

icd BUSINESS
SCHOOL


GROUPE IGS

 **MSc** MASTER
OF SCIENCE

MSc PROGRAMS

MSC IN INTERNATIONAL BUSINESS DEVELOPMENT
MSC IN DIGITAL BUSINESS

PARIS - TOULOUSE

BUSINESS
DEVELOPMENT.
HUMAN
ADVENTURE

40 YEARS OF GROUNDBREAKING EDUCATION

WELCOME TO THE PARIS ADVANTAGE

Paris is an exciting place in which to be a business student. When you study in Paris your learning experience reaches far beyond the classroom. The city is at the heart of international business development in Europe, and home to Europe's largest business district. Paris attracts international managers and business people from around the globe, and has a tradition of embracing diversity. Parisians represent cultures from every corner of the earth and they cherish the renowned French Touch that fuels their innovative business projects. A breathtaking and buzzing hub of activity, life in Paris sparks creative ideas and offers the perfect inspirational environment for kick-starting the careers of future international business developers.

A PIONEERING BUSINESS SCHOOL IN INTERNATIONAL BUSINESS DEVELOPMENT

ICD is France's leading business school in International Business Development. Ranked n°1 in France for Sales & Marketing by L'OBS Magazine and n°5 for its five-year Master's program by Le Figaro L'Etudiant newspaper, ICD prides itself on personalized career coaching and specialized programs, allowing students to fully develop their professional careers according to their ambitions and aspirations.

FACULTY AND RESEARCH

The ICD Faculty is fully dedicated to creating cutting-edge programs in the field of international business development and marketing. Our professors are truly international and combine curriculum and pedagogy with their research. ICD scholars publish international papers and books in these domains, contribute to new academic knowledge and spur progress in international business development and marketing practices.

CORPORATE RELATIONS

ICD maintains close relations with its network of 3,500 partner companies and potential recruiters. Companies are involved in both the school's strategic board and research committee. High-level executives come and teach in our programs and collaborate with the faculty on research chairs. Companies also provide internships to students. In 2019/2020, more than 5,000 international internship offers were received from 1,400 different companies.

ICD BELONGS TO THE IGS GROUP,

a leading education group in France representing more than 66,000 graduates, 13,200 students per year and 140 programs in different fields: Business, Computer Sciences, Human Resource Management, Real Estate, Journalism, Finance and Strategy.

Since 1980, ICD has been developing significant expertise in International Business Development and Marketing..

ICD is a school with a strong international focus, with campuses in Dublin and Shanghai, 80 partner universities worldwide and 19 dual degrees.

THREE CORE VALUES:

Humanism, Entrepreneurship and Professionalism. ICD's programs give students the benefit of broad cultural awareness and a Humanities-focused education throughout their studies.

Individualized educational support with small-sized groups. The study atmosphere at ICD is quiet and group oriented. Small-sized groups ensure a high level of interaction in the classroom and constructive cooperation among international students. The faculty works closely with students to offer a rich learning experience.

MSC PROGRAMS AT ICD

DNA OF THE ICD MSC PROGRAMS

The programs' high level of expertise in each field under the supervision of ICD International Scholars

An experiential learning approach combining strong academic content and immersion in real-life projects (immersion weeks, projects, business games, hackathons, etc.)

Individual coaching and supporting students in their career projects as well as identifying internship opportunities.

A multicultural environment in the classroom, on campus and in French business and cultural life

MSC PROGRAMS ARE GLOBALLY-RECOGNIZED GRADUATE DEGREES FOR STUDENTS WHO WANT TO EMBRACE INTERNATIONAL CAREERS AND GET HIGH-LEVEL EXPERTISE IN THE FIELD OF THEIR CHOICE. THE PROGRAM IS DESIGNED TO HAVE A REAL IMPACT ON YOUR FUTURE IN JUST 18 MONTHS INCLUDING 2 SEMESTERS OF CLASSES AND A 6 MONTHS INTERNSHIP.

ICD offers MSc programs in the fields of business development and marketing in order to provide international companies with highly specialized executives. The programs are taught entirely in English by both academics and professionals, all with extensive experience in business development and marketing

EMBARKING ON THE MSC JOURNEY AT ICD WILL TAKE YOU ON AN INTENSIVE AND MULTIFACETED LEARNING EXPERIENCE:

- Share your passion and expertise with our international faculty and students from many countries.
- Participate in interactive and innovative courses combining up-to-date theoretical practices, live cases, challenges and hackathons, companies visits,
- Conduct a personal research project and write your professional thesis.
- Sharpen your professional skills and knowledge by doing a 4- to 6-month internship.
- Learn French and Discover European and French business culture.
- And also, enjoy the Paris experience through an extensive business, cultural and recreational program of activities organized by the MSc team.

Both MSc Programs at ICD Business School have obtained the CGE quality label. CGE stands for Conférence des Grandes Ecoles, the French Higher Education organization which accredits elite French business schools and training programs.



MSc in international BUSINESS DEVELOPMENT



The MSc in International Business Development welcomes recent graduates from any academic background or professionals willing to improve their core global business skills and gain cutting-edge practical knowledge in the technical field of International Trade. This specialized program is designed for students who wish to add international business skills to their engineering, scientific or general business background.

A UNIQUE MSc IN INTERNATIONAL BUSINESS DEVELOPMENT

- Focus on strong technical skills in international trade
- A simultaneous focus on soft skills and intercultural aspects for enhanced business development abilities
- Learn global strategies and focus on specific cases: Europe, China, India, etc.
- The ICD atmosphere: experiential learning in small-sized groups, considerable art and cultural awareness

HIGHLIGHTS

BUSINESS IMMERSION WEEK

The Business Immersion Week is a unique opportunity to increase your knowledge on international business markets and enhance your soft skills such as networking, negotiation, cultural sensitivity and leadership. Students will go on company visits, talk with business experts and gain an overview of how business is done in these international companies.

BUSINESS GAME & CORPORATE STRATEGY

The Business Game simulates a real business environment and allows students to run their own virtual businesses and compete against each other in order to gain market share. Students are able to practice their business and decision-making skills, improve their understanding and knowledge of the complexity of global business operations in a dynamic and competitive environment.

PROFESSIONAL DEVELOPMENT SUPPORT

Our Corporate Relations and Career department helps students develop professional soft skills and allows students and alumni to plan, manage and achieve their professional goals in partnerships with companies that seek out top talent.

CAREERS AND PLACEMENT

The MSc in International Business Development leads to careers in a wide range of fields: business development, export area management, international retailing, strategic business development in consulting agencies and international business unit management.

Typical functions include: international business development manager, export manager, import manager, international sales manager.

PRACTICAL INFORMATION

Duration: 3 semesters (2 semesters in Paris and Toulouse and 1 semester internship)

Location: Paris or Toulouse

Degree level: Master of Science

Credits: 90 ECTS

Language: English

Format: Full Time

Entry requirements: Bachelor-level undergraduate degree in any subject. Fluency in English

Next Intake: November 8th 2021

Tuition fees: 14,000 euros

PROGRAM

MASTERING FUNDAMENTAL AND ADVANCED SKILLS IN INTERNATIONAL TRADE

- International Marketing Strategies
- Export Techniques
- International Product Launch
- Managing Risks in an Unstable World

ADAPTING TO THE CONSTRAINTS OF MULTICULTURAL CONTEXTS

- Globalisation and Emerging Markets
- Intercultural Management
- Negotiation Strategies
- Negotiation Techniques

BUILDING STRATEGIES TO DEVELOP NEW BUSINESS

- Innovation Process
- A Business-Plan for Launching Products
- Blue Ocean Strategy Simulation (BOSS)
- Change Management
- Entrepreneurship and Business Start-Up)

DEALING WITH ADMINISTRATIVE AND LEGAL CONSTRAINTS IN INTERNATIONAL EXCHANGES

- Challenges in Intellectual Property Rights
- Contract Law (B2B and B2C)
- Custom Duties and Trade Barriers to Internationalisation

MASTERING THE TOOLS TO ENSURE SUCCESS OF INTERNATIONAL ORGANIZATIONS

- International Corporate Finance
- International Global Supply Chain
- International HR Management
- International Corporate Taxes
- Management of Information System
- Global Business in Practice (Georgetown University)

SOFT SKILLS AND COMMUNICATION DEVELOPMENT PROGRAMME

- Advanced Business English
- Soft Skills Development Programme

CONDUCTING RESEARCH ACTIVITIES AND ENHANCING WRITING SKILLS

- Research Methodology Workshops
- Dissertation Individual Supervision

MSC DISSERTATION & INTERNSHIP : PRESENTING RESULTS IN WRITING AND IN ORAL DEFENSE

- Masters Dissertation : presenting results in writing and defense
- Internship: 6 months' internship

ADMISSION

ENTRY REQUIREMENTS

- Bachelor-level undergraduate degree in any subject with a good grade point average
- Work experience is not compulsory
- Fluency in English

APPLICATION

- **Submit the application file in English**

Mandatory documents:

- Completed application form
- CV
- Scanned copy of your passport / visa
- Highest degree certification and certificate of current studies
- Transcript of your current studies
- English language certificate (IELTS ≥ 6.5 / TOEFL ≥ 550 or equivalent)
- An application fee of 125 euros is payable when you submit your application

• Interview

As soon as your application file is registered, you will receive an email from ICD in order to schedule an interview.

• Final decision

It takes up to 2 weeks following the interview for a decision to be made. An admission letter will be sent by email from ICD once the candidate is admitted.

Applicants will be judged on their application file and their interview.

APPLICATION DEADLINES:

BEFORE JULY 30TH 2021

MSc in Digital Business



The MSc in Digital Business welcomes recent graduates in any discipline or professionals wanting to develop core skills in Digital Business or gain cutting-edge practical knowledge in specific technical fields, such as digital marketing and business analytics. This is an ideal program for students wishing to add cutting-edge digital knowledge to their engineering, scientific or general business background. The professors share first-hand experience from working and living around the world.

A UNIQUE MSc IN DIGITAL BUSINESS

- Focus on strong technical skills in web, mobile and data analytics development
- Covers BtoC and BtoB environments and addresses cutting-edge strategies like phygital marketing, in-store digital approaches and business analytics using the latest available technologies
- A simultaneous focus on soft skills and intercultural dimensions for digital business development capabilities
- The ICD atmosphere: experiential learning in small-sized groups, considerable art and cultural awareness

HIGHLIGHTS

DIGITAL IMMERSION WEEK

The Digital Immersion Week is a unique opportunity to increase your knowledge and skills on digital marketing and business. Students will go on company visits, talk with business experts and get an overview of how business is done in these international companies. This week includes meetings with various types of companies developing or adopting new digital techniques.

DIGITAL BOOTCAMP

The Digital bootcamp simulates a real business environment and allows students to run their own digital businesses and compete against each other in order to gain market share. Students are able to practice their digital business decision-making skills, improve their understanding and knowledge of the complexity business operations in a dynamic and competitive environment.

PROFESSIONAL DEVELOPMENT SUPPORT

Our Corporate Relations and Career department helps students develop professional soft skills and allows students and alumni to plan, manage and achieve their professional goals in partnerships with companies that seek out top talent.

CAREERS AND PLACEMENT

The MSc in Digital Business leads to careers combining sales and marketing skills with new technologies including web and mobile development. Professionals in these fields are in high demand with companies worldwide in order to manage digital business and digital marketing campaigns in BtoC and BtoB environments: mobile project managers, traffic managers, web analysts, digital project managers, data analysts, e-business analysis.

PRACTICAL INFORMATION

Duration: 3 semesters (2 semesters in Paris and 1 semester internship)

Location: Paris

Degree level: Master of Science

Credits: 90 ECTS

Language: English

Format: Full Time

Entry requirements: Bachelor-level undergraduate degree in any subject. Fluency in English

Next Intake: November 8th 2021

Tuition fees: 14,000 euros

PROGRAM

BUSINESS & MARKETING IN A CONNECTED WORLD

- Fundamentals of Digital Business
- Fundamentals of Digital Marketing
- Digital and Phygital strategies

IMPLEMENTING DIGITAL BUSINESS STRATEGIES

- Setting-up web & mobile strategies
- Digitalizing customer-experience and customer relationship management
- Measuring digital business performance

MASTERING DIGITAL PRESENCE STRATEGIES

- User Experience Management
- SEO and SMO
- Web and Google analytics
- Social Media Analytics

UNDERSTANDING AND MASTERING CORE DEVELOPMENT TECHNIQUES

- Digital solutions development
- Web and Mobile development
- IS Governance

BIG DATA AND BUSINESS ANALYTICS

- Statistics and data analysis
- Machine learning
- Data storage
- Data mining
- Data to business insights

SOFT SKILLS DEVELOPMENT PROGRAM

PROJECT & INTERNSHIP

- Business-Game IGS Group
- Project/Business-Case
- Professional Thesis: Methodology Workshops
- Professional Thesis: writing and defence
- Internship : 6 months' internship

ADMISSION

ENTRY REQUIREMENTS

- Bachelor-level undergraduate degree in any subject with a good grade point average.
- Work experience is not compulsory.
- Fluency in English (see test requirements below)

APPLICATION

- **Submit the application file in English**

Mandatory documents:

- Completed application form
- CV
- Scanned copy of your passport / visa
- Highest degree certification and certificate of current studies
- Transcript of your current studies
- English language certificate (IELTS ≥ 6.5 / TOEFL ≥ 550 or equivalent)
- An application fee of 125 euros is payable when you submit your application

- **Interview**

As soon as your application file is registered, you will receive an email from ICD in order to schedule an interview.

- **Final decision**

It takes up to 2 weeks following the interview for a decision to be made. An admission letter will be sent by email from ICD once the candidate is admitted.

APPLICATION DEADLINES:

BEFORE JULY 30TH 2021

CONTACT

ICD Paris

12 Rue Alexandre Parodi 75010 Paris
01 80 97 66 00
admissions-icd@groupe-igs.fr

ICD Toulouse

186 Route de Grenade 31700 Blagnac
05 31 08 70 33
lciliberti@groupe-igs.fr

www.icd-ecoles.com



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