
- Pushing students outside their comfort zone and into their challenge zone also builds self-confidence, and confidence in one's own ability.



AMBITIOUS RESOURCES FOR AMBITIOUS GOALS

ISC Paris Group provides the resources that Student Enterprises need to launch their projects, promote them, and bring them to life. But above all, students have the opportunity to discover their talents and become more resilient.



DEDICATED OFFICE SPACES

Student Enterprises have their own offices and meeting space, for the best possible working conditions. Each Enterprise has its own space with all necessary infrastructure and logistical support.



1/2 half a day free each week
for student enterprises



28 student
enterprises



100 projects
each year



sport et évasion

BDS (Bureau Des Sports)

Sports et événement sportifs

ISC MOTORS

Prévention routière et événements sports mécaniques

COSMOPOL

Intégration des étudiants internationaux

culture et création

STUDIO

Organisation d'événements dans le luxe et la mode

FANE

1^{ère} Entreprise Étudiante d'e-sport

ISC REFLEXION

Journalisme, médias et création artistique

consulting et entreprises

ISC JUNIOR CONSULTING

Cabinet de conseil étudiant

ISC NETWORK

1^{ère} Job Service de France (ISO 9001)

ALUMNI CONNECTION

Facilite le réseau avec d'anciens ISCéens

ISC SOCIETY

Projets de modélisation des Nations Unies

social

AIDE MONDIALE

Action humanitaire à l'international

HUMAN

Aide aux enfants défavorisés



sport et évasion

BDS (Bureau Des Sports)

Sports et événements sportifs

WHEELS FOR GOOD

Événements sports mécaniques humanitaires

culture et création

L'ATELIER

Organisation de défilés et boutiques éphémères

RAP RUSH

Agence d'artistes fonctionnant comme un média

FANE

Structure orléanaise d'e-sport

METS L'SON

Radio dynamique pour les jeunes Orléanais

vie étudiante

BDE (Airlines)

Anime la vie étudiante sur le campus

OAM

Bureau des ambassadeurs de l'ISC Paris

services et entreprises

OPPIES

Plateforme de matching entre étudiants et entreprises

CEPAGE

Rendre le monde l'œnologie accessibles à tous

FREAKY FASHION

Trouver une alternative à la «Fast-fashion»

entrepreneuriat et social

DOOS

Création de boxes avec des produits régionaux

WELOVETHEM

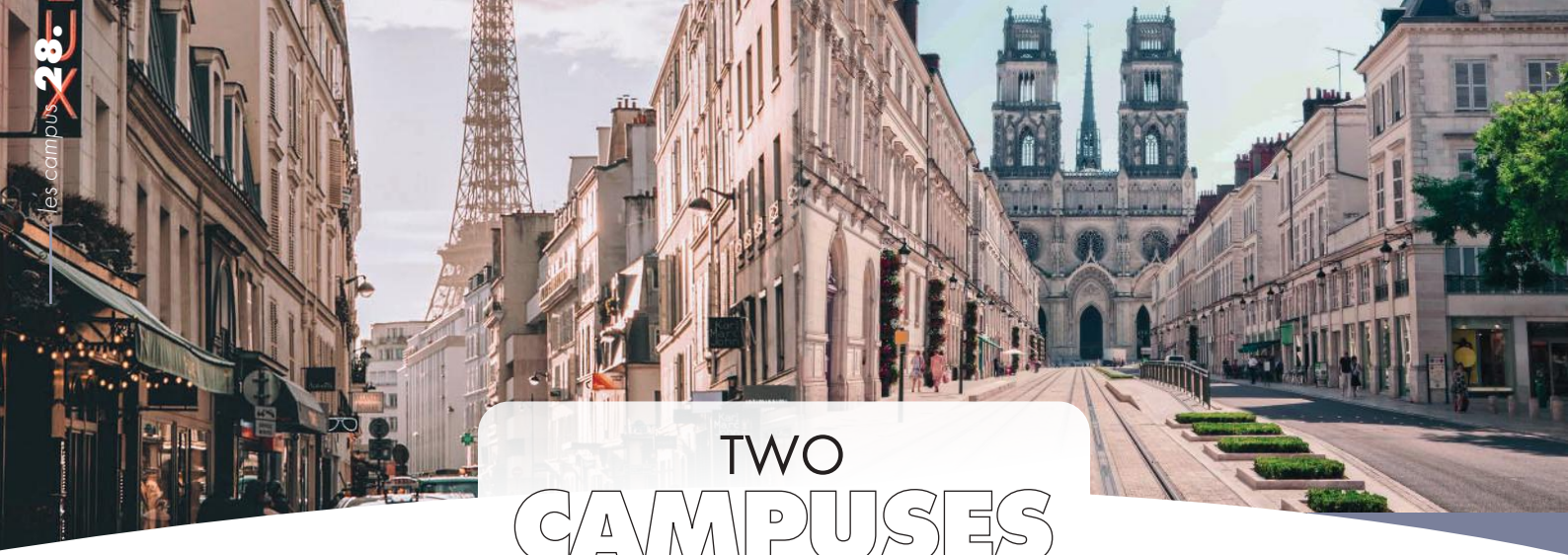
Organisation d'événements professionnels caritatifs

TREASURE

Création d'objets utiles, avec des matériaux recyclés

HUMANIE

Collecte de denrée pour don aux centres d'accueil



TWO CAMPUSES

campus in PARIS

ISC Paris Campus Paris is located in **Paris' 17th arrondissement**, which offers our students a wealth of opportunities. Studying in Paris, 15 minutes from La Défense and in close proximity to the "Golden Crescent," home to many French corporate headquarters, allows us to partner with major French and multinational corporations where our students can do internships or work/study placements.

CAMPUS PARIS
22, bd du Fort de Vaux
75 017 Paris

CAMPUS ORLÉANS
24, Rue Jeanne d'Arc,
45000 Orléans

campus in ORLÉANS

Studying in **Orléans** means choosing a pleasant living environment, just an hour from Paris. With an emblematic anchoring in the heart of the city, the ISC Paris Campus Orléans is ideally located for its accessibility by tram but also for its offer of accessible accommodation nearby. Located on the riverside of the Loire, city of art and history, offers both a unique landscape and many cultural and sporting events.

Our urban campuses offers all of the comforts of student life: connection, collaboration, and cooperation (wi-fi, work spaces, computer rooms).



Follow our Paris and
Orléans campuses



Offices for Student Enterprise, library, social gathering spaces, and a companies incubator.

To reach our Paris campus:

Bus 53, 341 or 94 : Alsace stop (2 min walk)

Tram T3b : Porte d'Asnières stop (7 min walk)

Line L : Clichy-Levallois stop (9 min walk)

RER C and M3 : Pereire Levallois stop (14 min walk)

PUBLIC TRANSPORTATION



*To reach our
Orléans campus:*

Tram A : Charles De Gaulle stop

Tram B : Jeanne d'Arc stop

Bus line : Boulevard Alexandre Martin stop

ISC Paris Alumni is the ISC Paris Group's alumni network.

This powerful network of more than 19,000 graduates across all business sectors. It is an international network, with members on five continents. ISC Paris Alumni serves a social and a networking purposes; most of all, it is a family that supports our graduates throughout their careers.



Valérie DRAY CLASS OF 1991
President ISC Paris Alumni
CEO - Siena Blue

ISC

paris

ALUMNI

WHAT SERVICES ARE OFFERED TO MEMBERS?

- A website, www.iscparis-alumni.com, with a database of our 19,000 graduates.
- A Career Booster, dedicated to job searches and coaching.
- A job search platform, used by more than 1,400 recruiters.
- Professional and social events throughout the year, career-specific clubs, regional clubs, and multiple networking opportunities.
- International clubs, in London, New York, and Hong Kong.
- Preferred access to the ISC Paris group incubator to launch your startup.

A NETWORK TO ENHANCE YOUR CAREER

Growing your network is essential to your career planning and your career itself. Even current ISC Paris students can join our Alumni association. In Year 3, students can join the association to access this network and most of the association's services, at a discounted membership rate.

OUR ALUMNI

Each year, the ISC Paris Alumni Hall of Fame honors graduates with distinguished career paths, highlighting the diversity and quality of the roles that our graduates hold.

Learn more, at www.iscparis-alumni.com



« As an ambassador for the ISC Alumni club in Spain, I'm always thrilled to welcome student interns, and I help out alumni who are looking to move here. For me, helping each other is a key part of our network. »



Cédric GOTRA PROMO 2011
Corporate account executive de CrowdStrike (Barcelone)

« When I moved to New York, the first thing I did was contact the ISC Paris Alumni network. It was a huge help to me in the business world, with a lot of well-connected people. Then, it was my turn: I'm currently helping out an alum who just moved here. Here's what I think: your true value is the value of your network. »

Matthieu DEJARDINS PROMO 2002
CEO and Founder, NextUser



FINDING A PLACE TO LIVE



TOOLS TO FIND

- **STUDEA** : www.nexity-studea.com
- **ODALYS** : www.odalys-campus.com
- **LES RÉSIDENCES DU CROUS** : www.crous-paris.fr et www.crous-orleans-tours.fr
- **ADÈLE** : www.adele.org
- **STUDAPART** : iscparis.studapart.com

AND...

- BDE classified ads
- Facebook groups
- Apartment shares
- Room in private residences



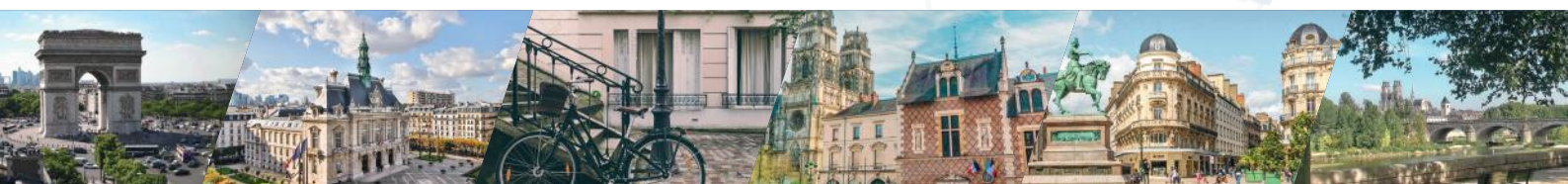
PAYING FOR HOUSING ?

- **CAF provides housing subsidies**
There are three options:
 - APL (personalized housing assistance)
 - ALS (group housing assignments)
 - ALF (group housing assignments).
 For more informations: www.caf.fr
- **Action Logement** : www.actionlogement.fr

RECOMMENDED LOCATIONS IN PARIS



RECOMMENDED LOCATIONS IN ORLÉANS



TUITION AND FEES

BACHELOR IN BUSINESS		BBA PROGRAM		MASTER IN MANAGEMENT		MSC PROGRAM	
1 ST YEAR		1 ST YEAR		PRE-MASTER (OPTIONAL)		1 ST YEAR	
8 500 €		9 950 €		9 950 €		15 000 €	
2 ND YEAR		2 ND YEAR		1 ST YEAR		2 ND YEAR	
8 500 €		9 950 €		11 950 €		22 480 €	
3 RD YEAR		3 RD YEAR		2 ND YEAR			
2 000 €* + university tuition fees		9 950 €		11 950 €			
or 9 100 €		4 TH YEAR					
		9 950 €					

Droits de scolarité valable pour l'année scolaire 2020/2021

programme

BACHELOR

ENTRANCE OPTIONS

> Year 1

You must be completing or have completed your secondary school diploma or a degree equivalent to a French DAEU.

> Year 2

You must be enrolled in or have completed one year of university-level study after high school (60 ECTS credits, or 30 credits for students in a UK or US program) to apply.

> Year 3

You must be enrolled in or have completed one year of university-level study after high school (120 ECTS credits, or 60 credits for students in a UK or US program) to apply.

programme

GRANDE

ECOLE

ENTRANCE OPTIONS

> Year 1 Pre-Master

You must be enrolled in or have completed one year of university-level study after high school (120 ECTS credits, or 60 credits for students in a UK or US program) to apply.

> Year 2 Master 1

You must be enrolled in or have completed a university undergraduate degree (bac+3 in the French system), classified as RNCP level 6, or have/be completing 180 ECTS credits from a government-accredited institution, or 120 credits for students in a UK or US program).



programme

BBA

ENTRANCE OPTIONS

> Year 1

You must be completing or have completed your secondary school diploma or a degree equivalent to a French DAEU.

> Year 4

You must be enrolled in or have completed a university undergraduate degree (bac+3 in the French system), classified as RNCP level 6, or have/be completing 180 ECTS credits from a government-accredited institution, or 120 credits for students in a UK or US program).

programme

MSC

ENTRANCE OPTIONS

> Year 1

You must hold or be in the process of completing a three-year undergraduate degree (Bac+3 in the French system) equivalent to 180 ECTS credits from a government-accredited institution, or 120 credits for students in a UK or US program).

> Year 2

You must hold or be in the process of completing a four-year postgraduate degree (Bac+4 in the French system) equivalent to 240 ECTS credits, or the equivalent in another country.

OPTIONS FOR ENTERING OUR PROGRAMS

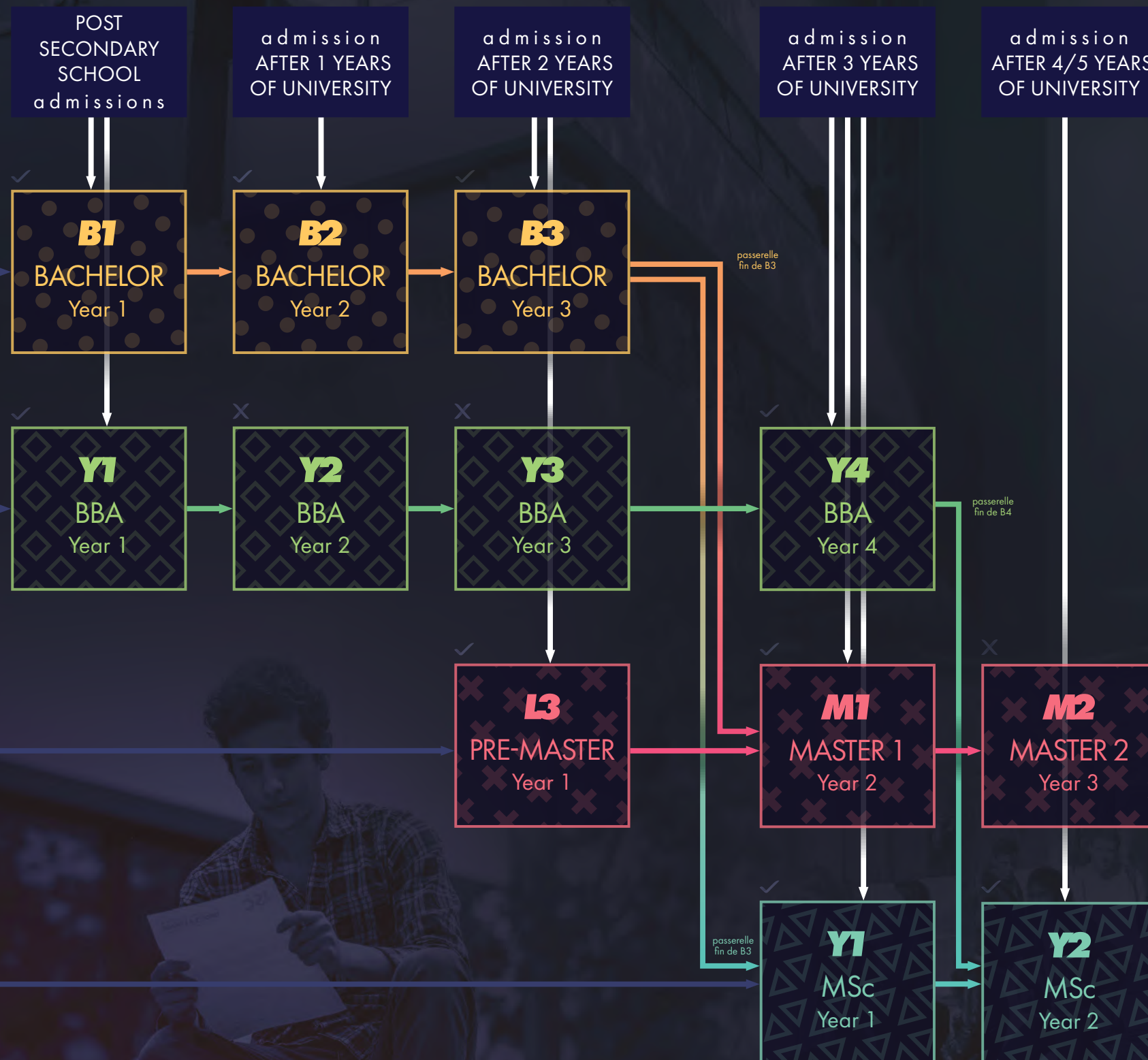
✓ admission **POSSIBLE**
 ✗ admission **IMPOSSIBLE**

BACHELOR
program

BBA
program

**GRANDE
ECOLE**
program

MSC
program



In addition to the BBA, the ISC Paris Group offers numerous programs and trainings for full-time students and working professionals. There are many admissions pathways, and options for transferring between programs. All programs offer a management diploma or certificate.

MBA
program

The ISC Paris MBA program is aimed at professionals (with at least 3 years of professional experience), managers, wishing to progress in management positions, executive training or business creation, while developing professional expertise in the fields of management and business development.

DBA
program

The ISC Paris DBA program, exclusively taught in English, serves as a link between academic research and the business world. Constantly listening to the increasingly connected and complex business world, this program will offer you proven visibility and expertise in contemporary debates through your participation in the development of best practices.

Our programs are accredited by the French Ministry of Higher Education, Research, and Innovation (ISC Paris Grande École), and we offer international and continuing education programs through ISC Paris Global Programs.

ISC **GRANDE
ECOLE**
paris

BACHELOR
program

**GRANDE
ECOLE**
program

ISC **GLOBAL
PROGRAMS**
paris

BBA
program

MSC
program

MBA
program

DBA
program



The ISC Paris Group's instructional approach focuses on Action Learning. Founded in 1963, ISC Paris offers management degree and certificate programs to students and working professionals. Our programs are accredited by the French Ministry of Higher Education, Research, and Innovation (ISC Paris Grande École), and we offer international and continuing education programs through ISC Paris Global Programs and ISC Paris Executive Education.



**OUR UNIQUE CURRICULUM:
ACTION LEARNING**



**4 UNIQUE
PROGRAMS**



**AN INTERNATIONAL CAREER
FOCUSED CURRICULUM**



**27 STUDENT
ENTREPRISES**



**130 PARTNER UNIVERSITIES
IN 43 COUNTRIES**



**TWO CAMPUSES
PARIS & ORLÉANS**



groupeisc.com



iscparis.com



gp-iscparis.com

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CAMPUS PARIS

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Groupe ISC Paris

Also follow our Paris and Orléans
campuses on Facebook and Instagram

ÉTABLISSEMENT D'ENSEIGNEMENT SUPÉRIEUR TECHNIQUE PRIVÉ RECONNU PAR L'ÉTAT

