



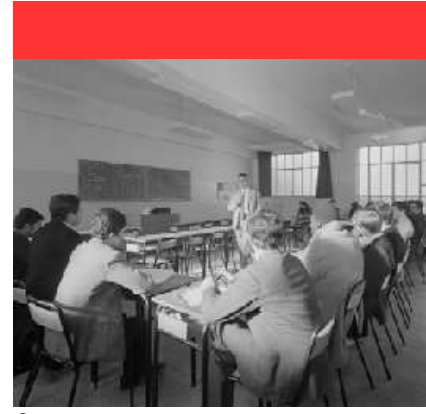
Bienvenue-Welcome-Ben Vinda-Welkom- HuanYing

focus on fall 2020 intake ( September)  
#AtHomeworldwide #weareskema #chooseskema

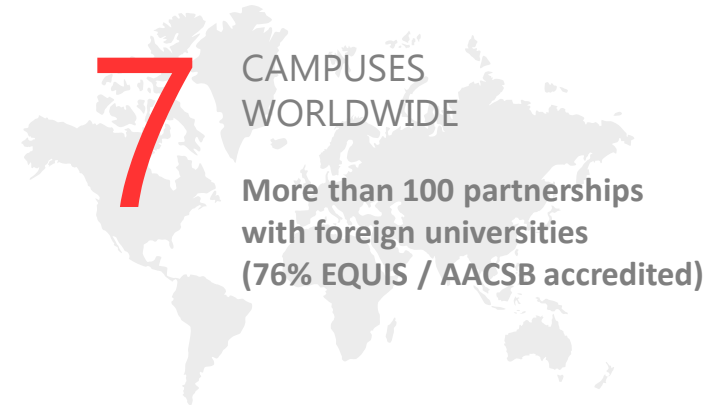


# About SKEMA

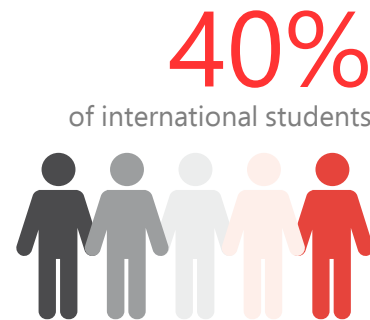
- ❖ SKEMA is an international Business School born from the merger of CERAM Business School and Lille School of Management. 100 years of History.
- ❖ The school offers : BBA, Msc, Master in Management, Exec.MBA, PHD programmes
- ❖ 7 campuses abroad (France, USA, South Africa, Brazil & China)
- ❖ A campus in Paris in the middle of the biggest business center in Europe with satellite campus in Lille and Sophia Antipolis (Nice)
- ❖ More than 100 years history



# Key figures



**749 peer-reviewed  
contributions since 2011**



# Ranking & Accreditations



## SKEMA BUSINESS SCHOOL

### FRENCH RANKINGS

#### Challenges

6<sup>th</sup> best Master in Management for its Grande Ecole programme (2019)

4<sup>th</sup> best BBA for its BBA in Global Management (2019)

#### Le Parisien

6<sup>th</sup> best Master in Management for its Grande Ecole programme (2019)

#### Le Point

7<sup>th</sup> best Master in Management for its Grande Ecole programme (2019)

4<sup>th</sup> best BBA for its BBA in Global Management (2019)

#### l'Etudiant

7<sup>th</sup> best Master in Management for its Grande Ecole programme (2019)

5<sup>th</sup> best BBA (four-years) for its BBA in Global Management (2019)

#### LE FIGARO

7<sup>th</sup> best Master in Management for its Grande Ecole programme (2019)

#### Forbes

ranked among 12 best Executive MBA programmes (2019)

## SKEMA BUSINESS SCHOOL

### INTERNATIONAL RANKINGS



4<sup>th</sup> best master in finance **worldwide** (2018-2019) for its MSc Financial Markets & Investments

12<sup>th</sup> best master in management **worldwide** (2019) and 4<sup>th</sup> among French business schools

61<sup>st</sup> best Executive Education programme **worldwide** in customised category (2019)



3<sup>rd</sup> best master in management **worldwide** for its MSc International Business (2019)



17<sup>th</sup> best master in management **worldwide** (2019) and 3<sup>rd</sup> among French business schools

11<sup>th</sup> best master in finance **worldwide** (2019) for its MSc Financial Markets & Investments



30<sup>th</sup> best master in management **worldwide** (2019) and 6<sup>th</sup> among French business schools

13<sup>th</sup> best master in marketing **worldwide** (2019) for its MSc International Marketing & Business Development

For more information:  
[international.admissions@skema.edu](mailto:international.admissions@skema.edu)

# Brand New International Accreditation for SKEMA

"The accreditation process has allowed for a 360° review of the programme, at this early stage of its development. The comprehensive and demanding accreditation standards and criteria, focusing on the strategic relevance of the programme, the soundness of the quality system and the programme's adequate resourcing, have provided very useful guidelines for further development."

Alice Guilhon

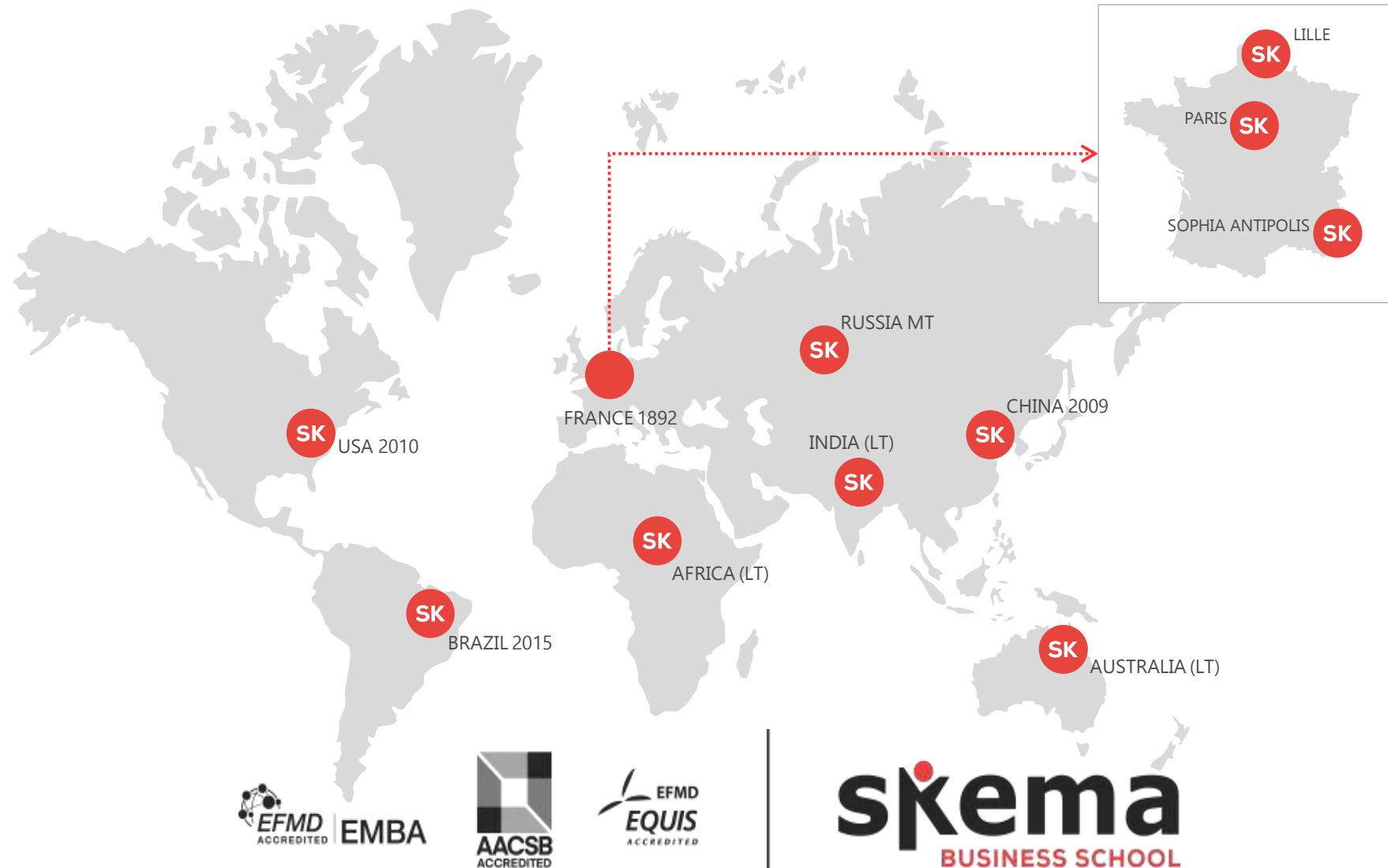
(Dean, SKEMA Business School, France)



EFMD



INTERNATIONAL CAMPUSES = value of the degree worldwide for the student !!!  
If you ask the student where he will be in 10 years nobody can answer so better to get a global degree



## Integration

INTO THE WORKPLACE : In the brochure for each programmes we put placement rate and average salary

52%

of our graduates  
find a job  
before graduation

96%

employment rate  
after 6 months

65%

of our graduates  
have jobs with an  
international scope

31%

of our graduates  
work abroad

92%

employment rate  
after 4 months

39K€

average graduate salary  
in France

62,4K\$\*

average salary  
3 years after graduation  
\*: World FT Ranking

## TOP SKEMA GRADUATES RECRUITERS



PUBLICIS CONSEIL

CORPORATE  
TEAM

- More than **2,500** partner companies
- More than **20,000** internship and job offers/year
- More than **400** apprenticeship contracts on French campuses
- A network of **40,000** alumni
- A Strategic Advisory Board composed of top managers from major companies



# The way our CORPORATE RELATIONS TEAM works

## 1. Corporate events

Business roundtables, business challenges, conferences, physical and virtual business forums, chat conferences, recruitment days, allowing you to be in direct contact with recruiters and to have access to offers of unique opportunities for internships and jobs in France and abroad.

## 2. Career orientation

At Talent & Careers, you can schedule meetings with career consultants to:

- ▶ talk about your career plan and your career start,
- ▶ discuss your applications (CV, preparation for job interviews, salary negotiation, search techniques for internships or job opportunities),
- ▶ benefit from our network of more than 2,500 companies that trust us and our 45,000 graduates around the world.

## 3. Resources

You also have access to the JobTeaser online platform and many tools and resources:

- ▶ internship and job offers from our business partners, personality / behavioural tests,
- ▶ recruitment / pitch interview simulator (Visiotalent),
- ▶ business videos,
- ▶ pages dedicated to international students and our international campuses.

Access to GoinGlobal and AbIntegro platforms for internship and job searches in more than 45 countries.



# Our Distinguished Alumni: You can be soon one of them!!

 <b>Joseph Sié</b> SKEMA 2011 Investment Offices, Afenix Capital   Abidjan	 <b>Jean-Philippe Courtois</b> SKEMA 1983 EVP and president, Microsoft Global Sales, Marketing Operations   Paris	 <b>Julie Pellet</b> SKEMA 2009 Brand Development Lead - Southern Europe, Instagram   Paris
 <b>Julien Codorniou</b> SKEMA 2002 Vice President, Workplace at Facebook   London	 <b>Mathilde Thomas</b> SKEMA 1994 Co-founder, Caudalie   Paris	 <b>Anthony Ledru</b> SKEMA 1995 EVP - Global commercial activities, Louis Vuitton   Paris
 <b>Sharbani Sengupta</b> SKEMA 2013 Solution Consultant Wipro   Munich	 <b>Antoine Jouteau</b> SKEMA 1998 CEO, Leffincan   Paris	 <b>Alexandra Whitaker</b> SKEMA 2012 Global Product Lead Mobile Ads, Google   San Francisco
 <b>Mahel Abaab Fournial</b> SKEMA 2012 International Sales Director, Dassault Systèmes   Paris	 <b>Feifei Tang</b> SKEMA 2012 Business Manager Christian Dior Couture   Chengdu City	 <b>Julie Bourgeois</b> SKEMA 2008 General manager, Peninsula Merchandising LTD   Hong Kong

**AND ALSO:**

<p>► <b>Josselin Roulet</b> (MSc LFM - SK 2009) International client service director - Asia, JCDecaux China   Shanghai</p>	<p>► <b>Maha Al-Salehi</b> (SK BBA 2014) Project &amp; communication manager at EMWISSEMIDE   Nice Global Shaper at World Economic Forum (Davos 50)</p>	<p>► <b>Bhuvan Gambhir</b> (MSc IMBD - SK 2017) Export sales officer, supply chain management, Nissan Automotive Europe   Paris</p>	<p>► <b>Cheng Wang</b> (MSc SCM&amp;P - SK 2003) Supply Chain &amp; Logistics Director APAC, LVMH ASIA PACIFIC   Hong Kong</p>
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Discover more profiles on  
SKEMA's LinkedIn page

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<p><b>45,000</b> graduates throughout the world to strengthen your network: 20% based abroad in 145 countries</p>	<p><b>90</b> international ambassadors</p>	<p><b>40+</b> business &amp; geographic clubs</p>	<p><b>5,000</b> job postings per year</p>
<p><b>122</b> nationalities</p>	<p><b>200+</b> events per year</p>	<p>► <a href="http://alumni.skema.edu">alumni.skema.edu</a></p>	

# FOCUS ON SEPTEMBER 2020 INTAKE

New application link:  
<https://myskemapply.skema.edu>

MSc list of specializations

Two Years & One Year

**\*New Course :**

**Entrepreneurship & Sustainable Design  
 (Double Degree with SDS)**

**Artificial Intelligence for Business Transformation  
 (Joint degree with ESIEA)**

## MSc PROGRAMME OVERVIEW

Lille Paris Sophia Antipolis Belo Horizonte Cape Town Raleigh Suzhou

see academic calendar on page 36

### Two-Year MSc

The two-year MSc programme is intended for students who have a three-year university degree and are not eligible for a one-year MSc. This programme offers a one-year general international management programme followed by the MSc specialisation in the second year.

FIRST YEAR	General international management programme	Belo Horizonte, Paris, Raleigh, Sophia Antipolis, Suzhou	January & September
SECOND YEAR / SPECIALISATION	MSc specialisation from the programme list below	See specific MSc for campus options	January & September



For more details on the two-year curriculum

### One-Year MSc

Tracks	Specialisations	Campuses	Intake(s)
MANAGEMENT	Project and Programme Management and Business Development	Paris, Lille, Belo Horizonte	January & September January & August
	Digital Business, Data Analysis and Management	Sophia Antipolis	September
	International Human Resource and Performance Management	Paris	January & September
	Supply Chain Management and Purchasing	Lille	January & September
	Strategic Event Management and Tourism Management	Sophia Antipolis	January & September
MARKETING	International Marketing and Business Development	Lille, Paris, Sophia Antipolis, Belo Horizonte, Suzhou	January & September January & August January & August
	Luxury and Fashion Management	Sophia Antipolis, Suzhou	January & September January & August
	Global Luxury and Management (dual degree with NCSU)	Raleigh Paris	August January
	Luxury Hospitality and Innovation (double degree with Ecole Ferrand)	Paris	September
	Digital Marketing	Sophia Antipolis	January & September
BUSINESS & STRATEGY	International Business (Doing Business in Europe, China, America/ Latin America and South Africa)	Paris, Suzhou, Raleigh, Belo Horizonte, Cape Town (New)	January & September January & August January & August January & August January & September
	Entrepreneurship and Innovation	Sophia Antipolis, Suzhou	January & September January & August
	Business Consulting and Digital Transformation	Sophia Antipolis	January & September
	International Strategy and Influence	Paris	January* & September
	Artificial Intelligence for Business Transformation (joint degree with ESIEA)	Paris	September
	Entrepreneurship & Sustainable Design - double degree with SDS	Sophia Antipolis	September
FINANCE	Corporate Financial Management	Paris, Sophia Antipolis, Belo Horizonte, Suzhou	January* & September January* & August January* & August
	Financial Markets & Investments	Raleigh, Paris, Sophia Antipolis	August September
	Auditing, Management Accounting and Information Systems	Paris	September

## 2 Years MSc Program

- ❖ 2 years Msc programme : First year general Management / Second year specialisation among our 17 specialisation NO IELTS , NO GMAT NEEDED
- ❖ Condition to enter this programme : At least 3 years bachelors holder, no job experience needed, no English test NOT required for indian students if bachelor was in English, no gmat
- ❖ → Admission based on CV + marks during last degree, Interview on skype with programme director
- ❖ → Price on average 30000 euros for the 2 years total ( approx. 25 lakhs indian rupees) but some specialisation are more expensive ( report to the pricelist attached in the mail and check)
- ❖ → Admission rate up to 90 %
- ❖ → First year can be done in Paris ,Sophia or Raleigh/ Second year check the pricelist for the location
- ❖ All the 2 years MSc are open for September Intake
- ❖ If a student got more than 500 GMAT or 308 GRE equivalent / or more than 70% CAT score PLEASE CONTACT US PERSONNALLY then he can enter the 2 years MASTER IN MANAGEMENT and get a scholarship of 10 % on the total tuitions fees. But the score should be submitted at the time of application only

## 1 Year MSc Program

- ❖ 1 year MSc programme = NO IELTS, NO GMAT needed
- ❖ Condition to enter this programme : At least 4 years bachelors. For 3 years bachelors holder 3 years post graduation work exp. should be there in the same field than the requested specializations
- ❖ But to enter directly a one year B.Tech should have a minimum background ex if he wants to enter in one year IB and have no experience at all in this field very difficult
- ❖ So if you have a b.tech student fresher looking for one year push him to Msc with link with engineering studies : Supply chain, Project Management, Data analytics, Business consulting ....
- ❖ English test NOT required for Indian students if bachelor was in English, no GMAT
- ❖ → Admission based on CV + marks during last degree, Interview on skype with programme director
- ❖ An average price of 17000 euros for the one year prog. approx. 13 lakhs but some specialization are more expensive ( report to the pricelist attached in the mail and check)

**Please note : In both cases the application fee of 100 euros has been waved off due to COVID -19**

# Master In Management (MIM – The Grade Ecole Program)

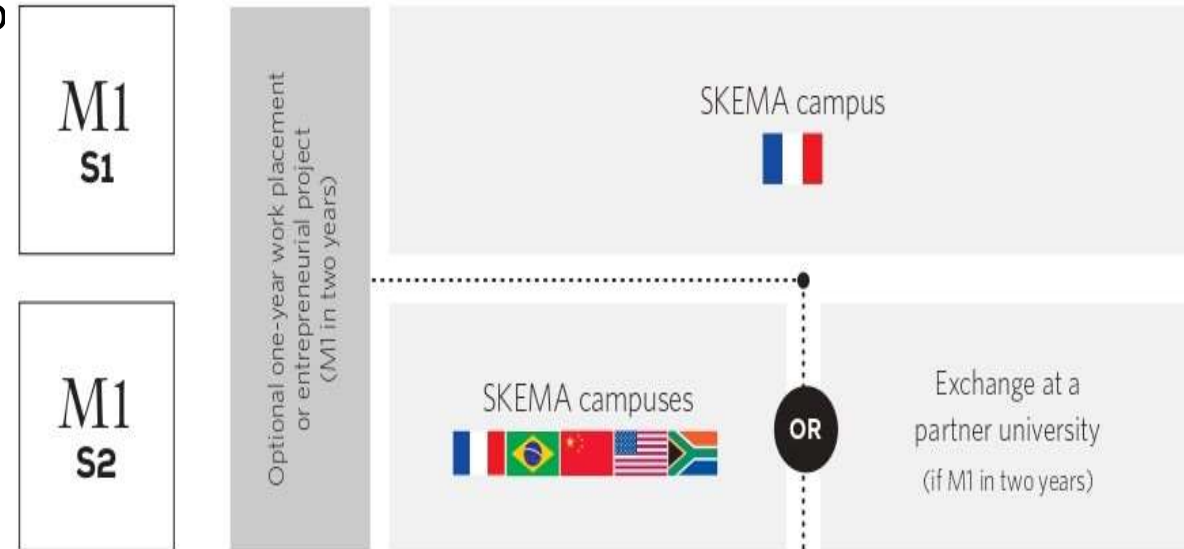
## Criteria:

- ❖ Admission Requirement : Eligible to apply, students who hold a non-French degree i.e Bachelors, min 2 years of work ex (work ex will be an addon)
- ❖ Required documents: Resume, copy of passport, ID photo diploma or degree certificates, transcripts, test scores (GMAT/GRE/CAT/IELTS/TOFEL)
- ❖ Application Process: Via portal: <https://myskemapply.skema.edu>
- ❖ Application Fee: 100 euros
- ❖ Tuition Fee: 14,000 euros per year

## Note :

- GMAT scores – 500 & above
- GRE- 308 & above
- CAT- 75 percentile & above

- ❖ Option of GAP Year



**Please note : the application fee of 100 euros has been waved off due to COVID -19**

# PAID INTERNSHIP

- ❖ During the studies , students will have to do mandatory internships, we will help him to get it with a dedicated Career center and resources
- ❖ Only 8 months of classes per year, the rest is for PAID INTERNSHIPS ( 4 months in year one , up to 6 months in final year)
- ❖ INTERNSHIP are paid: At least 500 euros per months as per the French law, Around 40 thousands rupees !
- ❖ Big companies can pay 80 thousands and above per month for internship !!!
- ❖ Internship can be done in any part of the world.

# Focus on SEPTEMBER intake BBA

## **BBA**

- **Global Management**
- **BUSINESS ADMINISTRATION**
- **INTERNATIONAL BUSINESS**

**NO GMAT/ NO ENGLISH TEST NEEDED**

## **Tuition Fee:**

- **10500 euros per year / 7.9 lack indian rupees approx. (French Campus)**
- **\$20,000 per year (USA Campus)**

## **Different Mobility Track**

- **One Year**
- **Two Year Mobility**

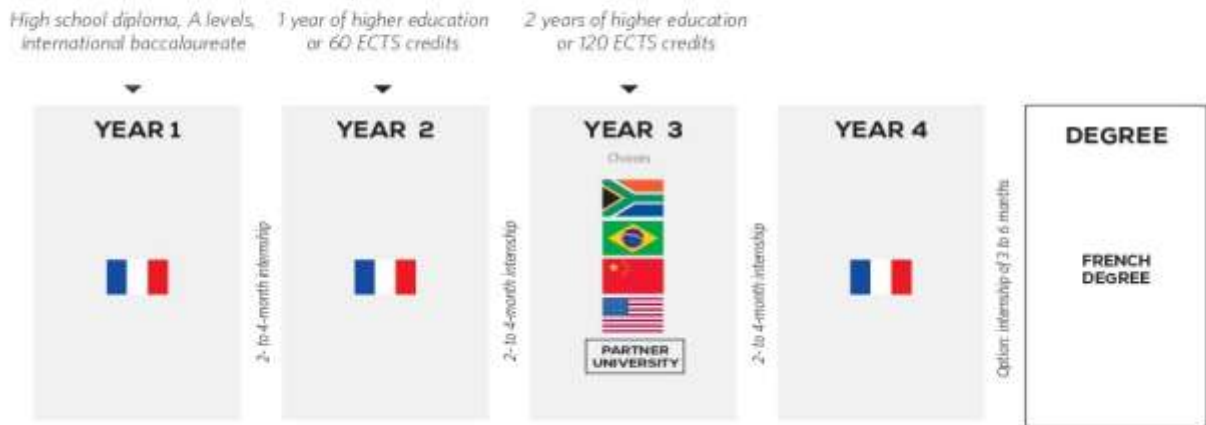
## **Scholarship**

- **Upto 1500 euros**
- **Sports Scholarship upto 2000 euros per year**
- **\$6000 from USA Campus each year**

**MANDATORY PAID INTERNSHIP EACH YEAR from 2 months to 4 months**

## ONE-YEAR MOBILITY TRACK

Do two international semesters in the third year, either on one of SKEMA's campuses (South Africa, Brazil, China or USA), or on exchange at one of our partner universities.



Total internships and professional experience: minimum 6 months, maximum 12 months

## ONE-YEAR MOBILITY TRACK

Do two international semesters in the third year, either on one of SKEMA's campuses (South Africa, Brazil, China or France), or on exchange at one of our partner universities.



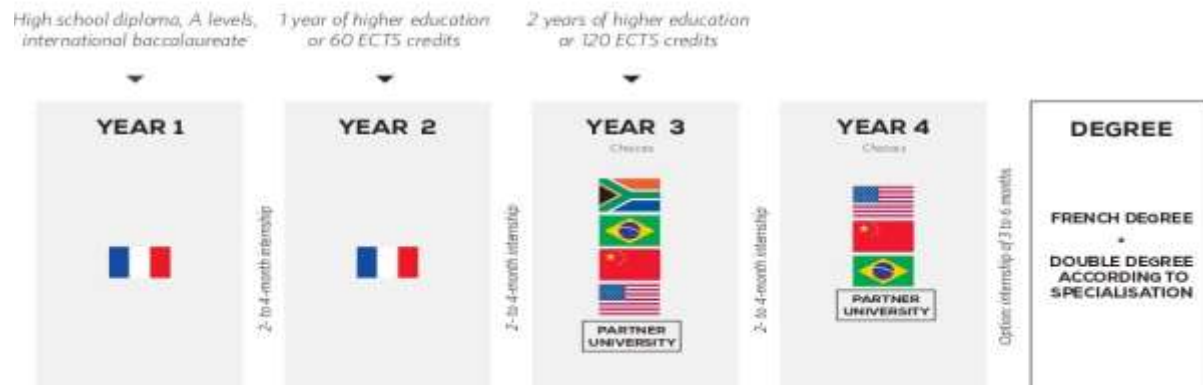
\* Students may be awarded a double degree with one of our partner universities (see table, page 33)

RESERVED FOR US CITIZENS AND / OR US RESIDENT STUDENTS



## TWO-YEAR MOBILITY TRACK

Spend two years abroad (Years 3 and 4). Depending on the specialisation and desired degree, students may choose either one of SKEMA's campuses (South Africa, Brazil, China or USA) or transfer to one of our partner universities.



Total internships and professional experience: minimum 6 months, maximum 12 months

## TWO-YEAR MOBILITY TRACK

After two years on the American campus, spend two years abroad. The third year can be done on one of the SKEMA campuses. Depending on the specialisation and desired degree, students may choose from:

- ▶ one of the SKEMA campuses.
- ▶ one of our partner universities: North Carolina State University (NCSU) or Western Carolina University (WCU)





# ACADEMIC CONTENT

This diploma is worth 240 ECTS credits divided between general education courses, courses of management, courses with an international dimension and specialised courses that build expertise over the four years of study.



Graduation is dependent on validation of 40 courses. There is no maximum though, and the student can freely follow more modules than the mandatory minimum at no extra cost.

## THE TYPES OF COURSES

### GENERAL EDUCATION:

These courses ensure that students gain a broad-based understanding of the global socially and ethically responsible environment in developing critical thinking and communication skills (foreign language / Business and Economic Calculus / Consumer Computer Applications, Science, Business and Professional Writing...)

### MANAGEMENT FUNDAMENTALS:

In addition to general education requirements, students complete 30 credit hours of core business fundamentals, establishing a solid foundation of common knowledge required to successfully assume responsibilities across disciplines in both the for-profit and not-for-profit sectors (Principles of Modern Management / Business Law / Marketing Principles...)

### GLOBAL SKILLS:

As they progress to the third BBA year, students will be challenged with a diverse array of subjects extending from the sciences, to public speaking, to hot topics such as corporate and social responsibility and innovation, to contemporary legal issues that underpin corporate viability. They will have access to business courses specific to the study location (Brazil, China, United States), intercultural human resources management, contract law and intellectual property courses related to their place, negotiation courses...

### SPECIALISATION & ELECTIVES:

This represents a selection of advanced courses related to the chosen specialisation that help students acquire specific knowledge and skills in relation to their professional projects in order to enhance their career path.

## BBA FRENCH RANKINGS

CHALLENGES 2019



L'ÉTUDIANT 2020



LE POINT 2019



LE MOCI 2019



## List of Specializations

- ❖ Corporate Finance
- ❖ Marketing
- ❖ Entrepreneurship & Business Administration
- ❖ Luxury Brand Management
- ❖ Engineering & Innovation Management
- ❖ Augmented Intelligence
- ❖ Marine & Environment Intelligence
- ❖ Sustainable Development & Social Responsibility
- ❖ Global Business
- ❖ Supply Chain
- ❖ International Business & many more

# STAY BACK → 2 Years work permit schengen after graduation + 5 years multiple entry tourist schengen visa granted + PR

## VISA FOR INDIAN STUDENTS

A student coming to study in our school get one year student visa. After he is able to apply to the following visa:

APS is short for “autorisation provisoire de séjour”, it is a temporary residence permit that allows certain categories of foreign students to stay in France for a year after their studies, in order to look for permanent employment in their specialty. It can be extended to one more year. You can work with this VISA.\*

You can get the APS if you have followed a Master in Management - *Programme Grande Ecole* or a MSC/ MS programme that is sanctioned “Conférence Grande Ecole”.

The MSc and MS programme of SKEMA Business School carry the mention *Conférence de Grande Ecole*.

You will also be eligible for the 5 year Schengen visa offered by the French Embassy in India to Indian graduates with a French master’s degree or a PhD.





# Scholarship

- ❖ Excellence scholarship up to 4000 euros. When I confirm a scholarship the deposit should be paid within 15 days otherwise NO SCOLARSHIP GRANTED
- ❖ First come First serve : Limited amount of scholarships , the earlier you register more chance you have to get one !!!
- ❖ Condition to get it : More than 70% percentage during last degree + More than 15 out of 20 during the interview with the programme director
- ❖ If these two conditions above are ok they get scholarship and they can even get a little extra if they have extra curricular activities to show or any GMAT or GRE score
- ❖ French government is giving an allowance of 30% of the rent everymonth to students of SKEMA : This allowance is named CAF
- ❖ Embassy scholarship for the best students is possible: CHARPAK and UGAM- Le Grand , but only for the best of the best , check French embassy website for more information

