



2022-2023 program

September and February intake



# Bachelor in International Management

## Paris



**ISG. Make  
the world  
yours.\***



# Message from the Dean



**S**ince its creation in 1967, ISG has cultivated exceptional graduates and achievements. International programs, double degrees and a focus on Asia were ISG initiatives as early as the late 1960s. Today, ISG is a success story reflected in France's famous Who's

Who index of important public figures – to which our school is the fourth largest contributor in the arts, entertainment, sport, politics and of course business, in France and abroad. In an era of soft skills and personal strengths, ISG builds a distinctive brand based on a global perspective, curiosity, imagination and ingenuity. Our students learn that intelligence and agility far outweigh material means in the quest to create innovative solutions. They learn to be astute and straightforward in environments that are complex. Their ingenuity is the driving force of their entrepreneurship. At ISG, boldness pairs well with panache.

**Thierry Sebagh**

Dean of ISG

# The four founding values



## Initiative & boldness

Taking initiatives, daring to break the rules, 'making the world theirs' and imagining new innovative solutions is what defines ISG students.

Their audacity is based on strategic foresight and a keen understanding of the world.



## Openness & curiosity

ISG promotes curiosity and intellectual, geocultural and technological open-mindedness in its students. Curiosity is a prerequisite to learning and an essential skill that is enhanced throughout one's academic career. Our international outlook makes this value a fundamental part of ISG student culture.



## Goodwill & tolerance

Attentive to the professional and personal goals of each student, ISG encourages active listening and respect for individual objectives. Supporting interests, allowing personalities to blossom and cultivating a spirit of openness and tolerance are all part of this goodwill.



## Responsibility & freedom

ISG encourages entrepreneurship and initiative within student and faculty communities. Meeting these responsibilities is inseparable from the act of recognizing the merits and actions of each person and their impact on society.



# Student stories

"The ISG's International Bachelor's program matched exactly what I was looking for: a personalized program combined with innovative didactics."

**Sleiman-Edouard Chirara**  
(ISG 2021 class)

"I highly appreciated the strong emulation, the collaborative spirit and the application of case studies that dominated throughout the program. The exchanges with the teachers, their attention and their availability enabled me to improve and excel."

**Tiago de Freitas-Branco**  
(ISG 2021 class)

"I chose the IMB program to obtain a three-year degree and acquire the international outlook that is essential nowadays. But I realized that BIM is much more than that! In addition to the choice between continuing my studies, starting my career and starting my own business, this program allowed me to meet students from all over the world and discover a diverse range of backgrounds and personal ambitions. I feel enriched."

**Yassine Landoulsi**  
(ISG 2022 class)

# ISG in figures

**160**  
partner universities  
in 60 countries

**87%\***  
of graduates in  
employment  
within two  
months

**25,000**  
graduates

**€48,600\***  
Average  
earnings with  
bonuses after  
three years



**12**  
alumni  
delegations  
around the  
world



**32%\***  
of first-time  
positions  
abroad

**Number 1**  
ranking for its  
"Connection to  
companies"

L'Étudiant magazine 2021  
ranking

**60**  
nationalities  
on our  
campuses



**Number 4**  
biggest contributor  
to "Who's Who", a  
directory  
of influential people  
in France\*

**15,000**  
internship and  
employment offers each  
year

**Number 2**  
ranking for  
"graduate  
satisfaction"

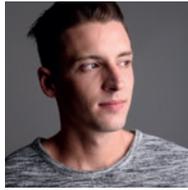
Source: L'Étudiant magazine 2021 ranking

**27%\***  
of graduates work in marketing





**60**  
dual  
majors

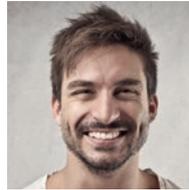


**4,500**  
students  
per year

**Nearly  
1000**  
secondary-school  
graduates enroll at  
ISG each year



**Planète  
Solidaire:  
200  
initiatives  
launched**



**26**  
partner schools  
in the IONIS Group



**7**  
programs

Partner  
of IONIS 361,  
**Number  
1**  
national,  
multi-school  
incubator

**€42,100 \***  
Earnings  
with bonuses  
after  
graduation



**300**  
alumni  
in New York



**9 campuses  
in France**

**5 locations  
in central  
Paris**



**Half of all  
graduates  
find  
a job  
before the end  
of their studies**



# **5** excellent reasons to join the International Management Bachelor's Degree program

## **1. Immerse yourself in an international community**

With 50% of its professors from around the globe and 40% of its student body of nearly 20 nationalities, the Bachelor's Degree is the most international of ISG's programs, and an asset in learning to work in English in multicultural environments.

## **2. Aim for an international career**

International development, purchasing, human resources and international mobility, or marketing and communication – the Bachelor's Degree prepares students for specific jobs in international trade.

More than 60% of the graduates who choose to work after their degree do so abroad, in Switzerland, Spain, the UK, China, the United States and elsewhere.

### **3. A two half-year study abroad program and European dual degree**

In their second and/or third year, students can enroll in an academic exchange at one of ISG's partner universities and obtain a European dual degree: the three-year ISG International Management degree, recognized by the French Ministry of Higher Education, Research and Innovation, and a Bachelor of Arts from Griffith College (Dublin), DBS (Dublin Business School) or Middlesex University (London).

### **4. Prepare for tomorrow's international trade challenges**

Sustainable development, data protection and use, sustainable food systems, travel and mobility are new economic, social and environmental issues of tomorrow and at the heart of the program. The objective: allow students to invent the business models of tomorrow.

### **5. Enter the workforce or pursue further studies**

After obtaining their degree(s), students can enter the workforce thanks to the operational dimension of the BA, or continue their studies to obtain the ISG Grande École Master's degree\*.

\*Applicants must satisfy the admission requirements of the Grande École Program

# The International Management Bachelor's Degree



## First year

### Paris

**Full English Track**  
100% in English

**Progressive Track**  
60% in English

**French Track**  
20% in English

### Acquire the fundamentals

**MANAGEMENT**  
The company: its functions and international environment  
Introduction to marketing  
Commerce: techniques and tools  
International business development  
Digital culture and communication  
Business accounting and financial environment I

**INNOVATION: TOMORROW'S MAJOR CHALLENGES**  
Sustainable development and CSR  
Data protection and use

**LANGUAGES AND RESOURCES**  
Enhanced English or French as a Foreign Language  
English Winter Session  
Third language

2 electives to choose from: Collaborative platforms or Office Suite / Creativity or Website creation

Extra-curricular activities

Discovery internship program or humanitarian mission (1 month)

WORKSHOPS: LUXURY, CSR AND SUSTAINABLE DEVELOPMENT / GLOBAL PLAYERS IN E-COMMERCE / WRITE AND TALK MEET AND TALK / CHALLENGES / BUSINESS GAME / PLANETE SOLIDAIRE PROJECT

## Second year

### Paris and/or academic exchange (1 or 2 semesters)

**Full English Track**  
100% in English

**French Track**  
50% in English  
50% in French

### Prepare for your career

**MANAGEMENT**  
International trade  
Digital marketing  
International marketing  
Supply chain management  
Business accounting and financial environment II  
Business law  
Introduction to research

**INNOVATION: TOMORROW'S MAJOR CHALLENGES**  
Sustainable food systems  
Distance and mobility

**LANGUAGES AND RESOURCES**  
Enhanced English or French as a Foreign Language  
Third language

Electives: CRM, analytics tools

Extra-curricular activities

Export mission

Internationally-focused internship (3 months)

WORKSHOPS: INTERNATIONAL CAPITALS, FOOD & FOODTECH / INTERNATIONAL CAPITALS AND URBAN MOBILITY / TEAM WORK / NET-WORKING / CHALLENGES / EXPORT MISSION

# Management degree in 3 years

## Third year

Paris and/or academic exchange\* (2 semesters)

Full English Track  
100% in English

## Develop employability

### MANAGEMENT

Intercultural Management  
Supply Chain Management  
Performance Management  
Risk Management  
Management Control  
Geopolitics

Choice of one business major:

International Business - Purchasing and Logistics  
- HR - Marketing and Communication

### INNOVATION

Choice of one tech and business elective:

- Luxury, cosmetics and biotechnology (with Sup'Biotech)
- Chatbot for e-commerce (with EPITA)
- Food and foodtech (with Sup'Biotech)
- Drones and logistics (with IPSA)

Courses for major: Innovation and tech / Innovation / Change management / New digital uses and marketing strategy

### LANGUAGES AND RESOURCES

English or third language

Extra-curricular activities

Thesis paper

Third-year internship or business project (16 weeks)

BUSINESS PROJECT / HACKATHON / LEADERSHIP WORKSHOP / CAREER COUNSELING



## THIRD YEAR: A GATEWAY TO EMPLOYMENT

The International Management Bachelor's Degree program offers four business majors in the third year to help students transition to a career:

- Purchasing and logistics
- International business
- Marketing and Communication in an International Environment
- Human resources and international mobility

Students complete their training and consolidate their career goals by writing a thesis on a future professional issue connected to their chosen major. It is a real opportunity to meet professionals, network and make the difference in a job interview!



### INTERNATIONAL MANAGEMENT BACHELOR'S DEGREE + double degree option\*\*:

BA (Hons) International Business Administration - Middlesex University (United Kingdom)

BA (Hons) Business (Human Resources Management) - Griffith College (Ireland)

BA (Hons) Marketing - Dublin Business School (Ireland)

Digital Media option / Digital Media and Cloud Computing option / Event Management option

\* The two-semester academic exchange is open exclusively to students who complete their second year in Paris

\*\* For students who complete their third year at a partner university and meet academic and internship requirements

# The International Management Bachelor's Degree: **what comes next?**

Our three-year degree in International Management allows students to enter the workforce or continue their studies and obtain the two-year ISG\* Grande École Program Master's degree.



## **Continue your education**

Several options exist for further study, both in France and abroad. After the Bachelor's degree in International Management, students can enroll in ISG's 100% English-language Grande École Program or apply to the different MBA and MSc programs at ISG or universities abroad.

## **Join the workforce**

The highly operational format of the Bachelor's Program makes it an excellent choice for those who wish to launch their career quickly in management positions (junior export project manager, purchasing and logistics assistant, junior HR mobility manager).

### **The power of a network**

With a network of 25,000 alumni, active across the globe, and numerous corporate partnerships, ISG helps its graduates find their place and integrate the workforce.

### **International internships**

Work experience abroad is an ideal complement to the Bachelor's program. It allows students to apply their skills by addressing global economic issues and challenges in real-world situations.

\* Applicants must satisfy all admission requirements of the Grande École Program

# The Grande École Program in Paris<sup>(1)</sup>

Fourth year

Fifth year

|         | International track   | Multi Initial track  | Work-study track  | MIT track   |
|---------|---|--|---|---|
| Sem. 7  | <p>5 management courses + 4 courses related to major:<br/>Finance - Accounting, Audit and Control - Marketing and Communication - Consulting and HR - Entrepreneurship and Innovation</p> <p>Choice of 1 tech and creative elective from 7 nano-certificates offered in partnership with EPITA, ESME Sudria and e-artsup</p> <p>Project-based learning<br/>Junior consultancy project<br/>Business game<br/>Extra-curricular activities</p> |  | <p>5 management courses + 3 courses related to major:</p> <ul style="list-style-type: none"> <li>- Finance, Audit and Control</li> <li>- Business and digital marketing</li> <li>- Management, Consulting and HR</li> </ul> <p>Choice of tech and creative expertise from 10 nano-certificates offered in partnership with EPITA, ESME Sudria and e-artsup.</p> <p>Project-based learning<br/>Junior consultancy project<br/>Business game</p> <p>Work experience<sup>(2)</sup></p> | <p>(12, 18 or 24-month Work-study program<sup>(2)</sup>) (MIT - Tech Engineering and Management)</p> <p>Start week 'pool' (tech immersion)<br/>Management courses<br/>Tech courses to acquire dual skills</p> <p>Project-based learning<br/>Junior consultancy project<br/>Business game<br/>ISG/EPITA Project</p> <p>Extra-curricular activities</p> |
| Sem. 8  | <p>Internship abroad</p>  | <p>Academic exchange program (Partner university)</p>  |   | <p>Academic exchange program (Partner university)</p>   |
| Sem. 9  | <p>Majors at partner universities (academic exchange program)</p>   | <p>Specialized teaching in the following 11 business skills:<br/>Corporate Finance, Market Finance, Corporate Control and Management, Financial Audit, Digital Management and Web Strategy, Business Management, Business strategy consulting, change management, Supply Chain, Entrepreneurship and Innovation, Luxury Marketing</p> <p>Senior consultancy project<br/>Research paper</p> | <p>Specialized teaching in the following 11 business skills:<br/>Corporate Finance, Market Finance, Corporate Control and Management, Financial Audit, Digital Management and Web Strategy, Business Management, Business strategy consulting, change management, Supply Chain, Entrepreneurship and Innovation, Luxury Marketing</p> <p>Senior consultancy project</p> <p>Research paper</p> <p>Work experience<sup>(2)</sup></p>  | <p>Senior consultancy project<br/>ISG/EPITA Project<br/>Research paper</p>  |
| Sem. 10 | <p>Majors at partner universities (academic exchange program)</p>   | <p>Final-year internship (6 months) or work-study placement</p>  |   | <p>Final-year internship</p>  |

**Grande École State-approved two-year Master's degree plus the prestigious Grade de Master**

+ double degree option (International, Multi Initial and Work-study tracks)

<sup>(1)</sup> Applicants must satisfy all the admission requirements of the Grande École program

<sup>(2)</sup> For more information on apprenticeship terms and conditions (duration, prerequisite and acquired skills, etc.), visit the [www.isg.fr](https://www.isg.fr/grande-ecole-master/grande-ecole/parcours-alternance) web site (<https://www.isg.fr/grande-ecole-master/grande-ecole/parcours-alternance>)

# In-depth, collaborative and hands-on learning for a career in international trade

The Bachelor's Program in International Management combines courses, hands-on learning and specialization to prepare professionals ready to meet tomorrow's challenges and capable of leading the international development of French or foreign SMEs and startups. Every three weeks, the program changes gears. Students go into "project" mode; for a few days students immerse themselves completely in real cases, challenges and management simulations.

## Multicultural thinking

With over 60 nationalities on campus as well as nearly 50% of faculty and 40% students from the international community, ISG offers a multicultural experience in Paris.

Students learn to understand and manage cultural differences in the workplace.

## Learning by sharing

ISG regularly organizes conferences, company visits and meetings with professionals. Students take part in

ISG Alumni Association events and clubs, both in France and abroad. These events are a chance for students to build a network that will help them find career opportunities later.

## Learning by doing

The curriculum favors experience-based learning via projects and business games based on the real professional world. Throughout the program, students apply their knowledge, develop their ability to

cooperate effectively and take initiative. They also become familiar with the notion of performance and innovation in business.

## Blended learning

Students discover their courses upstream, thanks to e-learning and can assimilate knowledge at their own pace. Class time is devoted to exercises and practice. This teaching approach is based on interactive, exchange-based learning.





## A focus on tomorrow's challenges and their market-related and structural effects:

In first and second year, students examine new consumer trends and the business practices that companies adopt to meet the challenges of the 21st century:

- Sustainable development and CSR,
- Data protection and use,
- Sustainable food and energy systems,
- Distance and mobilities.

Special courses, industry-specific workshops and challenges ensure that acquired knowledge is put into practice.

## New technology and hybridization in management:

Because new technologies shape all sectors and professions, third-year students take an "innovation and new technology" elective course connected to their major\*:

- Cosmetics and Biotechnologies (with Sup'Biotech, an engineering school of IONIS Group specialized in biotechnologies),
- Foodtech (with Sup'Biotech)
- Chatbots for e-Commerce (with EPITA, an engineering school of IONIS Group specialized in computer science)
- Drones and Logistics (with IPSA, an engineering school of IONIS Group specialized in aeronautics)

\* Purchasing and Logistics / International Business Development / Marketing and Communication in an international environment / HR management and international mobility

# Discover the world



## A unique multicultural experience

Over 60 nationalities on the Paris Ouest campus and courses taught by international professors offer a highly enriching multicultural environment. Students develop open-mindedness and the adaptability, qualities highly sought-after by companies working on international issues.

"As I teach a number of courses in international business, the multicultural environment where no single culture dominates the classroom adds significantly to the learning experience."

**Brian Henry**  
Professor of Economics  
and Political Science

## Academic mobility

Second and third year students can spend one or two semesters on academic exchange at one of the School's partner universities.

## The advantage of a European dual degree\*

Students can complete their third year\*\* at Griffith College (Dublin), DBS (Dublin Business School - Dublin) or Middlesex University (London) to obtain a double degree: ISG's International Management three-year degree, recognized by the French Ministry of Higher Education, Research and Innovation, and a Bachelor of Arts from a British or Irish university.

"Last year during the fall semester, I had the opportunity to spend a few months at McGill University in the context of an exchange program with ISG. I have awesome memories of that experience which was incredibly enriching and unique. I would greatly recommend any student to try the adventure and take the chance to study abroad for a while in a cosmopolitan environment and in a different culture and lifestyle."

**Albane Duhesme (ISG class of 2020)**

\* This option is open exclusively for students who complete their second year in Paris.

\*\* Applicants must satisfy the specific requirements of each institution.

# 160 partner universities

South Africa

Germany

Australia

Bahrain

Canada

Chile

South Korea

Croatia

Curaçao

United Arab Emirates

Ecuador

United States

Hungary

Ireland

Argentina

Austria

Brazil

China

Costa Rica

Denmark

Spain

Finland

Israel

Estonia

India

Iceland

Indonesia

Italy

Over recent years ISG has established partnerships with 160 renowned international universities located around the globe. On-point course content, follow-up and support for students during their stay abroad, and a diverse cultural and inter-personal experience ensure the quality and success of ISG international exchanges.



Japan

Latvia

Macau

Malaysia

Morocco

Mexico

Norway

New Zealand

Netherlands

Peru

Philippines

Poland

Portugal

Czech Republic

Romania

Russia

United Kingdom

Singapore

Sweden

Switzerland

Slovakia

Taiwan

Thailand

Trinidad-  
and-Tobago

Turkey

Uruguay

Vietnam

Visit the [isg.fr](http://isg.fr) web site for more information about the partner universities for each program.

# Learn differently

A perfect add-on to the "learning-by-doing" approach, extra-curricular activities are an opportunity to express and share one's passions, manage projects from A to Z, learn to work in a team and become a professional.

Involvement in an extra-curricular activity is also a springboard to self-discovery and effective career choices. Students discover every aspect of full-scale project management, learn how to manage a budget, schedule their workload, and juggle ambitions with financial constraints.



"I enrolled at ISG and signed up for competitive sailing in addition to my IMB classes. I'm glad I did because today my grades are as good as my sailing and I'm as happy in the classroom as I am on a boat. I am now European champion, Swiss champion, French vice-champion, rank third worldwide and hold three records, one of which I achieved with ISG's help in finding sponsors."

**Mathis Bourgnon**  
(ISG 2021 class)





## The major first year project: Planète Solidaire

Planète Solidaire was established in March 2020 thanks to the commitment of 1,000 ISG students to assist companies and non-profit organizations in facing current economic challenges.

The successful initiative expanded in 2021 to include students from EPITA and ESME Sudria, followed by IPSA and Sup'Biotech, the leading engineering schools of IONIS Group. For its third edition, 10,000 students will act to support professionals in the world of art and culture.

Creative, daring and digital savvy, our students have no shortage of assets to help partner companies rise to challenges.

Taking the initiative to support employment and the economy during one's studies also makes ISG what it is.

# Career opportunities

The Bachelor in International Management program opens the door to management-level opportunities immediately. Recruitment specialists inform and guide students towards a career.

Fact: 40% of final-year internships become the student's first job offer.

## Key figures\*

**14%\***

of students have started a business

**3 out of 5 students**

work abroad

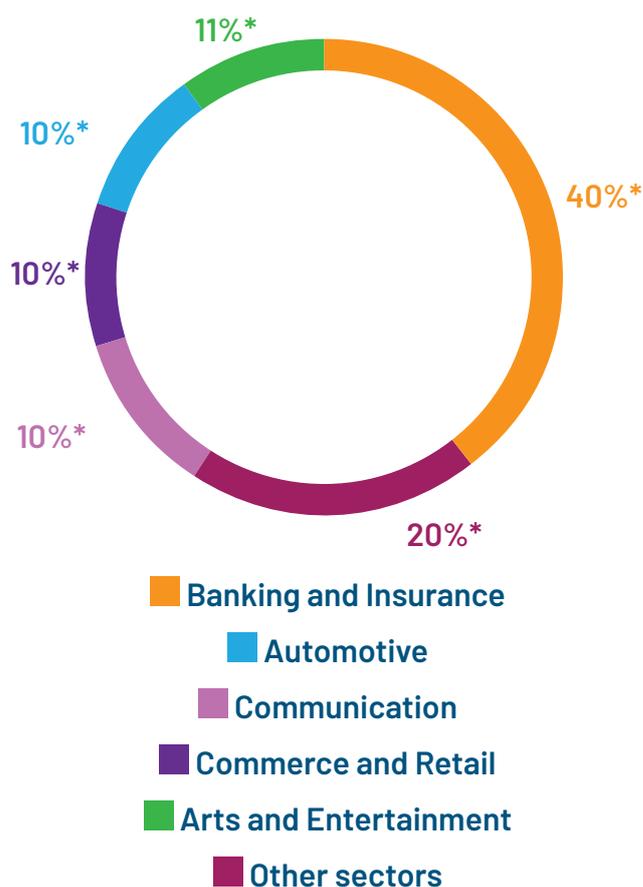
**€31,333\***

average earnings with bonuses  
of young graduates in France

**€41,058\***

average earnings with bonuses abroad

## Breakdown of graduates by professional sector as a %\*



\* Source: 2020 Bachelor in International Management alumni survey

# Up close on entrepreneurship



## Creation of a start-up

From the first year, students can apply for Student Entrepreneur status and develop a project, at every stage of which the student is accompanied by:

- experts and practitioners: teacher-researchers, alumni, professional speakers
- institutional actors such as: Entrep' (Fondation Entreprendre), 100,000 entrepreneurs and EPA (Entreprendre pour Apprendre),
- incubators like: IONIS 361 and Pépite-Pon.

IONIS  
**361**  
L'INCUBATEUR

  
**Pépite**

Pôle Étudiant Pour l'Innovation,  
le Transfert, l'Entrepreneuriat  
Paris Ouest Nord

## ISG entrepreneurs

Personalized support is offered to third-year students whose internship involves creating or developing a business project. The Entrepreneurs Club of the ISG Alumni Association provides mentoring and financial assistance for projects.



# Our graduates have talent

**Alain Angerame / Class of 1987**

Customer Experience Director  
Bouygues Telecom

**Christian Courtin Clarins / Class of 1974**

Chairman of the Supervisory Board, Clarins  
Group

**Roxanne Auld / Class of 1995**

Worldwide Lead for Capgemini  
Microsoft France

**Sacha Prince / Class of 2018**

Key Account Manager  
Business Development LeasePlan France

**François Baroin / Class of 1989**

Former Minister and Chair  
of the Association des maires de France  
Mayor of Troyes / Lawyer

**Émilie Blanchard / Class of 2018**

Human Resources Manager  
RATP Smart Systems

**Anne-Sophie Pic / Class of 1992**

Michelin Star Chef

**Cyril Chiche / Class of 1995**

CEO Lydia

**Nicolas Houzé / Class of 1998**

Member of the Executive Board  
and Chief Executive Officer Galeries Lafay-  
ette

**Alain Crozier / Class of 1987**

CEO Microsoft Greater China Region

**Christophe De Backer / Class of 1986**

Board Director HSBC London

**Johanna De Beaumont / Class of 1994**

Writer, Director of Publishing  
Editions du Toucan

**Silja Dos Reis / Class of 2016**

Skating Artist  
and Choreographer Cirque du Soleil

**Géraldine Maillet / Class of 1994**

Writer, author and screenwriter

**Stéphane Courbit / Class of 1990**

President of Lov Group Invest

**Barbara Gay / Class of 1996**

Director of D'arval For Me  
BNP Paribas Group

**Frédéric Gervoson / Class of 1974**

General Manager Andros

**Frédéric Gilbert Zinck / Class of 1986**

Co-founder and Director  
of L'ECOLE, School OF Jewelry Arts  
Van Cleef and Arpels

**Philippe Gilbert / Class of 1987**

President UPS Supply Chain Solutions

**Paul Goudeau / Class of 1996**

Director Europe  
Vetrotech Saint-Gobain International

**Napoleon Gourgaud / Class of 1996**

Managing Director Haas Gestion

**Max Ioli / Class of 2012**

Vice President Of Demand  
Generation Datarobot USA

**Philippe Kaltenbach / Class of 1998**

President Whirlpool France

**Didier Lallement / Class of 1982**

Prefect of the Paris Police

**Anne Lepissier / Class of 1998**

APAC Women  
Microsoft Singapore

**Boris Le Rendu / Class of 2009**

Sales Manager Switzerland Brita Water



The ISG Alumni Association is a real asset for students  
in a world where, more than ever, being part of a dynamic and supportive network is essential.  
When a student enrolls at ISG, he or she joins an influential network of 25,000 graduates.

**Jean-Jérôme Marteau / Class of 2011**  
CEO Tournemire Timepiece

**Emmanuel Masson / Class of 1983**  
Group President  
SAS CLINEA

**Claude Nahon / Class of 1996**  
Executive Vice President  
Business Development  
I24news

**Adrien O'Leary  
Class of 2005**  
Adwords Specialist  
B-Unique Canada

**Peggy Nahmany  
Class of 1992**  
VP, Communications  
Director Thales

**Srimalavong Pannhasiri  
Class of 2002**  
General Manager Benefit  
Cosmetics China

**Didier Papaz / Class of 1985**  
CEO Gadol Optic 2000

**Laurent Patouillet / Class of 1993**  
CEO and President Agnès B. Japan  
Agnès B.

**Michel Peseux / Class of 1993**  
General Administrator  
Théâtre des Bouffes Parisiens

**Jean-François Decaux / Class of 1982**  
Co-Chief Executive Officer JCDcaux

**Émilie Pietrini / Class of 1989**  
Brand Director  
Canal+ Group

**Benoit Rabilloud / Class of 1993**  
President Bayer France

**Franck Riestler / Class of 1996**  
Deputy Minister, European  
and Foreign Affairs,  
for International trade  
and Attractiveness

**Stéphane Rinderknech / Class of 1995**  
President and CEO USA L'Oréal  
Vice North America

**Stéphane Roger / Class of 1993**  
General Manager Services  
Sodexo Entreprises

**Axel Touzet / Class of 1991**  
General Manager of Nespresso France

**Antoine Mathou / Class of 2016**  
Promotion and Advertising Manager  
M6 Group

**Virginie Sappey / Class of 1990**  
Marketing Director for  
Études France Télévisions

**Jean-Bernard Bonduelle / Class of 1976**  
Director of External Affairs  
and Development Bonduelle

**Cédric Segal / Class of 1999**  
Founder Winestar

**Maud Soulies / Class of 1994**  
Founder Château La Brande

**Oscar Soulié / Class of 2016**  
Account Director  
LinkedIn Marketing Solutions

**Sylvie Spalmacin-Roma / Class of 1983**  
VP Public Sector IBM Europe

**Franck Tapiro / Class of 1987**  
Chief Emotion Officer Datakalab

**Virginie Thuilier / Class of 2012**  
Brand Manager Export, Europe  
and Africa LVMH Fragrance Brands

**Stéphane Truchi / Class of 1979**  
Chairman of the IFOP Board of Directors

**Christian Warocquier / Class of 1980**  
Research Program Manager  
Orange Labs

**Thomas Welsch / Class of 2011**  
Group Marketing Manager  
International Lancôme L'Oréal

**Thony Zameczkowski / Class of 1999**  
Vice President, Business  
Development Asia Pacific Netflix

**Louis De Meckenheim / Class of 1999**  
Marketing Communication Officer Interna-  
tional Chopard

**Edmond De La Panouse / Class of 2001**  
President Thory Events

**Olivier Mariée / Class of 1990**  
CEO Direct Assurance

# Admissions: a how-to guide



| ADMISSIONS <sup>(1)</sup>                     |  |   |  |
|---|--|---|--|
|   | FIRST YEAR   | SECOND YEAR   | THIRD YEAR   |
| <b>PARCOURSUP<sup>(2)</sup></b><br>of student | Students in their final year of secondary school (' <i>Terminale</i> ') (all majors), French and foreign applicants and students with a French secondary school diploma (' <i>Baccalauréat</i> ') or foreign equivalent. | University students who have completed one year of an undergraduate program and obtained, or are in the process of obtaining, 60 ECTS credits <sup>(3)</sup>                | University students who have completed two years of an undergraduate program and obtained, or are in the process of obtaining, 120 ECTS credits <sup>(3)</sup> |
| Written tests                                 | TAGE Post Bac (1h20/Coef 2) <sup>(4)</sup>   | TAGE Post Bac (1h20/Coef 2) <sup>(4)</sup>  | TAGE 2 (1h55/Coef 2) <sup>(4)</sup>  |
|   | IELTS score (or equivalent official test) <sup>(4)</sup><br>4.5 points minimum for the French Track, 5.0 points minimum for the Progressive Track and 5.5 points minimum for the Full English Track. (coef 1)            | IELTS score (or equivalent official test) <sup>(4)</sup><br>5.0 minimum for the French Track and 5.5 minimum for the Progressive Track and the Full English Track. (coef 1) | IELTS score 5.5 minimum or equivalent official test <sup>(4)</sup> (coef 1)  |
| Oral tests                                    | Discovery One in English (Applicant comments on an English-language press article and admission interview) (20 min preparation + 30 min presentation / Coef 7)   | Discovery One in English (Applicant comments on an English-language press article and admission interview) (20 min preparation + 30 min presentation / Coef 7)              | Discovery One in English (Applicant comments on an English-language press article and admission interview) (20 min preparation + 30 min presentation / Coef 7) |

(1) Subject to the presentation of a French secondary-school diploma (or foreign equivalent) no later than the first day of the academic year along with transcripts showing ECTS validation no later than October 15, 2022.

(2) French secondary school students and those completing a French baccalaureate program must apply using the Parcoursup platform.

*Filière d'excellence*: secondary school students whose overall average for the three terms of *Première* and the first term of *Terminale* is greater than or equal to 15/20 are exempted from the written tests.

(3) For higher education (or foreign equivalent).

(4) TAGE and TOEIC tests can be taken at any of the ISG campuses in France (Paris, Bordeaux, Lille, Lyon, Nantes, Strasbourg and Toulouse).

For applicants whose mother tongue is not French, the TAGE test is replaced by an MCQ exam in English.

## February intake in first year

Students with a secondary school diploma (all streams) who wish to re-direct their studies and/or enroll at a business school can enter the IM program in February. The selection procedure is identical to that of post-secondary applicants.

### Students living abroad

An 'overseas' competitive examination procedure is available for students wishing to enroll at ISG in the first, second or third year and who are living abroad at the time of the TAGE and TOEIC tests (text commentary and admission interview in English) are held remotely.

## Where can you find us?

ISG teams will meet with you individually (face-to-face or remotely) to advise you and answer your questions. Do not hesitate to contact us to arrange a personal meeting. Come meet our ISG teams at fairs, forums organized by secondary schools, universities and open house events.

The event calendar is available on [isg.fr](http://isg.fr).

### Contacts

Admissions department: [admission@isg.fr](mailto:admission@isg.fr)  
Tel: +33 156 26 26 10 / +33 156 26 26 25

# General information



## Tuition fees

A financial agreement, including a tuition payment schedule, is given to the student upon enrollment. Tuition fees are €9,500\* per year.

\* Tuition fees for 2022-2023 excluding ancillary fees (Student and Campus Life contribution, Student's Club fees, Alumni Association, ... and certain foreign exchanges)

## Paying for your studies

### CROUS State grants

Students enrolled in the International Management Bachelor's degree program are eligible for CROUS state scholarships based on social criteria. Students can apply on the French government digital portal **etudiant.gouv.fr** under the heading **messervices.etudiant.gouv.fr**.

### Bourses des Talents grants

ISG offers 40 Bourses des Talents grants to post-secondary students who obtain "Très Bien" standing on their Baccalaureate exam and who lack the necessary resources.

### Ambitions Solidaires grants

This program provides grants to help finance education.

### Assignments and internships in companies

Assignments and internships are often a source of income for students to help finance their studies.

### Student loan

ISG has partnership agreements with banks to obtain loans with preferential rates for its students. Repayment is deferred between two to five years (depending on the length of studies) and is drawn from the borrower's earnings, from the first time they are paid and during a 24- or 48-month period. This allows students to devote themselves entirely to their studies.

### Other forms of financial aid

Students can apply for funding assistance from a variety of institutions: local and regional councils, the national family welfare office (the 'Caisse d'Allocations Familiales', or 'CAF' in France), their parent's employee committee and retirement funds, Eiffel Scholarships and Socrate-Erasmus Scholarships, etc.)

## Housing

Aware of the difficulties students encounter in finding an apartment, ISG has created partnerships with regional student offices ('CROUS') and rental services Les Estudines and Studapart. These platforms help students find a rental and/or roommates both in France and abroad. Students may qualify for two types of housing subsidies paid by the national family welfare office (CAF):

- the APL (Aide Personnalisée au Logement)
- the ALS (Allocation de Logement à

caractère Social)

Information and simulation on line: [www.caf.fr](http://www.caf.fr)

## Student services

- Personal access to an intranet portal, allowing real-time information sharing with educational teams and online access to schedules and useful information.

- The career planning office helps students find their company and offers numerous internship and job opportunities. All offers are posted on line on the Jobteaser platform.

- On-line access to the alumni directory: [www.isg-alumni.com](http://www.isg-alumni.com)

## Accessibility and disability

ISG is accessible to students with disabilities. If you have any questions, please contact our disability, gender-based and sexual violence contact person: Sabine Wolff at 01 56 26 11 24 123 Rue de Longchamp - 75116 Paris. [sabine.wolff@isg.fr](mailto:sabine.wolff@isg.fr)

# International Management Bachelor's Degree: study in the heart of Paris

Near Place du Trocadero and the Eiffel Tower.



## ISG Paris Ouest Campus Paris 16e

- 8 rue de Lota
- 147 avenue Victor Hugo
- 45 rue Spontini

## ISG in a click

Website  
<https://www.isg.fr/bmi/>

 ISGparis

 ISG

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 ISG\_Paris

# Presentation of the 7 ISG programs

## Grande École two-year Master's Degree Program

Accessible with a secondary school diploma, the Grande École Master's program offers four tracks: 100% International / Multi Initial / Work-study / Management and Tech Engineering in partnership with EPITA, with up to three years abroad. **Location: Paris**

## International Management three-year Bachelor's Degree

Accessible with a secondary school diploma, taught in French and English, this program is designed for international and French students wishing to work internationally. **Location: Paris**

## 3+2 Business and Management Program

This 'three-year/two-year' program allows students to simultaneously pursue an academic and professional career and obtain a three-year Bachelor's degree, after which they can pursue post-graduate studies by enrolling in the Grande École Program\* or one of ISG's 17 MSc and MBA programs. **Location: Paris, Aix-en-Provence, Bordeaux, Lille, Lyon, Nantes, Strasbourg and Toulouse**

\* Applicants must satisfy all admission requirements of the Grande École Program.

More information on  
[www.isg.fr](http://www.isg.fr)

## Luxury Management Program

Offered on 8 campuses in France and in Geneva, this specialized Bachelor's and MBA program prepares students who are passionate about a career in luxury, fashion and design. An international program is also offered to those who intend to pursue a professional career abroad.

**Location: Paris, Bordeaux, Lille, Lyon, Nantes, Strasbourg and Toulouse**

## Masters of Science and MBA Program

These 18- and 24-month programs offer 10 business majors in the Master of Science program and 7 sector-specific majors in the specialized MBA program. The program is available in seven cities in France. **Location: Paris, Aix-en-Provence, Bordeaux, Lille, Lyon, Nantes, Strasbourg and Toulouse**

## International BBA / MBA Program

This international program, offered in Paris and a selection of other French cities, is designed for students wishing to obtain a British university degree while living in France. **Location: Paris, Bordeaux, Lyon and Nantes**

## Executive Programs

These module-based courses meet the needs of professionals wishing to acquire new skills or retrain. **Location: Paris**

# A school at the heart of a leading group

**30,000**  
students

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Over  
**80,000**  
alumni

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**98**  
establishments

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**350**  
international  
partnerships

**27**  
schools  
and entities

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**2,700**  
professors, teachers  
and staff

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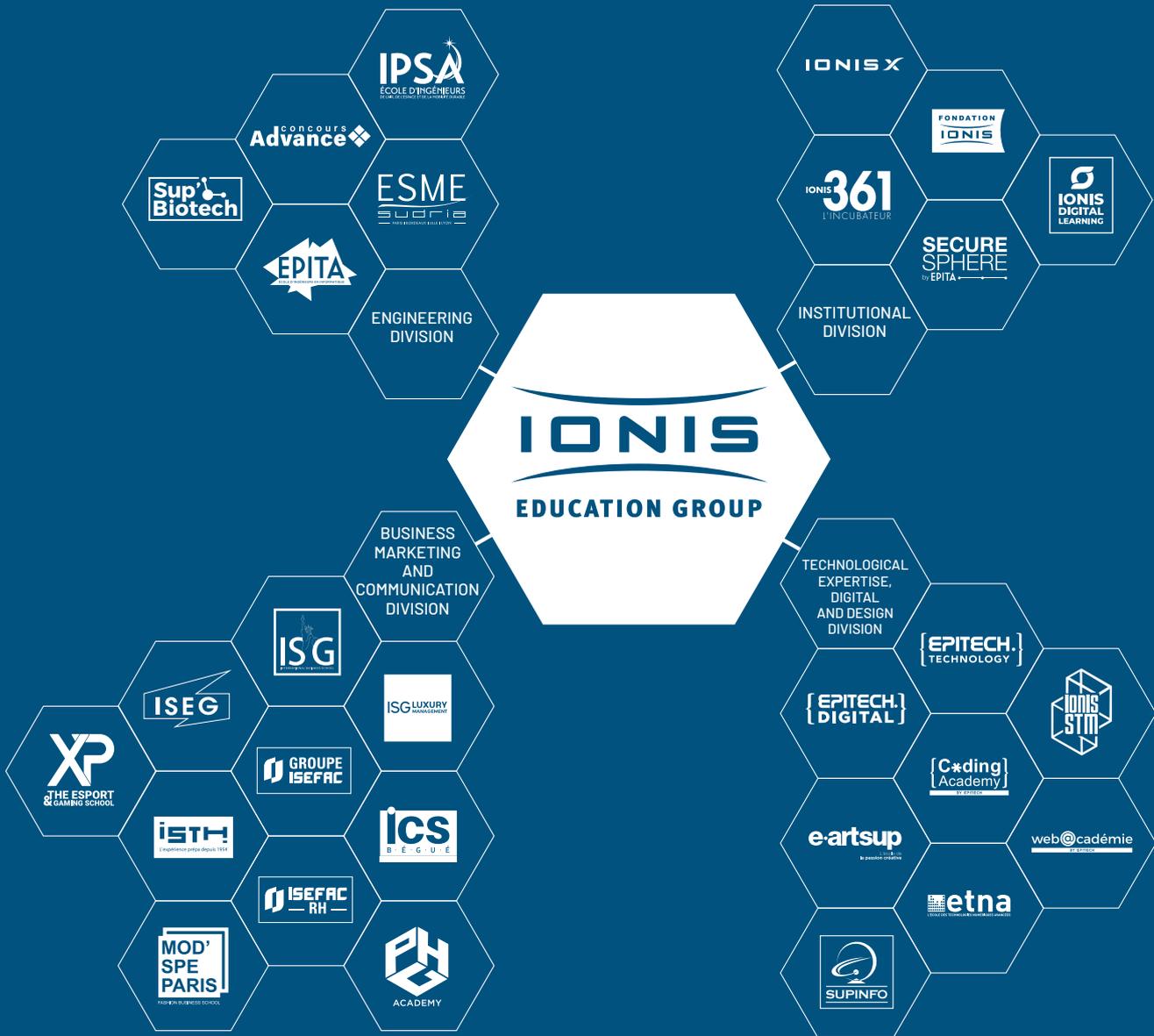
**27**  
Campuses  
in France  
and  
worldwide

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**410**  
student  
associations

# Shaping a new business intelligence

Barcelona - Berlin - Bordeaux - Brussels - Caen - Cotonou - Geneva - Lille - Lyon - Marseille - Montpellier - Mulhouse - Nancy  
Nantes - New York - Nice - Paris - Rennes - Saint-André (Réunion Island) - Strasbourg - Tirana - Toulouse - Tours



Created in 1980 by Marc Sellam, IONIS Education Group is the leading private higher education group in France. Its 27 schools and entities in 26 cities in France and abroad bring together nearly 30,000 students in business, marketing, communication, management, finance, IT, digital technology, aeronautics, energy, transportation, biotechnology, design and e-sport. IONIS Group's mission is to shape the new business intelligence of today and tomorrow. A strong international scope, attachment to innovation and entrepreneurship, and a confirmed culture of adaptability and change are the outstanding values taught to future graduates of the Group's schools. Our students become key players in the economy of tomorrow and join our 80,000 member-strong alumni networks.

[www.ionis-group.com](http://www.ionis-group.com)

ISG is a member of: the Conférence des Grandes Écoles (CGE) and the Chapitre des Écoles de Management, the UGEI (Union des Grandes Écoles Indépendantes), the EFMD (European Foundation for Management Development), the AACSB (The Association to Advance Collegiate Schools of Business), CLADEA (Consejo Latinoamericano de Escuelas de Administración) and the American Chamber of Commerce in Paris.



**isg.fr**

**International  
Management  
Bachelor's  
Degree**

**ISG Paris Ouest Campus  
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