

GRADUATE SCHOOL OF
MANAGEMENT

ESC
CLERMONT

SCHOOL FOR LIFE
SINCE 1919

Master of Science Programmes | 100% English

Business Intelligence & Analytics | Control, Audit & Corporate Finance
International Commerce & Digital Marketing | Project Management



Martial,
International Commerce
& Digital Marketing

Inès,
Project Management

Muriel,
Business Intelligence
& Analytics



Accredited by the French Consortium
of Graduate Schools of Management

ETUDIANTS FRANÇAIS
**ALTERNANCE
POSSIBLE**



About the MSc. Programme

The Master of Science is a specialized Master's programme that provides students with expertise in a certain area of specialization or domain. Students will also acquire general managerial skills and competencies that are essential to having an outstanding career in any field.

The programme is designed for:

- **Fresh graduates or graduates with little experience**
Those who would like to pursue postgraduate studies in order to specialize in a particular area boosting their career prospects upon finishing the programme
- **Professionals with several years of experience**
Those who are looking forward to returning to studies to gain specific expertise and acquire new skills with the aim to develop their professional career further in an evolving job market



Only 5% of the world's business schools are AACSB-accredited.



All our MSc. programmes are CGE accredited (Consortium of Graduate Schools of Management which is a network of the 38 business schools in France offering quality education).

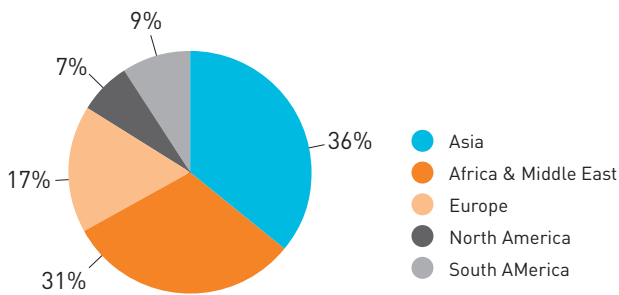
DYNAMIC COURSES

The Master of Science deploys a dynamic and innovative approach to teaching, one that reinforces practice through the different learning methods: face-to-face learning, case studies, company projects, lectures by professionals and coaching. Lectures are delivered by:

- **High-level leaders** stemming from the management world including managers and consultants from various backgrounds, fields and industries.
- **Faculty professors** recognized as experts in their fields of study.

Screenshots from MSc in BIA's courses

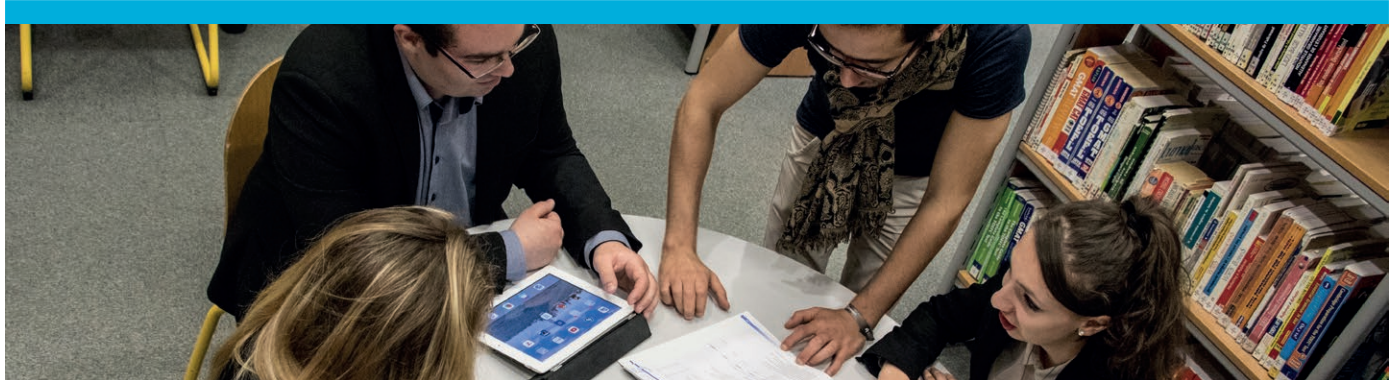




More than 20 different nationalities (2017-2018)

INTERNATIONAL ENVIRONMENT

MSc. programmes welcomes mainly international students coming from all over the world. Those students come from different nationalities, study backgrounds, experiences and ages. This generates a unique mix of students and assures a diverse multicultural atmosphere allowing students to prepare for working in an international setting.



INTERNSHIP & CAREER ADVISING CLASSES & SUPPORT

As part of their study curriculum, students will take on an internship/work placement upon finishing their study period. **This is a unique opportunity** to bring what they learned in the classroom into practice, **develop new skills and boost their career opportunities.**

Students are accompanied through their integration into the professional world:

- Career counseling
- Networking
- Career days
- Conferences and workshops.

A professional experience lasting for a minimum of 4 months is required and may be completed in France or abroad. Each student is individually supervised by a designated tutor and completes a thesis, followed by an oral defense.

FRENCH COURSES

As part of the curriculum, students will attend French classes according to their level to improve their language competencies significantly and allowing them to get the most out of their experience in France by integrating into the French culture.



PROGRAMME TIMELINE

From October to December

Basic cores



From January to May

Advanced cores



From June to December

Internship & Thesis



April the following year

Graduation

MSc in Business Intelligence & Analytics

DATA IS THE NEW OIL

and data analysis is now critical for companies wishing to improve their management, accelerate decision-making, and find new business models. This Master of Science aims at training Business Intelligence and Analytics professionals who will provide decision support to managers and enable them to benefit from a transverse consolidated view of their data, not only to understand what happened in the past, but also to better anticipate the future, through an efficient collaboration between the different business areas and information systems of the company.




PROGRAMME STRENGTHS

- Answer to the current demand of the digital trend on Business Intelligence and Analytics
- Mix of theory, practice and external conferences from professional references
- Usage of market-leader softwares through projects in agile method

TARGETED SKILLS AND COMPETENCIES

- Knowledge of the concepts, methods and tools of Business Intelligence and Analytics
- Identification of business opportunities through data analysis and business requirements
- Efficient (lean) and flexible (agile) way of working between Business and Information Systems

PROGRAMME CONTENT

SEMESTER 1		SEMESTER 2		SEMESTER 3
Business Intelligence & Analytics – Basics		Business Intelligence & Analytics – Advanced		Professional Mission & Thesis
BI Presentation	6h	Knowledge Management	12h	Thesis
BI Organization	15h	Advanced Data Modeling	24h	Oral Defense
BI Methodology	21h	Advanced Data Discovery	24h	Company Assessment
BI Methodology Applied (Group Project)	36h	Advanced Data Visualization	24h	
BI Fundamentals	21h	Advanced Analytics - Qualitative Data	24h	
BI Segmentation	45h	Advanced Analytics - Quantitative Data	30h	
BI Segmentation Applied (Group Project)	18h	Advanced Analytics Applied (Group Project)	42h	
Management & Communication Skills		Management & Communication Skills		
Introduction to Business	12h	Strategic Management	18h	
Mastering Data in Excel	18h	Information Systems for Managers	18h	
French Language Classes (or Certification Voltaire)	30h	French Language Classes (or Certification Voltaire)	30h	
Thesis Methodology I	9h	Thesis Methodology II	9h	
Career Development & Counseling		Career Development & Counseling		
Job Marketing	6h	Job Marketing	9h	
Individual Counseling		Individual Counseling		
Meetings with Practitioners		Meetings with Practitioners		

Head of the Programme
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PARTNERSHIP

CGI MicroStrategy

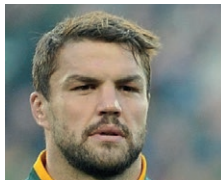
DUAL DEGREE



Hochschule Aalen

Germany, Master of Arts in International Marketing and Sales

TESTIMONIALS



Flip VAN DER MERWE
Class 2018
from South Africa
Professional Rugby player, ASM Team



Adetutu OBATERU
Class 2018
from Nigeria



Alay YARADANQULIYEV
Class 2018
from Azerbaijan

"The level of teaching is very high and the accuracy of the course on the practical application of Business Intelligence and analytics in the workplace makes it more worthwhile. It is also fun working with high level BI tools that helps you get that edge in real life experience. I truly believe this course will help you cope with the future demands in the workplace and I'm truly honored to be part of it."

"Being in this programme has really exceeded my expectations. The balance struck between theory, practice (with relevant software) and conferences with professionals helps to understand the importance of Business Intelligence to any organization, and has equipped me with the right knowledge and technical skills to function in any setting I find myself. I highly recommend this programme to everyone"

"The provision of workshops, conferences and lectures by inviting experts from reputable companies such as Credit Agricole, CGI, MicroStrategy, Michelin is one of the distinctive superiorities of the programme. The team-based, real-life case studies and topics throughout the whole program allow for critical knowledge application within the team"

THEY WORK WITH OUR GRADUATES

la montagne.fr

CGI



MICHELIN

Limagrain
de la terre à la vie

Schneider Electric



CAREER OPPORTUNITIES

ON "BUSINESS" SIDE

- Business Analyst
- Data Manager
- Information Manager
- BI/BA Project Manager
- BI/BA Team Manager

ON "INFORMATION SYSTEMS" SIDE

- BI/BA Functional Analyst
- BI/BA Consultant
- BI/BA Architect
- BI/BA Scrum Master
- BI/BA Domain Manager

In the long term, with complementary skills and additional experiences, students can expect to reach other expertise jobs such as Data Scientist, or management jobs such as Chief Data Officer.

MSc in Control, Audit & Corporate Finance

THE RIGHT APPROACH
IN THE WORLD OF
FINANCE

In a risky business environment, the role of internal control and audit has been reinforced these last years. Students need to be prepared for this new environment: in this context, the first aim of the MSc in CACF is to provide them with a modern and effective approach of the tools needed in the world of finance. After completing the CACF programme, students will be able to conduct an audit mission in a company, perform a financial analysis of a business and assess the risk of an activity in order to improve its performance and efficiency.



PROGRAMME STRENGTHS

- Putting the theory to practice through real time audit mission performed in a company
- Online resources and workbooks made available to support Fraud examination course through the ACFE partnership
- Culturally and academically diverse student groups

TARGETED SKILLS AND COMPETENCIES

- Use of financial information to make decision
- Identification of corporate risks and fraud issues and ways to manage and to fight against them
- Knowledge of tools for management control and internal control and applications for financial modeling (ERP, Excel VBA)

PROGRAMME CONTENT

SEMESTER 1		SEMESTER 2		SEMESTER 3
Fundamentals of Finance & Accounting		ADVANCED FINANCE, CONTROL & AUDIT		Professional Mission & Thesis
Fundamentals of Accounting	18h	Modeling for Finance and Market Analysis	27h	Thesis
Financial Accounting Principles	18h	Principles of Management Accounting and Control	33h	Oral Defense
Financial Statement Analysis	24h	International Financial Auditing	30h	Company Assessment
Corporate Finance	36h	Internal Control, Internal Audit and Risk Management	30h	
ERP for the financial controller	18h	Fraud Investigation	24h	
Serious Game: Portfolio Management Project	36h	International Accounting	27h	
Corporate Law	12h	Applied Audit and Consultancy Project	12h	
Management & Communication Skills		Management & Communication Skills		
Introduction to Business	12h	Strategic Management	18h	
Mastering Data in Excel	18h	Information Systems for Managers	18h	
French Language Classes (or Certification Voltaire)	30h	French Language Classes (or Certification Voltaire)	30h	
Thesis Methodology I	9h	Thesis Methodology II	9h	
Career Development and Counseling		Career Development & Counseling		
Job Marketing	6h	Job Marketing	9h	
Individual Counseling		Individual Counseling		
Meetings with Practitioners		Meetings with Practitioners		



Head of the Programme
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**DUAL
DEGREE**



Hochschule Aalen

Germany, Master of Arts in Auditing, Finance & Governance (MAG)

TESTIMONIALS



**Tuguldur
DAAVADORJ**
Graduate 2017
from Mongolia
VIE Contract,
Société Générale

"After one year of study and 6 months of successful internship at Société Générale, I signed a two-year VIE contract to work in one of the bank's fixed income desks in New York. ESC Clermont seduced me immediately with its major advantages: A committed faculty, composed of known and recognized professors and experts from the field. Class rich in ideas, cultures, experiences and an environment favorable to the intellectual curiosity and academic courses, corporate missions and individual monitoring."



**Leeza
BRIGHT**
Class 2017 from
United States

"I am being exposed to projects which requires me to analyze current stocks, ETFs, options and futures that are trading in real-time. With current industry professionals as professors, the courses are based on current industry practices and procedures compared to traditional learning. Being exposed to both US GAPP and IFRS elevated my marketability in my career field and desirability to future employers."



**Thomas
RUIGROK**
Graduate 2015
from Netherlands
Key Account Finance
Manager, Nike

"I believe it is because of this program I was able to secure an internship as a Financial Analyst at the European headquarters of Nike in the Netherlands. During my Internship I applied aspects of what I learned quickly and effectively and ultimately add value to my team. As a result, I was offered a full-time position"

**THEY WORK
WITH OUR GRADUATES**



Allianz

Deloitte.



**SOCIETE
GENERALE**



CAREER OPPORTUNITIES

- Financial Analyst
- Management Controller
- Compliance and Risk Manager
- Business Continuity Manager
- External Auditor
- Internal Auditor

MSc in International Commerce & Digital Marketing

GLOBAL VISION & LOCAL AWARENESS

In the commercial world of the 21st century the skill set that is expected from a professional is much more diverse than it was just a few decades ago. Parallel to embracing globalization, managers need to be aware of local market characteristics more than ever and should also possess of the skills and knowledge to access these markets with digital means. The ICDM program not only offers students a unique combination of skills and knowledge in marketing and sales, digital and social media and international commerce but also opportunities to pursue professional projects at various companies, ranging from local to multinational.



PROGRAMME STRENGTHS

- Putting the theory to practice through real world commercial and digital marketing missions
- Designed in collaboration with local and international partner companies
- Opportunity to build an international network of students and professionals from different sectors and cultural backgrounds

TARGETED SKILLS AND COMPETENCIES

- Mastery of digital tools (e.g. webpage design, Google Analytics, SEO, creating social networks presence and managing online communities...)
- An understanding of global economic and commercial trends as well as local business practices
- Strong competencies in building marketing strategy and the use of marketing tools and sales techniques

PROGRAMME CONTENT

SEMESTER 1		SEMESTER 2		SEMESTER 3
Digital Marketing		International Commerce & Business		Professional Mission & Thesis
Marketing Communication and Media Management	18h	International Commerce	24h	Thesis
Designing and Managing Marketing Research Projects	21h	International Business and Geopolitics	24h	Oral Defense
Social Media and Community Management	18h	International Marketing	18h	Company Assessment
Digital Marketing	36h	International Contract Law	12h	
Web Site Development	24h	Cross-Cultural Marketing	18h	
Web Analytics	12h	Sales Techniques	12h	
Competitive Pricing	12h	Negotiation Skills	12h	
DM Project	21h	Business Data Analysis	12h	
		Digital Tools	18h	
		"Les Négociales" Challenge	6h	
		IC Project	24h	
Management & Communication Skills		Management & Communication Skills		
Marketing Fundamentals [catch-up course]	9h	Strategic Management	18h	
Introduction to Business	12h	Information Systems for Managers	18h	
Mastering Data in Excel	18h	French Language Classes (or Certification Voltaire)	30h	
French Language Classes (or Certification Voltaire)	30h	Thesis Methodology II	9h	
Career Development and Counseling		Career Development and Counseling		
Job Marketing	6h	Job Marketing	9h	
Individual Counseling		Individual Counseling		
Meetings with Practitioners		Meetings with Practitioners		



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JANUARY INTAKE AVAILABLE

DUAL DEGREE



Hochschule Aalen, Germany, Master of Arts in International Marketing and Sales

TESTIMONIALS



**Charlene
FANGET**
Class 2017
from France
Product Manager
Assistant, SANOFI

"It is very interesting as most of our teachers are, in fact, professionals who come to teach us how it works in their everyday life jobs, which makes the content of the courses more interactive. I am currently working as a Product Manager Assistant in a worldwide Pharmaceutical company, where I care for improving and developing new supports, in synergy with Regulatory and Medical areas, for the commercial team."



**Aigerim
SAKTAGAOVA**
Graduate 2016
from Kazakhstan
Assistant Logistics
Manager, Abbott

"The sessions provide excellent treatment of the main topics relevant to the BI world and function as a basis for bridging the gap between information technology and business practitioners. In-class exercises allowed me to connect the theory to real-life."



**Florence
ABENDANON**
Graduate 2016
from UK
Intern, INGEROP

"The fact that this course also involved an internship was a big bonus for me – as this would be an ideal opportunity to work in a company in France, in a business development role. My experience of this MSc. has been a very positive one – the range of subjects taught and their content has been extremely interesting, and I really like the way that all the classes have been very practical and relating to working a business environment."

THEY WORK WITH OUR GRADUATES



CAREER OPPORTUNITIES

ON "MARKETING AND SALES" SIDE

- Product Manager
- Social Media Manager
- International Marketing Manager

ON "INTERNATIONAL COMMERCE" SIDE

- Export Manager
- Sales/Commercial Manager
- International Commercial Manager

MSc in Project Management

BECOME **EFFECTIVE PROJECT LEADERS**

The MSc in Project Management is designed for students who wish to enlarge their knowledge, skills and potential as highly effective project leaders. While preparing the PMI certification (official qualification in project management), the students will have the opportunity to increase their competitive advantage by developing real-life projects supervised by managers, and to develop highly required skills in a wide range of sectors.



PROGRAMME STRENGTHS

- Real life project tutored by project managers and PMI members
- Introduction to comparative approaches to Project Management
- Free annual PMI membership (French Chapter)

TARGETED SKILLS AND COMPETENCIES

- Knowledge of the management concepts, methods and tools to plan, steer and control projects
- Integration of business sustainability, agility and digital tools as new paradigms in projects
- Efficiency to match the economic and social demands of the stakeholders

PROGRAMME CONTENT

SEMESTER 1		SEMESTER 2		SEMESTER 3
Project Management – Basics		Project management – Advanced		Professional Mission & Thesis
Project management fundamentals	36h	PM Day II	30h	Thesis
Comparative approaches of project management	6h	Risk management	15h	Oral Defense
Managerial soft skills	18h	CAPM preparation	18h	Company Assessment
Cost & resource management	18h	Supply chain & procurement management	18h	
Commercial management of projects	18h	Lean management	18h	
Agility	21h	MS Project	15h	
Quality Management	6h	International Contract law	12h	
PM Day I	36h	Communication & stakeholders management	18h	
		PM real life project	36h	
Management & Communication Skills		Management & Communication Skills		
Introduction to Business	12h	Strategic Management	18h	
Mastering Data in Excel	18h	Information Systems for Managers	18h	
French Language Classes (or Certification Voltaire)	30h	French Language Classes (or Certification Voltaire)	30h	
Thesis Methodology I	9h	Thesis Methodology II	9h	
Career Development & Counseling		Career Development & Counseling		
Job Marketing	6h	Job Marketing	9h	
Individual Counseling		Individual Counseling		
Meetings with Practitioners		Meetings with Practitioners		



Head of the Programme
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PARTNERSHIP





RANKING

Eduniversal

#9 in the Project Management Category



DUAL DEGREE



Germany, Master of Arts in International Marketing and Sales

NOTTINGHAM TRENT UNIVERSITY

United Kingdom, MSc in International Business

TESTIMONIALS



Sarah MARHABA
Graduate 2017 from Lebanon
Training Project Manager Intern, AXA

"A rich programme focusing on developing the knowledge and skills of international students, encouraging them to work in teams, understanding each other's cultures as well as providing them with the right tools, new technologies, and methods which can be implemented in projects. Courses given by highly experienced and professional staff, allowing the students to have a clear perception of the business world today"



Mehdi MEZGHANNI
Class 2017 from Morocco
Business Analyst, CGI

"When I joined this programme, my objective was to be a consultant. Now I am CAPM® and PRINCE2® certified and I work for CGI. The teaching staff is composed of veteran professors who generously shared their experiences with us. They provide solid background knowledge, along with great energy and enthusiasm. The conducted discussions, debates, and roundtables made the courses dynamic and lively"



Gautham Ram ARUMUGAM
Class 2017 from India
Intern, United Nations Industrial Development Organization

"The best thing about the Project Management course is that the lectures and tutorials are interesting and academically stimulating, and applied to real-world case studies which is extremely useful. I felt welcomed and supported at ESC Clermont, and Clermont-Ferrand is a great city for student life"

THEY WORK WITH OUR GRADUATES



AIRBUS

Allianz



BOSCH



SOCIETE GENERALE



CAREER OPPORTUNITIES

- Project Coordinator
- Project Analyst
- International Project Manager
- Business Project Manager or Engineer
- Consultant
- Entrepreneur



ETUDIANTSFRANCAIS

Optez pour l'alternance

Possibilité de suivre le programme dans le cadre d'un **contrat de professionnalisation du 1^{er} septembre au 31 août**.

Le parcours de formation en alternance comprend 16 semaines de cours :

- 3 semaines de tronc commun (en septembre, juin et juillet),
- 13 semaines d'enseignements métiers avec les étudiants « classiques » :
 - « basic cores » d'octobre à décembre,
 - « advanced cores » de janvier à mai.
- La soutenance de la thèse s'effectue dans le mois qui suit la fin du contrat.

RYTHME DE L'ALTERNANCE

2 semaines en entreprise / 1 semaine à l'école

→ Vous pouvez consulter le calendrier d'alternance sur notre site web

<https://www.esc-clermont.fr/lalternance/>

DUREE :

490 h

FRAIS DE SCOLARITE :

9 250 €

CONTRAT DE PROFESSIONNALISATION

Le salaire, pour un contrat de professionnalisation :

Age	Rémunération
Moins de 21 ans	Au moins 65% du SMIC
21 ans à 25 ans révolus	Au moins 80% du SMIC
26 ans et plus	Au moins le SMIC ou 85% de la rémunération minimale conventionnelle ordinaire



The Business School in Figures



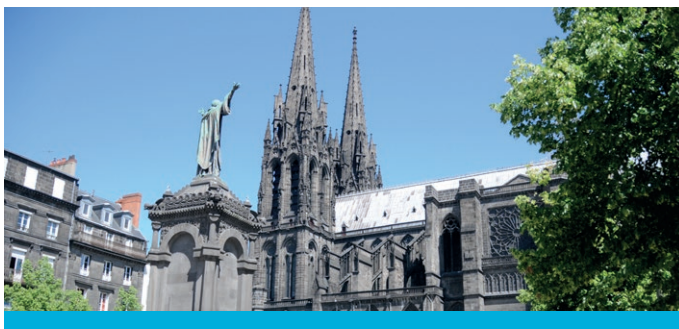
Student Life At Clermont-Fd: France's Best Student City



THE CITY OF CLERMONT-FERRAND

Located at the heart of France, Clermont-Ferrand is ranked as the best student city in France* welcoming more than 42,000 students who are attracted by the city's quality education, cultural and sport infrastructure, safety levels and the dynamic economy of the city, where 1 out of 3 citizens is less than 20 years old. The city has proximity to other major French and European cities.

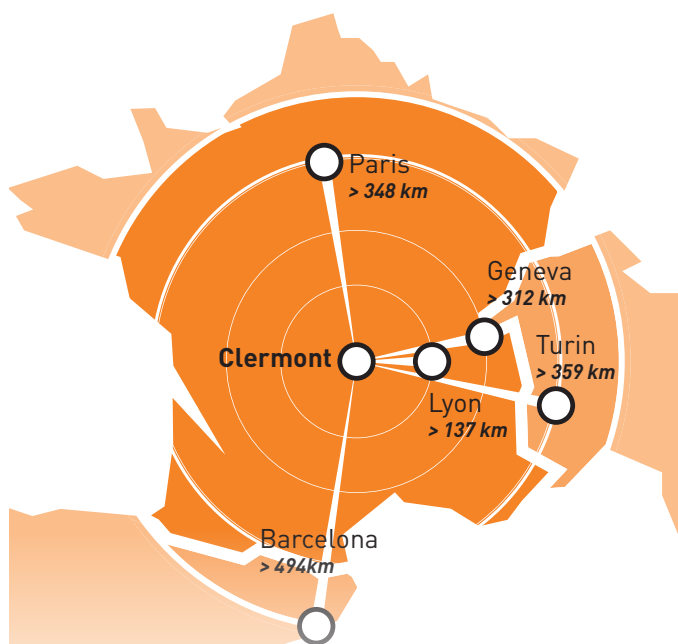
* *L'Etudiant Ranking 2014-2015*



INTERNATIONAL OFFICE

SUPPORT BEFORE, DURING AND AFTER YOUR STAY

ESC Clermont's International Office provides consistent support to international students for them to make the most of their unique experience at ESC Clermont. Students are provided with practical assistance and support in terms of accommodation search, visa regulations, health matters and any other issues that may arise during a student's stay. The International Office accompanies students before their stay, integrates the students during their stay and builds ties with the students after they finish their study period.



HOUSING

The school has a partnership agreement with 'Moversia' an agency that provides international students with practical and personalized services to ensure a comfortable stay in Clermont-Ferrand. The service is completely **free of charge for full fee-paying 'non-exchange' students..**

The service includes:

- Pre-arrival housing search and welcoming (Communication of accommodation offers and photos, Airport pickup and so on..)
- Administrative assistance (Housing grant, Housing lease, Electricity, gas and internet contracts, Opening bank account)

FINDING ACCOMMODATION, AN EASY TASK



80%

of the students can go back home to have lunch



10 min

the average time that students take to go to school



2 months

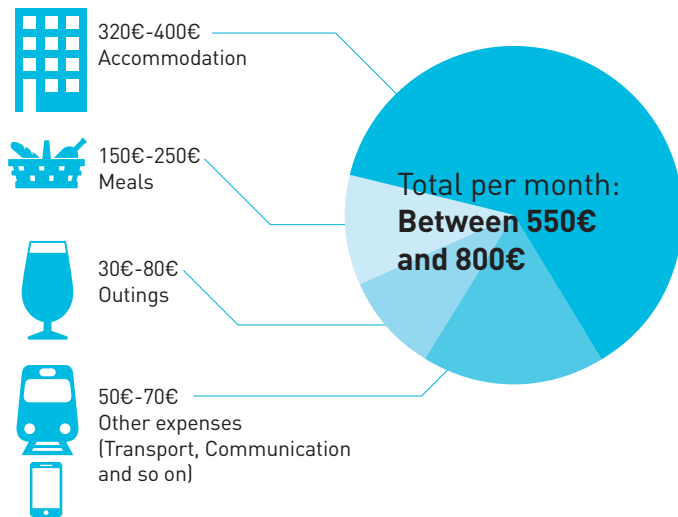
the accommodation search starts nearly two months before coming in September



75%

of the students go to the school on foot

COST OF LIVING

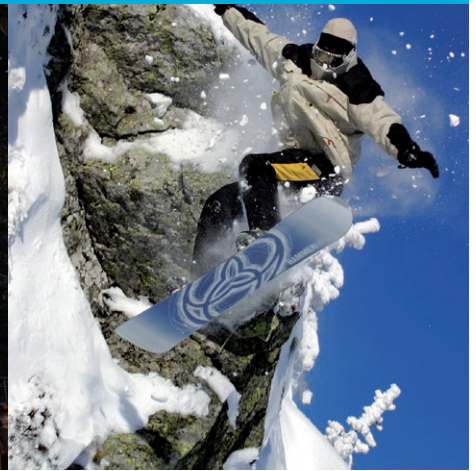


Maren KRISTINA

Class 2018

Exchange student coming from Otto-Friedrich University Bamberg, Germany

It's really pleasing to study at ESC Clermont, you can meet a lot of teachers and students who are amazing, the way that they teach us is different and creative. There are so many events in our school to increase our knowledge and gain a new experience.



ADMISSION

ENTRY REQUIREMENTS

- A 4-year Bachelor degree or Validated Master 1
- Proficiency in English (Official TOEFL score of 550 at least, or IELTS 6.0)

SCHOLARSHIPS

Early bird scholarships:

- Reduction on the fees for students who pay the full fees before starting the programme.

Scholarships provided by ESC Clermont Foundation:

- Scholarships based on three criteria: Financial situation, academic performance and behavior of the students.

Scholarships to go abroad:

- Scholarships allowing students to finance part of their stay in Europe as part of their study abroad in partner university or internship.

APPLICATION <http://www.esc-clermont.fr/en/apply-online/>

TUITION FEES 11,000 EUROS FOR THE MSc. PROGRAMME

FEES ALSO INCLUDE:

- Access to online learning resources
- Access to JobLab
- Subscription to the student union
- Access to ESC Alumni during 2 years

GRADUATE SCHOOL OF
MANAGEMENT

ESC
CLERMONT

SCHOOL FOR LIFE
SINCE 1919

Groupe ESC Clermont

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Follow us on the social network



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