



**EDUCATION
FOR GLOBAL CITIZENSHIP**

WWW.INSEEC-U.COM



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THE INSTITUTION

PRESENTATION

INSEEC U. is a private multidisciplinary higher education and research institution working in the fields of Management, Engineering, Communication & Design and Political Science, based in Paris, Lyon, Bordeaux, Beaune, Chambéry-Savoie, London, Geneva, Monaco, San Francisco and Abidjan, which trains 28,000 students and 5,000 executives every year.

AT THE HEART OF TRANSITION...

A major player in the French educational landscape, INSEEC U. offers a new teaching model adapted to the challenges resulting from ongoing economic, digital, organizational, environmental and societal transition.

Building upon research firmly rooted in the realities of today's world, a capacity for prospective analysis, close ties to business and an international network, INSEEC U. draws on all the talents and all disciplines, allowing its teams, who share its passion for transmitting knowledge, the freedom to undertake projects, design new learning methods and seek out the most promising learning pathways for the future of its students. INSEEC U. deploys innovation to support multiple success stories.

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THE INSTITUTION

IN FRANCE AND IN THE WORLD

INSEEC U.'s locations in the heart of major cities enable our students to benefit from the economic and cultural drive of the local socio-economic context. They also give INSEEC U. the opportunity to contribute to the life and development of the urban ecosystem and enhance its positioning and reach outside France.

INSEEC U. hosts international researchers, professors and students - proof of the appeal of our programs abroad. Foreign students represent 25% of the total enrollment and our permanent or visiting researchers and lecturers include 92 nationalities, thus contributing to the multicultural experience INSEEC U. seeks to provide.



● Campus INSEEC U. in France ● Campus INSEEC U. abroad

LONDON MONACO GENEVA SAN FRANCISCO

INSEEC U.'s first campus abroad, the London site in the Marylebone district, paved the way for further international locations. Monaco focused on sport, luxury and finance, Geneva specializing in courses in creation and digital media, then San Francisco, headquarters for innovation and business incubator for start-ups in the digital economy.

AFRICA

A FIRST FOOTHOLD IN ABIDJAN

INSEEC U. has recently established a branch of IFG Executive Education in La Côte d'Ivoire [Ivory Coast]. Already present in Africa thanks to a strong Alumni network and partnerships with major African companies, the school aims to develop its offer of programs designed for managers looking for locally based training with a significant online component. Since 2018, INSEEC U. has been offering joint/double/multiple degree programs in partnership with universities, based on a unique digital ecosystem resulting in a 98% success rate. 60% of teaching is delivered through e-learning, completed by Learning Expeditions to our international campuses.



KEY FIGURES

28,000 STUDENTS

16 SCHOOLS

10 CAMPUSES
IN FRANCE AND ABROAD

345 FACULTY MEMBERS

515 ACADEMIC
PARTNERSHIPS

6 INCUBATORS

5,000 EXEC. ED.
PARTICIPANTS

+ 100,000 ALUMNI

01

THE INSTITUTION

HISTORY AND VALUES

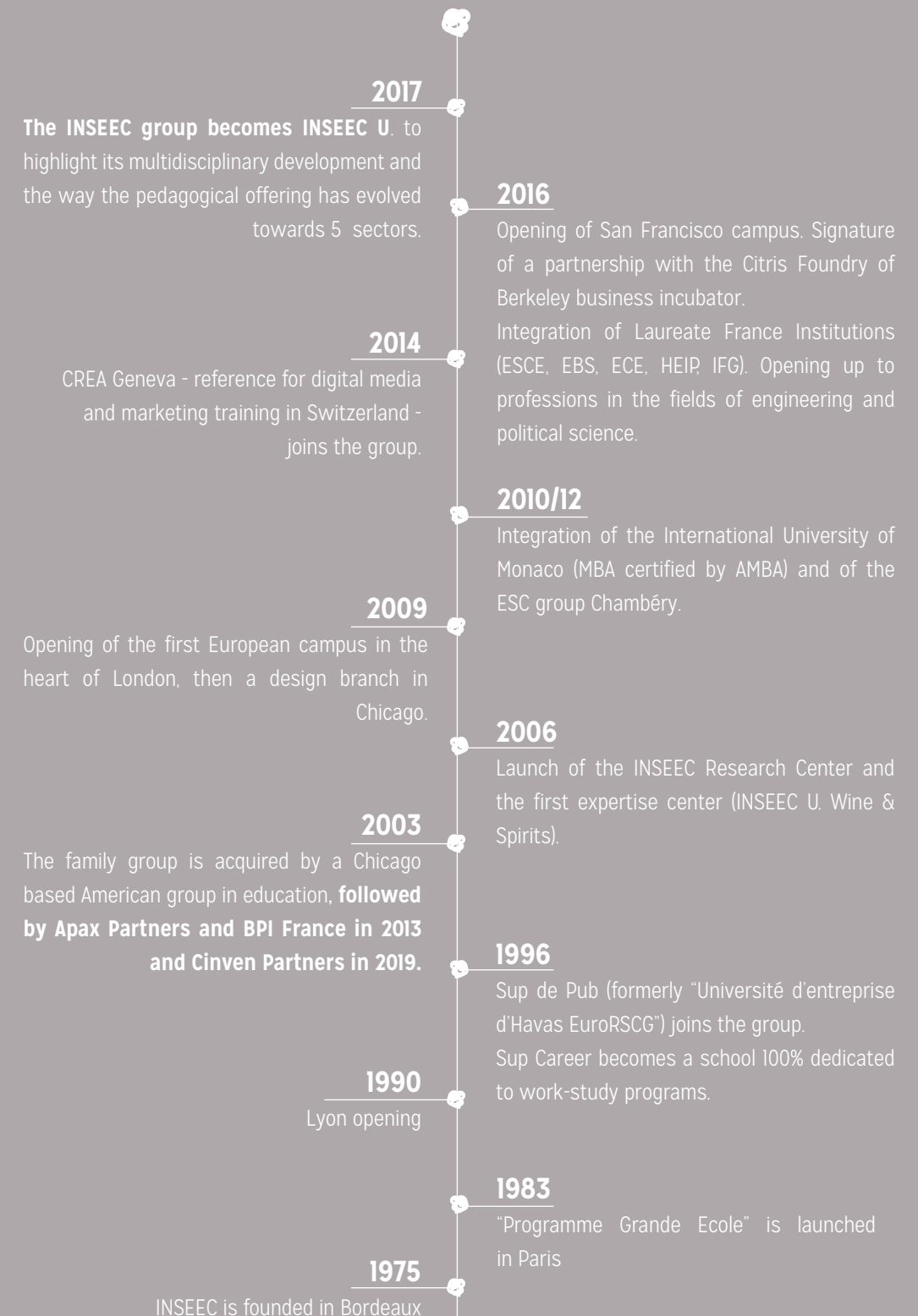
INSEEC U. was founded in **1975**, the result of a vision backed by determination: to create a completely new type of Business School, respecting a clear imperative: **balance**. Uniting features of Business Schools with those of Political Science Institutions, the curriculum combined technical disciplines with humanities and, for the first time, included international experience and an entrepreneurial dimension.

Inspired by the principles of psychometrics, in which the founder's family background had given him a keen interest, training was based on the values of **attention, listening** and a **passion for pedagogy** with the objectives of progress and fulfilment for students in the respect of each individual and the common good.

Combining close attention to evolutions in society, a **professional outlook** and **agility** in adapting the programs, this philosophy has enabled INSEEC to develop into a multidisciplinary, multi-level, multi-format and multi-campus institution, capable of meeting student expectations and the needs of business. Its dynamic research center, the quality and the diversity of its intellectual production and commitment of its Faculty mean it remains innovative in its pedagogical approach and offers original learning methods, providing constantly renewed content.

Today, all the schools in the INSEEC U. institution share our founding values: **openness**, leading to the development of critical thinking and **a desire for entrepreneurship** in a spirit of autonomy and awareness. INSEEC U. aims to train free spirits, ready to explore a world of ideas, innovate and become active citizens in a responsible, collaborative society.

INSEEC U. KEY DATES



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THE INSTITUTION

THOMAS ALLANIC
Directeur et Dean
INSEEC Grande École

LAURENT BERGERUC
Directeur INSEEC U. Bordeaux
Directeur MSc & MBA INSEEC

CHRISTOPHE BOISSEAU
Directeur Général ESCE Paris-Lyon
& Directeur BBA INSEEC

DAVID BOUVIER
Directeur INSEEC U. Chambéry

PHILIPPE CATTELAT
Directeur HEIP & CEDS

RENÉ ENGELMANN
Directeur CRÉA Genève

MARION FABRE
Directrice INSEEC U. Lyon
Directrice Bachelors INSEEC

SYLVIE FAUCHEUX
Dean INSEEC U. et Directrice Générale
IFG Executive Education

GUILLAUME GARNOTEL
Directeur MSc & MBA INSEEC Lyon

JEAN PHILIPPE MULLER
Directeur Général IUM

LAMIA ROUAI
Directrice et Dean
EBS Paris

CLAIRE SOUVIGNE
Directrice Bachelor, American
BBA et MSc & MBA INSEEC Paris

ANNE-FRANÇOISE STASSER
Directrice Sup de Pub
& Sup de Création

FRANCOIS STEPHAN
Directeur Général ECE Paris-Lyon

ALAIN ZALMAN
Directeur Sup Career Alternance

A FEDERATION OF PRESIDENTS OF SCHOOLS

DRIVEN BY A CULTURE OF INNOVATION
AND ENTREPRENEURSHIP

Closely involved in designing and implementing INSEEC U's overall strategy, the school and program management teams are characterized by their passion for the transfer of knowledge, their teaching experience, their expertise in their discipline and sector and their entrepreneurial spirit. In close touch with the reality of the business world, the latest developments in research, management science and teaching techniques, the teams adapt or thoroughly overhaul the training programs to improve learning conditions and ensure the success of the studies and the career development of their learners.

 **INSEEC**

 **SUP CAREER
ALTERNANCE**

 **ECE** PARIS - LYON
ÉCOLE D'INGÉNIEURS

 **SupdePub**

 **EBS** PARIS
EUROPEAN BUSINESS SCHOOL

 **CESNI**
INSEEC U. SPORT

 **ECE TECH**
ÉCOLE DU NUMÉRIQUE
PARIS - LYON

 **SUP de CRÉATION**

 **ESCE** INTERNATIONAL
BUSINESS SCHOOL

 **IFG** EXECUTIVE
EDUCATION

 **HEIP**

 **CREA**
INSEEC U.

 **INTERNATIONAL
UNIVERSITY
OF MONACO**

 **IHFi**
INSTITUT DE HAUTE FINANCE

 **CEDS**

 **Prépa
Saint Germain**

ACCREDITATIONS AND LABELS

The quality of our programs is guaranteed by labels, certifications and accreditations :

- **Certification of our master's degree** by the French Ministry of Higher Education, Research and Innovation for our "Grandes Écoles"* management program (INSEEC, ESCE et EBS);
- **Certification by the Monegasque State** for International University of Monaco programs;
- **International AMBA Accreditation** for the INSEEC Grande École* program and the MBA from the International University of Monaco;
- **International EPAS Accreditation** from EFMD for the ESCE and EBS Paris Grande École* programs.
- **Engineer's Title validated by CTI** (the French Commission for the title of engineer) (ECE);
- **Level I and II Certifications from the CNCP** [French inter-ministerial commission for Vocational Certification] for our Bachelor, MSc and MBA programs.

The **CSR dimension** is recognized by the sustainable development and social responsibility **label (DD & RS)**, granted to our "Grandes Écoles" INSEEC et ECE. ESCE and EBS will present their application file this year.

Furthermore, INSEEC U. has been ranked **N° 1 in France on the UI GreenMetric Rankings**. Created by Indonesia Universitas, these rankings have become the worldwide benchmark for CSR to assess the commitment of universities and schools to addressing the problems of sustainability and environmental impact.

INSEEC U. is also involved in **Horizon 2020**, the biggest **EU Research & Innovation Programme** ever. After contributing to the DEFORM project (Define the Global and Financial Impact Of Research Misconduct), INSEEC U. has been selected to be the partner of a new European project called PRO-REST. The European Science Foundation is in charge of its scientific coordination.

01

THE INSTITUTION

**Grandes écoles are university colleges specializing in professional training, to which entrance is by competitive examination (concours). Grandes écoles are outside the university system and are controlled by the ministry to which their specialty is linked. They're dedicated to training high-level specialists, particularly in engineering, applied science, administration and management studies.*

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THE INSTITUTION

A RESPONSIBLE INSTITUTION

Higher Education is an essential lever for worthy ambitions in corporate social responsibility (CSR) focus areas. INSEEC U. and all its constituent schools understood early on that designing training and research programs focusing on CSR, its efficacy and assets is the key to driving rapid change in corporate culture towards a new, more responsible economy. INSEEC U. has thus set up a CSR Management to oversee the implementation of a policy rooted in 5 key commitments.

5 KEY COMMITMENTS

01. Implementing exemplary participatory governance which facilitates and supports dialogue and debate between the faculty, the students, the alumni, the management, the administration, companies and civil society, in particular through:

- A dedicated website
- Student and staff representatives specializing in CSR
- A commission which meets four times a year
- Symposiums: Design Thinking in 2017, Alter'Innovation in 2018 and in 2019, an international symposium on social entrepreneurship in partnership with "la Ruche" and "Orange".

02. Training and raising awareness of CSR among our stakeholders especially by developing the capacity of our students to become creators of sustainable value not only for companies but also for society as a whole, and to work towards a responsible, inclusive global economy. This approach includes:

- A 100% online certification in Sustainable Development and Green Management, aimed at students, alumni and employees
- A green business week for all students enrolled in the institution's schools
- An Executive MBA on Management of Energy and Ecological Transition in partnership with Québec University, Montréal (UQAM).)

03. Contributing to furthering knowledge through the promotion of responsible research and innovation by encouraging our teaching-research staff to get involved in developing the role of companies in creating sustainable economic, social and environmental value. To help advance this objective:

- An ecosystem of business incubators focused on CRS issues
- A partnership with the Berkeley incubator concentrating on renewable energy
- A partnership with the 'Ruche' on social entrepreneurship
- A new European research project on responsible innovation, PROREST. The objective of this project is to draw up a framework for research based on ethics and integrity, and to guide decision making on research policies at all levels. INSEEC U. is involved in designing a toolbox for assessing the impacts of research.

05. Developing a societal policy in favor of the territories where our schools are situated, recognizing cultural and human diversity and combating all forms of discrimination by placing CSR values, such as those illustrated by international initiatives like the United Nations Global Compact, at the core of our activities and courses. To assist with this:

- An endowment fund of 3 M€ over 3 years awards grants on the basis of dual criteria (resources and merit).

04. Implementing an efficacious, coordinated environmental policy by applying the CSR principles INSEEC U promotes in our teaching and research. INSEEC U. bases this on:

- Green IT: actions to rationalize computing resources (reducing rack-mounted servers and local multi-function printers, replacing desktop and laptop PCs by more energy efficient models) have enabled us to bring the kWh/year per staff member consumption ratio down to 1.450 kWh.
- In 2018, the circular economy on our 19 sites led to the recycling of 22 tonnes of paper, bottles, cans and plastic cups, which is the equivalent of 505 m3 of water, 110 MWh saved and the non-emission of 6.5 tonnes of CO2.
- Eco-mobility guides on our campuses to encourage green travel solutions.

STANDING

WITH THE UNITED NATIONS

Already a member of the UN Global Compact program on the role of Higher Education in spreading CSR principles in the corporate culture, INSEEC U. has joined UNESCO Bordeaux Chair for Sustainable Development, thus strengthening a network active on every continent and within 22 countries, to take part in the ecological transition in all its aspects.

** The Conférence des Grandes Écoles (CGE) is a French institution, founded in 1973, which represents all the engineering schools accredited by the «Commission des Titres d'Ingénieur (CTI)» and all the business schools which deliver a master's degree. ***The Conférence des Présidents d'Université (CPU) is an organization of presidents of French universities

02

INSEEC U.'S EDUCATIONAL VISION

TOWARDS A NEW MODEL IN HIGHER EDUCATION

Building on the legacy of its schools, melting pots of educational values and know-how, the INSEEC U. community, made up of respected figures passionate about training and transmitting knowledge, has created a new model of higher education.

Basing its approach upon research firmly rooted in today's economic and societal realities, combining attention, agility and interdisciplinarity INSEEC U.'s conviction is the driving force in designing innovative pedagogical projects to support multiple success stories and meet the challenges resulting from the multiple transitions of today's world.

ATTENTIVE TO THE WORLD; FOCUSED ON INDIVIDUALS.

Just as the world is undergoing transformations, the aspirations of students are changing, sometimes during their course. We must take into account their desire to adapt their training and include new subjects of wider interest. Being aware of these individual or generational expectations, being attentive to each student's project is a driving principle at INSEEC U. Our mission is to give each student the means to play an active role in designing their learning pathway.

FORESIGHT & FLEXIBILITY.

Our openness to the world, our alumni network and our partners, our international presence, are all sensors feeding back information on the changes in the business world, in organizations, in vocational learning... This allows us to focus our forward planning and our investment in research, enabling us to rapidly offer new training programs linked to emerging professions and careers.

INNOVATIVE TEACHING METHODS.

Cognitive sciences and technology are radically shaking up learning. INSEEC U. must constantly improve its methods to provide its students with state-of-the-art innovation to drive their success. The women and men at INSEEC U. all share the same passion for pedagogy and the same determination to adapt courses to meet ever more closely the requirements of the world of business and use by its students.

OPENNESS AND INTERDISCIPLINARITY.

Whatever the sector, the business of tomorrow will need creative, agile, multitasking staff capable of adapting to different contexts. Whereas specialized tasks will be partly carried out by artificial intelligence, human intelligence will be required to coordinate, connect different fields of expertise, drive and manage change... Openness and interdisciplinarity will be the keys to success for our graduates in the future. INSEEC U. provides international, multicultural experience by leveraging transversality between schools.

MEANING AND COMMITMENT.

The greatest challenge facing our students will be contributing to inventing a more responsible and sustainable world. As a major player in the field of higher education, we support them in this objective, leading by example and our proactive policy. This requirement responds to students' legitimate desire to work towards a meaningful professional activity, and our determination to prepare the decision makers of tomorrow to include Corporate Social Responsibility in their actions.



03

ACADEMIC VALUE

INSEEC U.'s promise is to guarantee its students/learners a challenging learning experience as well as job placement opportunities that meet their expectations and fit with their projects, in an interdisciplinary and intercultural environment.

This strategic project is innovative and stands out by its choice to build on "academic value" that is to say all the intellectual production of its Faculty.

Academic value includes three types of "intellectual production" contributing to the overall INSEEC U. project :

- **Scientific publications** in academic peer-reviewed journals with the objective of contributing to advancing knowledge. These journals are nationally and internationally recognized. The list of journals referenced by the schools is chosen depending on their disciplines and strategy. These publications are intended to be produced within the INSEEC U. Research Center.
- **Contributions to operational practice**, which covers production linked to the expectations of business and more widely the socio-economic world: texts written to make knowledge more accessible, work by research chairs or funded by companies, deliverables of all kinds (some of which may lead to a patent). These contributions are made by faculty members and teaching staff whatever their status and regardless of an obligation to produce work.
- **Contributions to educational methods**, intended to constantly update the pedagogical content, as well as contributing to the development of soft skills and transversal competencies.

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ACADEMIC VALUE

STRATEGIC OBJECTIVES OF THE INSEEC U. RESEARCH AND INTELLECTUAL PRODUCTION

The aims for development of the research and intellectual production at INSEEC U. fall into **4 categories**:

- **Interdisciplinarity**, fitting with the expectations of business and their new organizational structures.
- **Multicultural and international focus**, in the context of globalization, and digitalization of knowledge.
- **Impact on socio-economic circles** seeking to work on themes which interest them and in which they are willing to invest.
- **Nourishing our pedagogy**, research both guarantees that the knowledge we teach is always up-to-date and future orientated and, through the way it is implemented, is the source of transversal skills and of soft skills.

ORGANIZATION OF RESEARCH

INSEEC U. Research Center drives INSEEC U.'s research dynamic and contributes to developing academic value.

4 fields of research have been defined:

- **Risks, forecasts and assessments in a complex and changing world**
- **Societal change and emerging behavior**
- **Creation/innovation**
- **Smart interactions**

To respect the autonomy of each school and program, in the framework of their individual positioning, and taking into account accreditation requirements, this research is "federative". Each school authorized to deliver the grade of Master (**EBS, ESCE, INSEEC Grande École, IUM, ECE**) can leverage **their own research center** focused on themes well aligned with their strategic and pedagogical project. Each research center has a director who belongs to the INSEEC U. research advisory board led by the INSEEC U. research manager.

The directors of the schools are involved in strategic decisions to guarantee that each entity aligns its strategy with the INSEEC U. project within the enlarged research advisory board, the same is true of the various central management committees in INSEEC U. depending on the theme.

GOVERNANCE OF RESEARCH

Research at INSEEC U. is supported by an **articulated and federative governance structure**:

- **A Scientific Advisory Board for each of the 5 schools** authorized to deliver the grade of Master (EBS, ESCE, ECE, INSEEC Grande École, IUM)
- **The INSEEC U. Academic Advisory Board, chaired by Christine Albanel, former Minister of Culture & Communication**, and made up of researchers renowned in the thematic area dealt with by the research center, along with ex-officio representatives or representatives of organizations from the socio-economic world, **includes a member of each school's scientific advisory board**, to ensure the coordination of the overall project with that of each school.



FACULTY

INSEEC U. faculty members are divided into five categories :

- Full-time faculty/researchers

Their main mission is centered on their contribution to developing the research they carry out in the framework of their school's research center and more generally within the INSEEC U. Research Center. Nonetheless, they also fulfil three other missions: pedagogical (teaching, monitoring student projects, tutoring...), representing the school in academic and professional organizations, participating in the life of the school. Their contractual number of working hours is stipulated in their workload schedule at the beginning of each academic year;

- Full-time faculty/teaching

Their main mission is teaching and pedagogical coordination, they are responsible for the quality and constant updating of teaching content and processes. They are deeply involved in the life of the school and its environment;

- Adjunct professors

They hold a position at another institution. Their mission is to contribute to developing research and pedagogy according to terms and conditions which vary but which are stipulated by contract.

- Visiting lecturers

These are professionals who, in addition to their usual activity, carry out missions of variable length during the courses. They may contribute to other missions on an ad hoc basis.

- Guest professors

These are international professors who give occasional lectures as part of a course.

The members of the INSEEC U. Research Center are full-time faculty researchers who publish according to HCERES [the French academic research evaluation agency] rules. (i.e. in one ranked journal per 4 year cycle).

Full-time faculty/teaching or visiting lecturers who "produce" (other than publishing in ranked journals) belong to the INSEEC U. Faculty but are not members of the research center. Their production may, however, lead to their being considered as "**experts**".

03

ACADEMIC VALUE

Intellectual production is shared between peers through scientific articles and symposiums but also more widely through events open to a large audience or media partnerships.

SHOWCASING ACADEMIC VALUE

• PUBLICATIONS

The INSEEC U. Faculty produces articles in ranked journals, presentations at scientific symposiums and works published in the institution's fields of specialization: marketing, digital media, sports marketing, silver economy, design thinking, artificial intelligence...

• MEDIA PARTNERSHIPS

INSEEC U. has set up a partnership with **FNEGE** [The French Foundation for Management Education] to broadcast thematic videos available on the FNEGE-Medias platform, which aims to become the leading French language site for video content on management research and teaching having received a quality label.

INSEEC U. TV, launched in partnership with **Xerfi Canal**, audiovisual journal on the economic world and the strategy and management of companies belonging to the Xerfi group, French leader in sectoral studies, gives our experts a platform to speak about major economic and societal subjects.

Researchers and lecturers at INSEEC U. also speak regularly in **The Conversation**, a collaborative, news media, with the aim of involving the university world in the public debate.

• SYMPOSIUMS

In the last two years, INSEEC U. has organized or co-organized a dozen symposiums.

Among those with the greatest impact:

- Monaco Symposium on Luxury (MSL)

This international event, bringing together researchers and the top executives of major luxury brands, is a two day event held every other year in Monaco. It gathers 200 participants attending 40 academic and professional presentations. The symposium is organized in partnership with the *Journal of Business Research*.

- Artificial Intelligence Summit (AIS)

Organized in Lyon by the INSEEC U. *Digital Innovation & AI* Research Chair, this Artificial Intelligence Summit is dedicated to decoding and understanding the economic and societal stakes of this technological revolution. Around twenty experts share their experience in the field of Artificial Intelligence through keynote speeches and round tables. The AI Summit brings together 300 attendees.

- International Symposium in Computational Economics & Finance (ISCEF)

This symposium invites academics and professionals to debate the most recent discoveries linked to the world economic crisis and the challenges facing the banking and financial sectors. It is also a valuable tool for generating innovative ideas and discussing new organizational models.

04

OUR TRAINING OFFER

DEPARTMENTS

The INSEEC U. training offer is organized into departments by academic discipline or expertise.

ACADEMIC DISCIPLINE DEPARTMENTS

MANAGEMENT

- INSEEC
- ESCE
- EBS
- International University of Monaco
- Sup Career Alternance
- CESNI - INSEEC U. Sport
- IHFi, Institute of International Finance
- IFG Executive Education

ENGINEERING

- ECE
- ECE TECH

COMMUNICATION DESIGN

- Sup de Pub
- Sup de Création
- CRÉA Genève

POLITICAL SCIENCE AND INTERNATIONAL RELATIONS

- HEIP
- CEDS
- Academy of Eloquence

EXPERTISE DEPARTMENTS

- INSEEC U. Digital
- INSEEC U. Sport
- INSEEC U. Santé
- INSEEC U. Luxury
- INSEEC U. Wine & Spirits
- INSEEC U. Real Estate

D4

OUR TRAINING OFFER

DOCTORAL PROGRAMS

The clear priority given to research is reflected in our doctoral program offering, designed for professionals in partnership with leading French and foreign universities.

- **DBA Strategic Management**
IFG Executive Education - INSEEC - Georgetown University
- **DBA Finance**
IFG IHFI - Université Paris II
- **DBA/PhD International Relations & Diplomacy**
IFG - CEDS
- **DBA Management**
International University of Monaco

EXECUTIVE & ONLINE PROGRAMS

INSEEC U. benefits from a 60-year expertise in the field of continuing education. Founded in 1959, IFG Executive Education now offers its programs online or in a blended format, in French or English.

Among these programs, 8 blended or 100% online MBA:

- **Executive MBA General & Strategic Management**
IFG - Paris I - IAE Paris
- **Executive MBA Strategic Marketing & Digital**
IFG - Université du Québec - INSEEC SBE - CRÉA Genève
- **Executive MBA Finance**
IFG - IAE Paris - London School of Economics
- **Executive MBA Energetic Transitions**
IFG - Université de Haute Alsace - Université du Québec - Université catholique de l'Afrique de l'Ouest
- **Executive MBA Human Ressources**
IFG - Université de Versailles - Georgetown University
- **Executive MBA Blockchain Project Design**
IFG - ESCE - ECE
- **Executive MBA Diplomacy**
IFG - CEDS
- **Executive MBA Strategy & Defense**
IFG - CEDS

The International University of Monaco completes the offer with an **AMBA accredited full-time MBA**.

CERTIFICATES & SHORT PROGRAMS

On the strength of its multidisciplinary and multi-expertise, INSEEC U. created the brand **INSEEC U. Professional certificates, a specialized short course training offer**, in the fields of digital tools, finance, luxury, the spirits sector, sport, CSR....

Professionalizing, these modules aim to allow students or professionals, particularly our Alumni, to enhance their résumé by obtaining additional skills and competencies or to update their knowledge in their area of expertise. They are **offered face-to-face or 100% online**.

- Coding
- Learning 7: Digital Marketing
- Excellence in customer relations
- Sustainable development & Green Management
- Travel Retail
- Innovation Management
- The Art of Eloquence
- Legal Affairs and Governance
- Wine knowledge and tasting
- Photoshop & Illustrator
- Understanding and using InDesign
- Intensive course in Photography
- Rare languages...



OUR CAMPUSES

EN FRANCE PARIS

East

Ideally located **between the Canal Saint-Martin and the Parc des Buttes-Chaumont**, the **INSEEC Grande École** has a **8,500 sqm** campus in the heart of the French capital. Thirty classrooms, several lecture theaters, a big co-working area, a cafeteria, an area dedicated to school clubs and a research center offer ideal conditions for studying in Paris.

Close to the Place de la République, in the heart of the “10e arrondissement”, the campus of Sup Career Alternance receives students in one of the French capital's liveliest neighborhoods. The high density of companies based in the Paris region provides our future work-study students with a wide range of professional opportunities.

On the **banks of the Seine**, lined with bars and restaurants, **the INSEEC MSc & MBA campus** offers students an exceptional quality of life. The modern premises have been entirely renovated to provide students with an ideal learning environment and a great place to meet professionals. All the classrooms have WI-FI connections. The site is also equipped with a newly retrofitted Bloomberg Room and a cafeteria.

West

The **“15th arrondissement” of Paris** accommodates INSEEC U's biggest campus the **25,000 sqm** Eiffel campus, shared by students enrolled at **EBS, ESCE, ECE, Sup de Pub, Sup de Création and HEIP**.

A big amphitheater, a business incubator, Fab Lab, cafeteria, and media center provide a unique environment for student life, a stone's throw from the Eiffel Tower. **IFG Executive & Online Education** students attend their face-to-face courses at the Greenelle Tower, where the School moved into premises in Autumn 2017.

In the heart of Paris’ “16th arrondissement”, in a residential neighborhood close to the headquarters of companies based between Issy les Moulineaux and La Défense, **the INSEEC Bachelor site** is equipped with all the facilities enabling students to study in optimal conditions : cafeteria, classrooms with long open hours for working, IT rooms, online library, extranet for looking for internships or course material... More than 35 nationalities study on this campus.

BORDEAUX



The banks of the Garonne, lined with bars, restaurants and leisure facilities, accommodate the premises of INSEEC Grande École, INSEEC MSc & MBA and Sup de Pub. Located in the hangars 16,18 and 19, the campus provides an exceptional learning environment in the heart of Bordeaux. Two huge terraces overlooking the city and classrooms facing the Garonne create a distinctive ambience conducive to students' fulfillment. Among the facilities available on campus: a Bloomberg room, a business incubator, two IT rooms, a tasting room and access to the University restaurant in the Chartrons district.

Located in the historical Chatrons district, on the site where the famous Bordeaux wines were made and aged, BBA INSEEC's students have a unique working environment in an astonishing building: behind a long traditional facade on rue Raze, vaulted cellars have been transformed into high-tech teaching premises. In addition to classrooms and a large recently redesigned amphitheater, this campus is fully equipped with Wi-Fi, has an IT room, open access work areas and convivial common rooms : a huge hall, a student lounge and a patio enabling students to meet up at any time of day to discuss their projects, work or just relax.

In total, INSEEC U. has 8,500 sqm in its birthplace, a town which frequently heads the list of the most attractive French towns.



LYON

Installed in Citroën's iconic former industrial premises, renovated under an architectural project which was a model of its kind, the **7,000 sqm INSEEC U. campus is close to Place Bellecour in the center of Lyon and to the banks of the Rhône, all the institution's Lyon based schools and training courses share these premises: INSEEC Grande École, INSEEC MSc, BBA & Bachelor ESCE, ECE, Sup de Pub.**

Located near Lyon's longstanding university district, it benefits from the dynamic, international environment

and is easily accessible by public transport (tramway, bus, train). Students enjoy an exceptional environment, 100 % green and work in a context with a resolutely professional focus, close to the businesses which occupy the other floors of the building. Three atriums surrounded with windows fill the central area dedicated to students (cafeteria, self-service IT room, student common room). These social areas go with 42 classrooms a 300-seat amphitheater, rooms dedicated to the research laboratory and to student clubs, offices for the administrative staff and a business incubator.

BEAUNE

Located between Lyon and Dijon, Beaune is rooted in a landscape included on the UNESCO World Heritage List since 2015.

As the center of Burgundy wine production and business, it hosts the primary wine auction in France within the "Hospices de Beaune", whose facade is today regarded as a superior example of Northern Renaissance civic architecture and a treasure trove of panel painting. Settled in the heart of the commune, our campus welcomes our students in a renovated building, in a convivial and lively atmosphere and delivers Bachelor programs in Wine and Luxury Management.

CHAMBÉRY SAVOIE

In the heart of the Savoie, the 5,000 sqm Chambéry campus provides **INSEEC Bachelors and MSc** students, **CESNI** students and learners at **la Cité des Langues** with amphitheatres and classrooms equipped with video-projectors, a learning resource center (area dedicated to knowledge providing access to French and International databases (Delphes, Factiva, Marketline...), published works, press research documents and company annual reports), a language resource center with an innovative learning platform and an open access multimedia, offices for the student clubs, a summer house, a beach volleyball court to relax after lectures and a restaurant.

The Savoie's international reach and the decision to link the Chambéry, Courchevel and Geneva campuses enhance the programs and enable students to build strong networks - an undeniable asset on their Résumés.

Located on the Savoie Technolac business park and reference for regional companies, the schools and programs offer work-study, professionalizing courses and assistance in funding training. A Career Center and personalized tutoring help to fast track job placement for our graduates.



GENEVA

Diplomatic and UNO capital, **Geneva is Switzerland's second city, perfectly situated on the banks of Lake Léman**, close to the French border. It hosts international organizations and the headquarters of major multinational companies. Ranked in the top 10 worldwide of the best cities to live in the world, Geneva charms thanks to its quays, parks, ancient lanes and its proximity to large natural spaces perfect for all

outdoor activities. The town has a diverse cultural network and supports artistic creation in all its forms. Geneva has 40 museums, many concerts halls and theaters and hosts major events. Geneva occupies a key place in the world of luxury with unrivalled know-how in fine watchmaking and numerous high end establishments and companies

The campus has premises of **2,000 sqm** with state of the art equipment, designed to release the students' creativity and foster teamwork.

MONACO

The International University of Monaco has a uniquely multicultural student community of more than 75 nationalities, accommodated on **1,700 sqm**. Known worldwide for its Formula 1 Grand Prix and its football club, **the principality is ideally situated on the shores of the Mediterranean sea**, less than 30 minutes from the Italian border. Monaco offers the relaxed lifestyle of the South and a flourishing economy driven by the banking industry and service industries, particularly tourism. Studying in such a dynamic context allows students to immerse themselves in a multicultural atmosphere, to gain practical international experience and to build a valuable network to begin and develop their careers. Monaco has 4,500 companies in a wide range of international business sectors, service industries, tourism, real estate, banking and finance.



INTERNATIONAL

LONDON

In a lively, trendy street in the heart of the city, in the **Marylebone district**, INSEEC U. has a **1,000 sqm** site housing classrooms, cafeteria and library. The professional network is the main strength of the London site with over 100 lecturers and more than 70 partner companies, clear added value for our students (conferences, company visits, internship offers, job fair, networking events...), who have the opportunity to be in contact with world renowned companies (Google, EasyJet, Bloomberg, Cisco...). Highly sought after destination melting

pot of multiple cultures, London is a town that lives 24 /7, with a rich choice of shows, concerts, operas, museums and parks. From the squares and gardens of Kensington and Mayfair to Covent Garden's street artists and the Boho chic of Portobello Road, inevitably everyone falls under London's spell.

The city's increasing influence on the international stage has placed it at the summit of the worlds of finance, advertising, fashion, architecture and technology.



SAN FRANCISCO



INSEEC U. decided to set up a site in California to offer programs focused on innovation and entrepreneurship. **The 600 sqm campus is ideally situated in the Financial District, between Sansome & Market Street**, right in the center of San Francisco, cosmopolitan town, constantly growing.

A few kilometers south lies Silicon Valley, one of the most dynamic regions in the world in the field of new technology, where

many companies famous for their innovative approach have their headquarters : Google, Apple, Facebook or Tesla.

The students benefit from exceptional partnerships: Citris Foundry, the University of Berkeley's business incubator, and SF MOMA, the biggest museum of modern and contemporary art in the United States of America, to carry out projects in artistic creation, technology or digital tools.



ABIDJAN

IFG Executive Education has opened a branch in at Abidjan, economic capital of La Côte d'Ivoire [Ivory Coast], offering joint/double/multiple executive degree programs in a blended format, building on agreements with major African companies.

06

OUR NETWORK

PARTNER UNIVERSITIES

Developing academic partnerships has always been a priority: first school to sign an agreement with Berkeley University in 1976, INSEEC has since then established partnerships **on all continents**.

The objective:

- **facilitate collaboration between lecturers-researchers;**
- **enrich the teaching programs;**
- **open our students to other pedagogies and cultures;**
- **offer study semesters, dual and triple diplomas.**

Our 515 partnerships include agreements with "grandes écoles" and universities.

AMONGST THEM :

-  Centrale Supélec, FRANCE
-  Ecole polytechnique X, FRANCE
-  Université Lyon II, FRANCE
-  Université Paris I Sorbonne, FRANCE
-  CBS Copenhagen Business School, DENMARK
-  Berlin School of Economics and Law (HWR), GERMANY
-  Griffith College, Dublin, IRELAND
-  CUNEF, Madrid, SPAIN
-  ESIC Business & Marketing School, Madrid, SPAIN
-  Zhaw, SWITZERLAND
-  London School of Economics, UK
-  Bangor University, UK
-  UQAM, CANADA
-  McGill University, Montreal, CANADA
-  Georgetown University, Washington DC, USA
-  UCLA, USA
-  University of North Florida, Jacksonville, USA
-  ITESM, MEXICO
-  Pontificia Universidad Católica del Perú, Lima, PERU
-  RITS Tsinghua, Shenzhen, CHINA
-  UIBE – University of International Business & Economics, Beijing, CHINA
-  Thammasat Business School, Bangkok, THAILAND
-  Macquarie University, Sydney, AUSTRALIA
-  Institut Supérieur de Commerce et d'Administration des Entreprises (ISCAE), Casablanca, MOROCCO
-  Université Catholique de l'Afrique de l'Ouest, Abidjan, IVORY COAST



OUR NETWORK

ACADEMIC ASSOCIATIONS

INSEEC U. is a member of French associations which represent the "Grandes Ecoles" in contacts with supervisory authorities and organizes working groups on themes linked to teaching.

- The Conference of Grandes Écoles (CGE)
- The Management Schools Chapter
- The Conference of Deans of French Schools of Engineering (CDEFI)
- The Union of Independent Grandes Écoles (UGEI)
- The Association of Female Directors of Higher Education and Research Institutes (AFDESRI)

INSEEC U. also belongs to European and International associations which fix quality standards, deliver accreditations and serve as discussion forums for higher education institutions.

- European Foundation for Management Development (EFMD)
- Association to Advance Collegiate Schools of Business (AACSB)
- European Institute for Commercial Communications Education (edcom - eaca)
- Campus France
- Global Compact (ONU)
- UI Green Metric (Indonesia Universitas)
- UNESCO Chair for Sustainable Development



OUR NETWORK

COMPANIES & ORGANIZATIONS

Building on the legacy of each school in the group and their close links to the economic and professional world, INSEEC U. benefits from a strong network of partner companies which:

- **support** the design of its programs and the creation of research chairs;
- **host** its students for internships or work-study programs;
- **participate** throughout the year in the schools by delivering lectures;
- **make themselves known and advise** future graduates on their career choices during job fairs.

INSEEC U. is also involved in think-tanks which organize working groups on major subjects of economic life:

- Institut de l'Entreprise
- Cercle Turgot

This proximity with the professional world allows INSEEC U. to offer programs perfectly adapted to the labor market to ensure rapid, lasting job placements for its graduates.

FOCUS ON THE CHAIR IN DIGITAL INNOVATION

The Digital Innovation & Artificial Intelligence Research Chair was set up in partnership with the **CEGID et ESKER** companies. It studies companies' digital maturity and the impact of AI on jobs, professions and organizational models. The Chair organizes the INSEEC U. AI Summit every year in Lyon.



OUR NETWORK

ALUMNI

Currently, INSEEC U. has **over 100,000 graduates** present in all the sectors of the economy and all countries. Real professional network, the Alumni are both a source of pride and a strength for our schools and our students.

Gathered in associations, they **participate in developing our programs** and enhancing their reputation and visibility. **Involved in the transmission of the values** represented by their school, they are invited to come and share their experience and their view of their profession and to encourage future graduates.

They are also a **support in the search for internships, work-study contracts or jobs and examples of inspirational career paths.**

Statistics for the professional integration of our graduates prove **their strong employability** linked to the relevance of our programs and our support system for joining the employment market.

THEY GRADUATED FROM AN INSEEC U. SCHOOL

AZIZ LARABOU ABDOUL
CEO
NIGER AIRLINES

PEDRO ALVES PIRES
General Manager International
PETIT BATEAU

FRANÇOIS CASTRO-LARA
General Manager and Co-Founder
CREAPILLS

ERIC CAVILLON
General Manager - Casinos
GROUPE BARRIERE

FLORENT CHAIX
Investor Relations Manager
BUREAU VERITAS

GEORGES-MOHAMED CHÉRIF
Founder and President
BUZZMAN

ERIC CLOGENSON
VP Finance
COCA COLA Entreprise

STANISLAS DE BENTZMANN
FOUNDER & CEO
DEVOTEAM

PHILIPPE DE CRECY
Vice President Air Freight Europe
BOLLORE LOGISTICS

VICTORIA DELLINGER
External Relations and Public Information
UNESCO

ERIC DOUILHET
General Manager
ESTEE LAUDER Canada

PHILIPPE GEORGES
Founder & CEO
BEAUTY SUCCESS GROUP

ARNAUD KOVACIC
President
LA HANSE

ALAIN LABAT
Managing Director
HARVEST Management Partners

SÉBASTIEN MISSOFFE
VP and CEO
GOOGLE France

JULIEN NOBLE
EExecutive VP International Marketing
WARNER BROS

GAUTIER PICQUET
COO Publicis France
CEO Publicis Média
PUBLICIS GROUPE

JEAN-CLAUDE PUERTO
Co-founder ADA
Founder and CEO UCAR

JEAN-FRANÇOIS RAUDIN
General Manager
AIR CANADA

CAROLINE RUGA
Marketing Director
China / Hong Kong
OMEGA watches

YWAN STEINER
CEO
HARLEY DAVIDSON

BRUNO TALLENT
President
MAC CANN France

LUCAS TORRES
Sales Manager, Asia Pacific office
REPETTO



PARIS • LYON • BORDEAUX • BEAUNE • CHAMBÉRY-SAVOIE
GENÈVE • MONACO • LONDON • SAN FRANCISCO • ABIDJAN

16 SCHOOLS

10 CAMPUSES **WORLDWIDE**

28,000 STUDENTS

+100,000 ALUMNI

345 FACULTY MEMBERS

800 LECTURERS

115 SPECIALIZATIONS

515 ACADEMIC PARTNERSHIPS

25% INTERNATIONAL STUDENTS

5,000 EXEC. ED. PARTICIPANTS

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ÉTABLISSEMENTS D'ENSEIGNEMENT SUPÉRIEUR TECHNIQUE PRIVÉ

MANAGEMENT
& BUSINESS

ENGINEERING

COMMUNICATION
& DESIGN

POLITICAL
SCIENCE

EXPERT
AREAS