

# MASTER OF SCIENCE PROGRAMMES



# 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



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).



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



## 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:

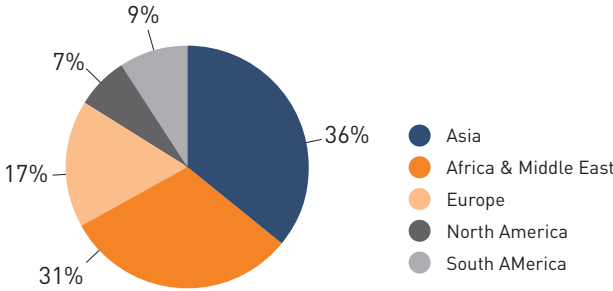
- **High-level leaders** stemming from the management world including managers and consultants from various backgrounds, fields and industries.
- **Faculty professors** recognized as experts in their fields of study.

## 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

## INTERNATIONAL ENVIRONMENT

MSc. programmes welcome mainly international students coming from all over the world. Students are of different nationalities, and have various 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.



More than 20 different nationalities (2017-2018)

## INTERNSHIPS & CAREER OPPORTUNITIES MENTORING & SUPPORT

As part of the curriculum, students will carry out an internship/work experience upon finishing their study period. **This is a unique opportunity** to put into practice what they have learned in the classroom, to **develop new skills and to boost their career opportunities**. Students are also accompanied during 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, allowing them to get the most out of their experience in France and fully integrate the French culture.



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# BUSINESS INTELLIGENCE & ANALYTICS

## DATA IS THE NEW OIL

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 to train Business Intelligence and Analytics professionals who need to provide decision support to managers. It enables them to benefit from a transverse consolidated view of data, not only to understand what happened in the past, but also to better anticipate the future, and efficiently collaborate within different business areas and using a wide range of information.

### 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
- Use of market-leading software through projects in agile method

### TARGETED SKILLS & 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

### PARTNERSHIPS

CGI MicroStrategy

### DOUBLE DEGREE

Hochschule Aalen

Germany, Master Business Informatiks (Data science)

*"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 the 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."*

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

## PROGRAMME CONTENT

SEMESTER 1	SEMESTER 2	SEMESTER 3
Business Intelligence & Analytics – Basics	Business Intelligence & Analytics – Advanced	Professional Mission & Thesis
Introduction to Business Intelligence 6h	Knowledge Management 6h	Master's Thesis
Organization of Business Intelligence 18h	Advanced Data Modeling 24h	Oral Defense
Methodology in Business Intelligence 18h	Advanced Data Discovery 24h	Company Assessment
BI Methodology Applied (Group Project) 36h	Advanced Data Visualization 24h	
Fundamentals of Business Intelligence 18h	Advanced Analytics - Qualitative Data 30h	
Segmentation of Business Intelligence 30h	Advanced Analytics - Quantitative Data 30h	
BI Segmentation Applied (Group Project) 36h	Advanced Analytics Applied (Group Project) 42h	
Shared Modules (Tronc Commun)	Shared Modules (Tronc Commun)	
Thesis Methodology 3h	Strategic Management 18h	
Mastering Data in Excel (e-learning) 15h	Information Systems for Managers 18h	
French Language skills 30h	French Language skills 45h	
Job Marketing 6h	Meetings with Practitioners 6h	

### CAREER OPPORTUNITIES

#### ON THE "BUSINESS" SIDE

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

#### ON THE "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 high-rank their current jobs or access others: Data Scientist, Chief Data Officer, etc

*"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"*

**Adetutu OBATERU**  
Class 2018 | from Nigeria

### THEY WORK WITH OUR GRADUATES



*"It was wonderful to have been a student of the inaugural Business Intelligence specialisation class at ESC Clermont. 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. The project assignment gave me the opportunity to build competence in using an actual BI tool. This is overall a great specialisation which will serve all participants well for the future."*

**Katharine Caddle**  
Class 2017 | from Barbados



# CORPORATE FINANCE & FINTECH

## THE RIGHT APPROACH IN A DISRUPTIVE WORLD OF FINANCE

In an environment with disruptive transformation in the financial industries, there is a need for graduates to drive this disruption forward to meet growing demand for certified and digital financial managers. The MSc Corporate Finance and Fintech at ESC Clermont has been designed to address the shortage in highly-certified financial skills serving financial technologies, by giving you the portfolio of technical and business skills essential to pass the CFA certification (Chartered Financial Analyst), which is the most recognized financial certification in the world, and to fast-tracking your career in the digital financial industry, i.e., the objective of our MSc, which sets us apart from other masters in France and in Europe, is to prepare future CFA charterholders that can integrate the Fintech market.

The course is professionally oriented, with teaching by distinguished ESC Clermont professors and high-level industry leaders from transnational companies established in France and particularly in Clermont. Graduates enter the professional sphere with technical skills in Corporate Finance and Fintech, a rich network of double-hatted partners (teaching and recruiting), and requirements needed to truly be able to get the three levels of CFA and become prime actors in the finance digital world.

### PROGRAMME STRENGTHS

- Study, network and experience life in south-central France
- Before the programme begins you will start developing your knowledge by studying a series of online pre-study modules
- Meet the needs of businesses and start-ups for CFA charterholders who are able to use technology to design and manage financial products and services
- Access to high-profile and certified practitioners from the Corporate Finance and Fintech world in France
- Flexible programme structure allowing part-time employment
- Learning experience following the Harvard model of teaching
- Benefits of taking the CFA exam through the programme: Better job prospects, Networking opportunities, Increased earning potential

### TARGETED SKILLS & COMPETENCIES

- Build the financial statements of an international company and analyze their components
- Know the models and tools for asset and portfolio management and optimize risk/return combination
- Determine the valuation of financial securities, alternative investment and their associated derivatives
- Understand the organization of the financial markets
- Introduce statistics and economics and understand their tools
- Apply digital practices and Apps in finance and standards of professional conduct
- Develop practical skills like coding and embrace blockchain technology
- Know the main risk management tools

**DOUBLE DEGREE**

 Hochschule Aalen

Germany, Master of Arts in Financial Management

## PROGRAMME CONTENT

SEMESTER 1	SEMESTER 2	SEMESTER 3
Financial Engineering	Investment and tools for finance and fintech	Professional Mission & Thesis
Corporate Finance I 18h	Corporate Finance II 18h	Master's Thesis
Financial Statement Analysis 15h	Financial Reporting 12h	Oral Defense
Private Equity and LBO 24h	Mergers and Acquisitions 12h	Company Assessment
Portfolio Management and SRI 15h	VC for Insurtech and Wealthtech 12h	
Asset Management 12h	Fixed Income 12h	
Treasury Management 12h	Financial risk management and risk based-regulation 18h	
Derivatives I 12h	Derivatives II 12h	
Modeling for Finance I 12h	Modeling for Finance II 12h	
Machine Learning and AI 12h	Digital lending 12h	
Blockchain and ICO 6h	Crypto and Digital assets 6h	
Ethical and Professional Standards 12h	Quantitative Methods in Finance 18h	
Preparation for CFA Certification 12h	Paytech, Techfin and Regtech 12h	
Shared Modules (Tronc Commun)		Neobanking 12h
Thesis Methodology 3h	Shared Modules (Tronc Commun)	
Mastering Data in Excel (e-learning) 15h	Strategic Management 18h	
French Language skills 30h	Information Systems for Managers 18h	
Job Marketing 6h	French Language skills 45h	
	Meetings with Practitioners 6h	



### CAREER OPPORTUNITIES

- Financial Analyst
- Investment banking Analyst
- DCM Analyst
- M&A Analyst
- Investment Manager
- Quantitative Analyst
- Trade Analyst
- Crypto Trade Analyst
- Finance IT Manager
- Fintech Manager
- Regtech Compliance Manager
- Fintech Entrepreneur

*"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."*

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

### THEY SUPPORT US



*"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 GAAP and IFRS elevated my marketability in my career field and desirability to future employers."*

**Leeza BRIGHT**  
Class 2017 | from United States



# INTERNATIONAL COMMERCE & DIGITAL MARKETING

## GLOBAL VISION & LOCAL AWARENESS

In today's commercial world 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 and should also possess the skills and knowledge to access these markets with digital means. The ICDM programme not only offers students a unique combination of skills and knowledge in marketing and sales, digitalisation, social media and international commerce but also opportunities to pursue professional projects at various local and multinational companies.

### PROGRAMME STRENGTHS

- Putting theory into 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 & 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

### UNIVERSITY PARTNERS



Germany, Master of Arts in International Marketing and Sales



United Kingdom, MSc in International Business

*"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."*

**Charlène FANGET**  
Class 2017 | from France  
Product Manager Assistant, SANOFI

*"The program offers you a perfect mix of theoretical knowledge and practical experience, which allowed me to gain a deep and comprehensive understanding of Digital Marketing. My classmates came from all over the world, and many had previous work experience, so we always had interesting discussions with different perspectives. I would 100% recommend this program to anyone who wishes to acquire practical digital marketing skills that are truly useful in real life."*

**Shiho TANAHASHI**  
Graduate 2020 | from Japan  
Global Marketing Lead, HACARUS

**JANUARY  
INTAKE  
AVAILABLE**

## 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	Master's Thesis
Designing and Managing Marketing Research Projects	18h	International Business and Geopolitics	24h	Oral Defense
Social Media and Community Management	18h	International Marketing	12h	Company Assessment
Digital Marketing	36h	Business Game	12h	
Web Site Development	24h	International Contract Law	12h	
Web Analytics	18h	Cross-Cultural Marketing	18h	
Competitive Pricing	9h	Sales Techniques	12h	
DM Project	21h	Negotiation Skills	12h	
Shared Modules (Tronc Commun)		Business Data Analysis	18h	
Thesis Methodology	3h	Digital Tools	12h	
Mastering Data in Excel (e-learning)	15h	"Les Négociales" Challenge	6h	
French Language skills	30h	IC Project	24h	
Job Marketing	6h	Shared Modules (Tronc Commun)		
		Strategic Management	18h	
		Information Systems for Managers	18h	
		French Language skills	45h	
		Meetings with Practitioners	6h	

### CAREER OPPORTUNITIES

#### ON THE "MARKETING AND SALES" SIDE

- Product Manager
- Social Media Manager
- International Marketing Manager

#### ON THE "INTERNATIONAL COMMERCE" SIDE

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

### THEY WORK WITH OUR GRADUATES



*"Most of our classes were linked to a project: we had as much theory than practice which is, I think, the best way to learn. I also had the chance to follow the program in a part-time format as an Internal and Digital Communication Officer for Michelin. This allowed me to use directly my new skills for the company. Today, I'm a Communication Officer at Modis working for different clients, including Michelin."*

**Julie SERVOIR**  
Graduate 2020 | from France  
Communications Officer, Modis



**HEAD OF THE PROGRAMME** | Balázs SIKLÓS • balazs.siklos@esc-clermont.fr - Professor of Marketing



# PROJECT MANAGEMENT

## BECOME EFFECTIVE PROJECT LEADERS

Projects are getting more and more complex in an ever increasing international and cross cultural context. Project managers are change agents and this MSc in Project Management is designed for students who wish to improve their knowledge, skills and potential as highly efficient project leaders. While preparing both the PMI and lean/agile certifications, students will have the opportunity to develop several real projects during their academic journey supervised by professional practitioners coming from market-leading multinational companies.

### PROGRAMME STRENGTHS

- Real life projects and event projects coached by certified professionals
- Comparative approaches to project management (waterfall versus agile)
- Free annual PMI membership and access to project management resources

### TARGETED SKILLS & COMPETENCIES

- Knowledge of concepts, methods and tools to plan, steer and control projects
- Leadership in project management through business, technical and soft skills
- Lean principles, agile methods and digital tools as new paradigms in projects

### PARTNERSHIPS



### DOUBLE DEGREE



Germany, Master of Arts in International Marketing and Sales



United Kingdom, MSc in International Business

*"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"*

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

*"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"*

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

## PROGRAMME CONTENT

SEMESTER 1	SEMESTER 2	SEMESTER 3
Project Management – Basics	Project management – Advanced	Professional Mission & Thesis
Project Management Fundamentals (Part I) 36h	Project Management Fundamentals (Part II) 42h	Master's Thesis
Project Management Soft Skills 18h	Pitching and Branding my Project 18h	Oral Defense
Cost and Resource Management 18h	Communication and Stakeholders Management 18h	Company Assessment
Quality and Risk Management 18h	Supply Chain and Procurement Management 18h	
Introduction to Agile Methods 18h	Introduction to Lean Management 18h	
Project Management Softwares 18h	Certification Preparation (PMI and Lean/Agile) 24h	
Event Project Management (Part I) 36h	Event Project Management (Part II) 42h	
Shared Modules (Tronc Commun)	Shared Modules (Tronc Commun)	
Thesis Methodology 3h	Strategic Management 18h	
Mastering Data in Excel (e-learning) 15h	Information Systems for Managers 18h	
French Language skills 30h	French Language skills 45h	
Job Marketing 6h	Meetings with Practitioners 6h	



### CAREER OPPORTUNITIES

- Project Manager
- Product Owner
- Entrepreneur
- Program Leader
- Scrum Master
- Consultant

*"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"*

**Mehdi MEZGHANNI**  
Class 2017 | from Tunisia  
Business Analyst, CGI

### THEY WORK WITH OUR GRADUATES



**HEAD OF THE PROGRAMME** | Farid HMAID • farid.hmaid@ext.esc-clermont.fr





# TRANSFORMING MOBILITY

## Business Models & Vehicles for the Future

# TRANSFORMING MOBILITY EMPOWERING CHANGE

Transforming mobility is a major challenge in today's society and for tomorrow. The stakes are high, notably for the Automotive Industry, shaken by the arrival of sharing platforms offering mobility services.

What are the keys to: combatting urban congestion and improving air quality; protecting people's health and natural resources; **offering mobility solutions** in peri-urban or low-density areas, **finding sustainable economic models for old and new economic players**? These are just some of the challenges Mobility Professionals face today.

## OBJECTIVES

The automotive industry, and the mobility sector at large, is undergoing a threefold disruption due to digitalisation, environmental constraints and technological developments. ESC Clermont Business School has been specifically designed a MSc programme to help participants answer fundamental questions: **Which vehicles? Which mobility services? Which strategies? Which business models?**

This MSc programme will enable participants to successfully manage the transition towards sustainable mobility. Graduates will improve their employability and can reach higher-ranking positions within their existing jobs or seek new career opportunities within many private companies and public organisations pertaining to the Automotive Industry or mobility sector.

## PROGRAMME STRENGTHS

Participants will benefit from:

- a **global understanding** of environmental, technological and socio-economic issues
- a **cross-disciplinary training** with the involvement of **major stakeholders in the mobility sector**
- a strong focus on the **challenges and stakes at both a local and international level**
- a **balance between theory, learning by doing and professional testimonials**
- a programme based on innovative experiments **carried out within companies and academic research**
- a programme **co-constructed with** companies specialised in the automotive industry, sharing platforms, energy specialists, fleet management, consulting firms, public service providers....
- a **cutting-edge, original, innovative training, with a forward-looking dimension**, meeting the expectations of the automotive and mobility sector

## TARGETED SKILLS

- Understand and deal with the new global mobility eco-system
- Devise and implement the right strategies and multiple economic models
- Master product/service design and development
- Gain fundamental knowledge of the transport sector
- Encourage innovation management
- Lead projects & change management
- Perform mobility consulting missions
- Acquire a dual technical/business culture and versatility

This programme is financially supported by the French State, via the Avenir Investment Programme (PIA), PFA, the French Automobile Manufacturers Alliance



## PROGRAMME CONTENT

SEMESTER 1	SEMESTER 2	SEMESTER 3
Mobility Business Models & Vehicles for the Future	Project Management & Transformation Facilitation	Professional Mission & Thesis
Stakes and Challenges 21h	Intelligent Mobility - Transport, Infrastructures 27h	Master's Thesis
Urban Mobility 12h	Corporate Social Responsibility and Mobility 21h	Oral Defense
Which Vehicles: Strategy & Foresights 30h	Peri-Urban Mobility and Low-Density Areas 27h	Company Assessment
Mobility As a Service (MAAS) 30h	Transformation Facilitation 30h	
Managing Innovation and business model 27h	Sustainable Mobility Project 75h	
Key Role of Energy Players 18h	<b>Shared Modules (Tronc Commun)</b>	
Transversal Project 24h	Strategic Management 18h	
<b>Shared Modules (Tronc Commun)</b>	Information Systems for Managers 18h	
Thesis Methodology 3h	French Language skills 45h	
Mastering Data in Excel (e-learning) 15h	Meetings with Practitioners 6h	
French Language skills 30h		
Job Marketing 6h		



## CAREER OPPORTUNITIES

This MSc programme will open the door to a broad range of job opportunities and varied career paths offering the possibility to work in multi-cultural and international teams:

- Product/Service Manager
- Fleet Manager
- Energy Mobility Business Developer
- Transformation Facilitator
- Sustainable Mobility Manager
- Mobility Experiences & Innovation Manager
- Sustainable Mobility Programmes Coordinator
- Sustainable Mobility Consultant

## THEY SUPPORT US

This programme has been specifically designed with the collaboration of internationally renowned companies and their experts:



**HEAD OF THE PROGRAMME** | Florence PUISEUX • florence.puisseux@esc-clermont.fr - Professor of Marketing and Communication



# STRATEGY & DESIGN FOR THE ANTHROPOCENE

In partnership  
with Strate  
School of Design

## TRANSFORMING ORGANIZATIONS FACING A BIG CHALLENGE

Speaking today of sustainable development as a response to environmental « crisis » no longer allows us to grasp the deep transformations witnessed by the Earth's entry into a new geological and climatic epoch: **the Anthropocene**. This term refers to a new geological period dating back to the Industrial Revolution marked by the impact of human activities. Well beyond the design of a new product, a new service, or a new business model, **design today needs to tackle the issue of a strategic anticipation that is impacting all socio-economic activities**. It is precisely to address this imperative and the growing demand from students who are increasingly concerned about these challenges that ESC Clermont Business School and Strate Ecole de Design are offering this new programme which is the first of its kind in the world.

## OBJECTIVES

Training professionals from different fields mainly associated with design and strategic management; developing means of action to transform organisations; adopting a prospective approach and taking into account ecological disruptions in the Anthropocene Era. This programme responds to a strong societal demand from organisations, as well as the academic world, from both students and scholars alike.

## VALUE PROPOSITION

- Addressing the Anthropocene through the prism of design, integrating the strategy of the humanities and the strategy of organisations.
- In-depth reframing of issues historically associated with sustainable development and corporate social responsibility.
- Taking into account the contributions of environmental, climate, and engineering sciences, especially for decision-making and organisational transformation.

## TARGETED SKILLS & COMPETENCIES

MSc students will acquire new technical and operational skills to initiate transition policies within organisations that wish to implement change by making proactive, rapid and effective ecological redirections. They will also be trained in the processes, methods and techniques that will enable them to design desirable futures within ecological, climatic, legal, social and political constraints. They will learn how to set up new forms of investigation to address unusual critical situations: accelerated changes in an ecosystem, collapse of a resource or living environment, situations of scarcity, humanitarian and social crisis, strategic crisis, forward-looking strategies, etc.

*"Tomorrow's managers, engineers and designers will have to be able to play a transformative role, proposing methods and engineering skills to « redirect », as you propose, the technological organizations and innovation projects, making them compatible with the ecological transition, or even radically reinventing them. We believe that the players in our ecosystem - and ourselves - may be interested in hosting your future students on a work-study (internship or apprenticeship) basis."*

**Jacques-François Marchandise**  
General Delegate of the Fondation Internet Nouvelle Génération

*"I am convinced that the profile of the graduates of this Master of Science will be coveted on the job market, and in many sectors, and that your training will be pioneering and is destined to show the way that others will inevitably follow."*

**Matthieu Auzanneau**  
Director, The Shift Project (the transition carbon think tank)

**CAMPUS**

Strate Ecole de Design  
campus de Lyon  
23, rue Paul Montrochet  
69002 Lyon

**strate**  
ECOLE DE DESIGN

## PROGRAMME CONTENT

SEMESTER 1		SEMESTER 2	
Learning Expedition : Inquiring Critical Zones		Strategical Foundations for the Anthropocene: Technics, Institutions and Organizations	Designing Organizations for The Anthropocene
General introduction	6h	A Deep History of the Anthropocene	Designing and Engineering at the Meso Level 20h
Learning Expeditions and Inquiry		Anthropology of Nature	Environmental Accounting, New Metrics and Territorial Metabolism 27h
<b>Critical Zones and Earth-System. Micro &amp; Macro Levels: New Inquiry Methods and Protocols</b>		Towards and Beyond the Organizational World: a Historical Perspective	Industrial Organizations and Arbitration Protocols 6h
Introduction to Inquiry	32h	An Analysis of Institutions and Economics	Redesigning Business Models and Ecological Redirection 9h
Investigating Territories in Critical Ecological Zones	8h	Strategy	Design of the Commons and Public Policy 15h
New Inquiry Protocols	11h	Organizations in the Anthropocene	Designing "Entreprises à Mission" 15h
Archiving and Documenting Inquiries Workshop	6h	Innovation in the Anthropocene	Designing Law 12h
<b>Critical Zones and Earth-System. Macro Level: Diagnosis and Modelling</b>		Technics in the Anthropocene	Designing Negative Commons 12h
Reports & Narrative of The Anthropocene	27h	Complex Systems and Environment: a Case Study 13h	
Introduction to Complex Systems Modelling	27h	<b>Learning How To Do Things (Micro Level): Community-Engaged Design</b>	<b>SEMESTER 3</b>
Scales of the Anthropocene: Territories, Milieux, Controversies	6h	Rural Community-Engaged Learning Expedition	<b>Professional Mission &amp; Thesis</b>
		Institutions, Corporations, Territories, Risk, Vision and Scenario Mapping	Master's Thesis
		Designing	Oral Defense
		New Arts & Crafts and Local Productive Models – Workshops	Company Assessment
		Biotic and Human/Non-Human Communities Design 24+ Workshop	<b>Career Path and Internship</b>
		Designing Engaged Design	Documenting Workshops
		Esthetics and Experience	Tools for Professionalization
			Designing Jobs and Business-Models

*"The «Strategy & Design for the Anthropocene» master's degree offers a unique training programme for future careers in ecological management, perfectly adapted to the current and future challenges of both private and public organisations. The right combination of sciences, management sciences and design, spiced with a zest of humanities and philosophy, builds the indispensable toolbox of future managers to combine sobriety and sustainable management of resources and to design the economy of tomorrow. Ecological redirection protocols are one of the tools that we are experimenting with in Grenoble to involve the stakeholders of public systems in a better consideration of planetary limits, while at the same time reinforcing the population's zone of habitability."*

**Xavier Perrin**,  
Director of the « Commons project » -  
City of Grenoble

## CAREER OPPORTUNITIES

- Ecological redirection design manager
- CSR manager
- Ecological transition consultant
- Territorial development manager
- Prospective manager
- Sustainable development manager

## 40 PARTNERS INCLUDING



**HEAD OF THE PROGRAMME** | Alexandre MONNIN • alexandre.monnin@esc-clermont.fr - Professor of Digital Strategy and Design



# PURCHASING & SUPPLY CHAIN MANAGEMENT

## BECOME EXPERTS IN GLOBAL PROCUREMENT

In a globalized and competitive world, purchasing and supply chain management are strategic assets for developing company performance. This programme enables students to acquire the concepts, methods and tools essential to becoming professionals in these fields, which offer numerous opportunities in all sectors of activity and whatever the size of the company.

### PROGRAMME STRENGTHS

- Teaching based on real cases with the contribution of expert professionals
- Education based on the standards developed by APICS, the world leader association for supply chain management. APICS is the global leader in supply chain certification programme. This programme provides the level required to pass the CPIM certification exam, which is recognized by companies worldwide.
- The students build a real case of international sourcing allowing them to put into practice the methods and tools taught.

### TARGETED SKILLS & COMPETENCIES

- Knowledge and practice of purchasing activities, methods and tools
- Acquisition of professional standards of competence in supply chain management
- development of a vision considering all flows and processes and focused on continuous improvement (Lean approach)

*"Etre acheteur c'est challengeant car on est au cœur des stratégies des entreprises pour atteindre leurs objectifs de réduction de coûts et d'innovation, c'est enrichissant puisque nous sommes en contact permanent avec de nombreux services qui nous apprennent leur monde « technique » et c'est passionnant car chaque projet d'achat est différent.*

*En tant qu'acheteuse junior dans la division achats informatiques d'Air France, je suis en charge de faire le lien entre les besoins de mes clients internes et les fournisseurs externes afin de leur trouver la solution qui réponde le mieux à leurs attentes. Mon portefeuille d'achat est très large allant de toute la partie hardware (pc, tablettes, accessoires, serveurs, bornes automatiques) aux logiciels, la maintenance et le consulting. Et j'évolue dans un milieu international puisque je travaille au quotidien avec mes collaborateurs néerlandais."*

**Laura PELINI | Promo 2016**  
Acheteuse junior division achats informatiques en alternance, Air France

*"I come from Indonesia, I choose ESC Clermont because the school offers exactly the courses I am interested in.*

*All the modules of Purchasing and Supply Chain are very important to prepare us in the field, and we practice a lot with business games... I really like the negociation exercises as a buyer and/or a seller. The mix between courses and practical exercises is really helpful to prepare the future. At the moment I don't know in wich company I will candidate but I plan to get an internship especially in the retail sector as a product owner or buyer."*

**Gisela Pondah JANUARY | Promo 2019**  
Master degree Student

## PROGRAMME CONTENT

SEMESTER 1	SEMESTER 2	SEMESTER 3
Fundamentals of Purchasing and SCM	Advanced programme	Professional Mission & Thesis
Introduction to Purchasing 12h	Global Sourcing and Contracting (case of emerging countries) 27h	Master's Thesis
Identification of purchasing needs 6h	Negotiation advanced 12h	Oral Defense
International Purchasing Rules 15h	Purchasing per Sectors 12h	Company Assessment
Expression of Needs 6h	Purchasing Costs and Risks 18h	
Purchasing Costs 9h	Business Cases and Professional Testimonies 12h	
Negotiation Basics 12h	Tutorials (Problems + Team Work on Purchasing Project) 24h	
Supplier Relationship Management 12h	Project Management 12h	
Essentials of SCM 6h	Business Intelligence 6h	
Demand Planning and Forecasting 3h	Digitalization 6h	
Essentials of Production Planning 12h	Alignment of Purchasing and SCM Strategies with Global Strategy 6h	
Inventory Management Basics 12h	Demand Management 3h	
Introduction to Lean Manufacturing 9h	Capturing Innovation 3h	
Physical Distibution Basics 6h	Lean, Quality and Continuous Improvement 9h	
Meetings with Companies Practitioners 15h	Manufacturing Planning and Control System 15h	
Tutorials 24h	Inventory Management and Ordering Systems 6h	
Sourcing Cases Presentation 3h	Production Activity and Capacity Control 6h	
Shared Modules (Tronc Commun)	Physical Distribution advanced 6h	
Thesis Methodology 3h	Shared Modules (Tronc Commun)	
Mastering Data in Excel (e-learning) 15h	Strategic Management 18h	
French Language skills 30h	Information Systems for Managers 18h	
Job Marketing 6h	French Language skills 45h	
	Meetings with Practitioners 6h	



### CAREER OPPORTUNITIES

- Supply chain manager
- Operations manager
- Logistics manager
- Planning manager
- Scheduling manager
- Demand manager
- Forecast manager
- Sales administration manager
- Flow driver
- Consultant
- Purchasing and supply manager
- Buyer
- Contract manager
- Sourcing Manager
- Category buyer
- Procurement manager
- ...

### THEY SUPPORT US







ETUDIANTSFRANCAIS

## OPTEZ POUR L'ALTERNANCE

Possibilité de suivre le programme dans le cadre d'un **contrat de professionnalisation du 1<sup>er</sup> 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/>

**DURÉE :**  
**490 h**

**FRAIS DE SCOLARITÉ :**  
**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



# ESC CLERMONT IN KEY FIGURES

Since  
**1919**

**62**  
Nationalities on Campus

**120**  
International partners

**200**  
Professional Lecturers

**Top 100**  
Financial Times

**13 000**  
Graduates

More than  
**300**  
Partner Companies

**1 600**  
Students





# STUDENT LIFE IN CLERMONT-FERRAND

## INTERNATIONAL OFFICE

### SUPPORT BEFORE, DURING AND AFTER YOUR STAY IN CLERMONT-FERRAND

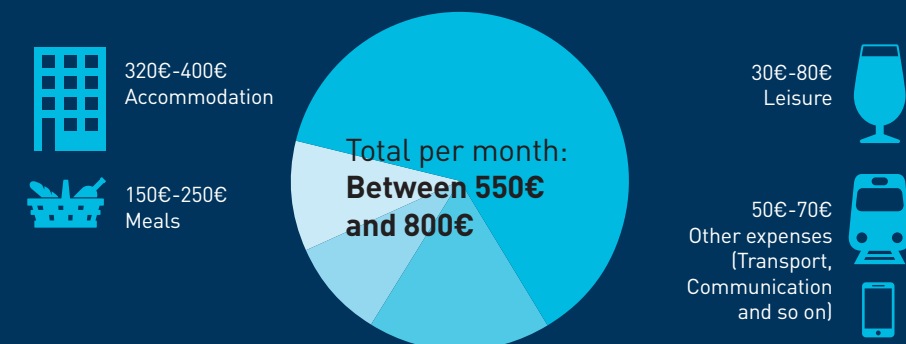
Located at the heart of France, Clermont-Ferrand is a top-ranked best student city in France, welcoming around 40,000 students each year (about a third of its population).

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.

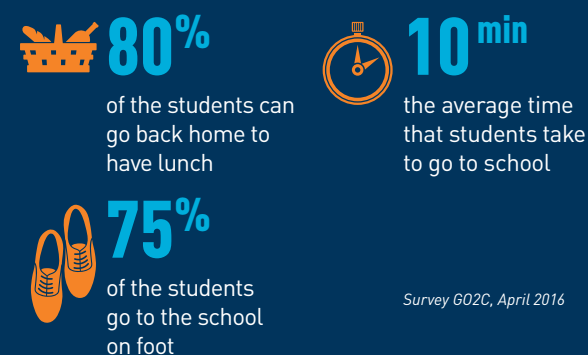
## HOUSING & COST OF LIVING

Students have plenty of options for housing. The school's partner housing agent, Moversia, provides international students with practical and personalised services to ensure a comfortable stay in Clermont. The service is completely free of charge for full fee-paying 'non-exchange' students.

### DETAILED COST OF LIVING



### QUICK FACTS & FIGURES



## STUDENT ASSOCIATIONS

ESC Clermont fosters commitment to CSR. Various initiatives directly relating to social responsibility have been launched through students associations. Students in the "Grandes Ecoles" have always been expected to participate in student associations to gain experience, maturity and autonomy outside the classroom enhancing the school's community spirit. As of today, the main associations are:



### STUDENT'S UNION (BDE)

Provides students with a sense of community and enhances cohesion.



### STUDENT CREATIVITY SOCIETY

Unites creative minds in a vast range of fields, including journalism, graphic web-design, art, photography, exhibitions, music...



### STUDENT BUSINESS SOCIETY

Works as a company providing Strategy, HR, Finance and Marketing support to local entrepreneurs.



### STUDENT CULTURAL SOCIETY

Organizes international culinary and œnological events with food and drink from around the world.



### STUDENTS SPORTS SOCIETY

Football, rugby, handball, basketball, volley-ball, cheerleading, skiing. You name it!



### STARTUP ACADEMY

promotes entrepreneurship and supports students with a project or looking for one. It's all about sharing experiences and meeting with the right people



### FESTIV'EN ZIC

An event gathering local artists and musicians, from amateurs to professionals



### ESPORT ENTHUSIASTS

Promotes Esports



### L'ASSOCIATION DES DIPLÔMÉS

ESC Clermont Alumni gathers 13 000 graduates around 60 countries with many events and more! Networking, workshops, jobdatings, insights about the evolution of work and support for expatriates...



### COULEUR TOUCAN

works as a communication agency for other unions



### STUDENT AMBASSADOR SOCIETY

For students who want to take part in promoting the school all around France.



### STUDENT VOLUNTEERING SERVICES

Engages in the organization of many charitable and humanitarian events and initiatives on a local scale.





# ■ CLERMONT-FERRAND, SO CLOSE TO EUROPEAN CAPITALS



**C**lermont-Ferrand is surrounded by volcanoes, including the Chaîne des Puys, recently **recognized by UNESCO** as a World Heritage Site. Formed 95,000 years ago, it has been inactive for around 6,000 years. Don't worry about unexpected rumbles!

Clermont-Ferrand is **close to other major French and European cities**:

- **Paris**, the most visited city in the world, with the Eiffel Tower, The Louvre Museum or the Champs Elysées Avenue is just a 3 hours away by train
- **The Mediterranean Sea** and its coastal towns of character: **Marseille** in France, **Barcelona** in Spain, **La Spezia** in Italy...
- **Lyon**, the main city of the Auvergne Rhône-Alpes region with its historic districts and culinary specialties is within a 2 hours drive, and the ski slopes of the Alps are just a 2 hours drive further
- **Geneva, Brussels, London, Berlin, Amsterdam ...** European capitals are just a few hours away for exotic trips and easily reached by plane



**JOIN US  
AT ESC CLERMONT**

## ADMISSION

### ENTRY REQUIREMENTS

- A 4-year Bachelor degree or Validated Master 1
- Proficiency in English (Official TOEFL score of 550 at least, or TOEIC of 750, 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:

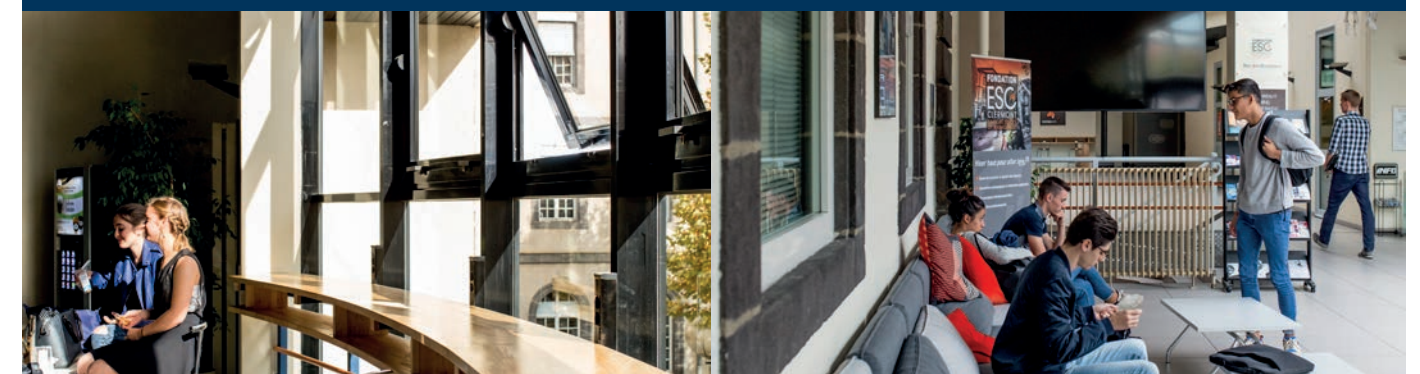
- Scholarships based on three criteria: Financial situation, academic performance and behavior of the students.

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 PROCEDURE

- All applications are to be submitted online on <http://www.esc-clermont.fr/en/apply-online/>
- Candidates will be invited to take a skype interview or an automated video conference aiming to evaluate their academic profile, motivation and linguistic skills.



**TUITION  
FEES** 11,500 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





## Contacts

### International students

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### French students

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Suivez toutes nos actualités sur les réseaux sociaux



[esc-clermont.fr](http://esc-clermont.fr)



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Rakesh KAGGERE-PRABHU (@High\_vibe\_view)

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