



ICN MASTER IN MANAGEMENT

FACTS

ICN MASTER IN MANAGEMENT (GRANDE ÉCOLE)

The Master Program in Management, which takes place at the ICN Business School Campus Nuremberg and Nancy, is an accredited, business-related study program, approved by the European Quality Improvement System (EQUIS) and the AMBA. The Master study is accomplished by the French and Bavarian Ministry of Science as a state recognized study program. A consecutive 2-year course in the Ph.D.-program in English is at the ICN Business School possible.

Since 2008 the ICN was ranked among 70 as European best Master in Management-study programs by the Financial Times.

This study course stands for a sophisticated form of master studies and creates an essential requirement for an international management career at highest academic level and with a comprehensive knowledge transfer. The students receive for this international study program a total of 120 ECTS points.

The study program consists of 4 semesters, where 2 semesters take place at the ICN Campus in Nuremberg and 2 semesters are completed at the ICN Campus in Nancy, whereas it is also possible to accomplish a double degree at an international partner university.

English is the study language. German and French are not study languages, but the national spoken languages. Immatriculation has to be done at the ICN Business School, which is an excellence university called „Grande École de Management“, having close contacts to business and government circles.

This master program aims mainly at highly motivated bachelor graduates with perspectives as high potentials in the management area of international companies, particularly focusing on medium-sized businesses and corporate groups.

The ICN Business School offers an ideal study environment, partially through teamwork and small study groups. This ensures a dense accomplishment as well as a personal interaction between lecturer and student. The ICN Business School especially focuses on the individual strengths and weaknesses of the students.

The study program combines in-depth professional knowledge with a broad understanding of management-related issues. All of this is enhanced by a personal assistance and familiar study culture. The study fees are € 18.600 for 2 years of Master studies. A third year as an internship or studying abroad at one of the international partner universities at the ICN requires no study fees.

We are pleased to walk with you on the future paths of European Management!

Your ICN Business School Campus Nuremberg!

ICN MASTER IN MANAGEMENT (GRANDE ÉCOLE)

Der Master in Management, an der ICN Business School Campus Nürnberg und ICN Nancy durchgeführt, ist ein durch das European Quality Improvement System (EQUIS) und AMBA akkreditierter, wirtschaftswissenschaftlicher Studiengang. Der Mastergrad ist vom französischen Wissenschaftsministerium staatlich anerkannter sowie beim Bayerischen Wissenschaftsministerium genehmigt. Ein zweijähriger, englischsprachiger Promotionsstudiengang (Ph.D.) ist bei der ICN Business School im Anschluss möglich.

Seit 2008 ist die ICN mit diesem Master in Management beim Financial Times Ranking unter den 70 Besten in Europa.

Der Master in Management stellt die gehobene Art des Masterstudiums dar. Er bildet die Grundvoraussetzung für eine internationale Management-Karriere auf höchstem akademischen Niveau durch eine umfassende Wissensvermittlung sowie internationale Reputation. Die Studierenden erhalten für diesen internationalen Studiengang insgesamt 120 European Credit Transfer System Points (ECTS).

Die Studiendauer beträgt 4 Semester, von denen 2 Semester am ICN Campus in Nürnberg, 2 Semester am ICN Campus in Nancy oder an einer internationalen Partneruniversität mit Doppelabschluss absolviert werden.

Die Unterrichtssprache ist Englisch. Deutsch und Französisch sind nicht Studiensprache, aber Landessprache. Die Immatrikulation erfolgt an der 1905 gegründeten ICN Business School, eine Exzellenzhochschule, die alle drei akademischen Grade verleiht und engste Kontakte zu Wirtschafts- und Regierungskreisen pflegt.

Der Masterstudiengang richtet sich vorrangig an hoch motivierte Bachelor-Absolventinnen und -Absolventen, die ihre berufliche Perspektive als High Potentials im Management internationaler Unternehmen, insbesondere im gehobenen Mittelstand oder in Konzernen, sehen.

Geboten werden optimale Studienbedingungen, u.a. durch Teamarbeit und kleine Lerngruppen. Dies gewährleistet eine hohe Leistungsdichte sowie den persönlichen Austausch zwischen Dozenten und Studenten. Dabei wird ein besonderes Augenmerk auf die individuellen Stärken und Schwächen der Studierenden gelegt.

Das Studium kombiniert fachliche Tiefe mit Breitenverständnis, erweitert durch persönliche Betreuung und Kultur. Die Studiengebühren belaufen sich auf 18.600 Euro für 2 Jahre Masterstudium. Ein drittes Jahr für Praktikum oder studieren an einer internationalen Partneruniversität ist ICN- studiengebührenfrei.

Wir freuen uns auf Sie, mit Ihnen gemeinsam die Schritte in das europäische Management zu gehen.

Ihre ICN Business School Campus Nürnberg!

MASTER STRUCTUR

<p>1. YEAR MASTER IN MANAGEMENT</p>	<p>2. YEAR MASTER IN MANAGEMENT</p>
<p>Specialisation: International Brand Management</p>	<p>Specialisation: International Brand Management</p>
<p>ICN BUSINESS SCHOOL CAMPUS NÜRNBERG (GERMANY)</p>	<p>ICN BUSINESS SCHOOL CAMPUS NANCY/METZ (FRANCE)</p>
<p>S E C O N D P O S S I B I L I T Y</p>	
<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;"> <p>State Recognized double Degree:</p> </div> <div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;"> <p>Diplom ICN Master in Management (Grand Ecole) and Degree of the Partner University</p> </div>	<p>USA: MBA Duquesne University - USA MBA Indiana University of Pennsylvania - USA MBA Université de Laval - Canada</p> <p>ASIA: Master Central China Normal University Wuhan - China Master Hanyang University Business School - Corée du Sud Master Southwest Jiaotong University Chengdu - China Master Nagoya University of Commerce and Business School - Japan</p> <p>EUROPE: Master of Science, Umea Universität - Sweden Master of Science, Wilhelms Universität Münster - Germany Master of Science, Laurea Università Degli Studi Di Bologna - Italy</p>

<p>Free of Cost GAP Year</p>	
<p>1. Semester: Internship / International Partner University</p>	<p>2. Semester: International Partner University/Internship</p>

MASTER IN MANAGEMENT

The ICN Master in Management:

This full-time, English language program "Master in Management" is an innovative blend of theory and practice. Students acquire an understanding of complex management issues and learn how to apply their knowledge in all kinds of organizations. You will address Management subjects, including international marketing, brand management and new product development; but you will do this from the perspective of the Management.

The ICN Master in Management program consists of four semesters with a total of 120 ECTS credit points. These semesters can be completed at our two European campi (Nürnberg & Nancy) or at one of our ten partner universities worldwide with a complete Master double degree (USA: MBA). The Master focuses on advanced learning within the different fields of management through core modules and a specialization in International Brand Management. The second year is also used for writing a Master thesis. Language courses are also a part of the Master in Management program. The ICN Master in Management is an expansive, world-class program. Master Grande École is the prestigious degree in France.

1. YEAR | 1. SEMESTER

Module	ECTS	Vol. H
METHODES	8	60
IS Management	2	15
Business Environment	2	15
Data Analysis	4	30
MANAGEMENT 1	6	45
Organisational behaviour	2	15
Intercultural Communication	2	15
Management Control	2	15
SPECIALISATION		
Brand Management	8	70
Global Brands, Research and Analysis	5	45
Marketing information System		
Marketing intelligence		
Consumer research		
Project Management	2	15
Professional skills	1	10
MANAGEMENT 2	6	45
Strategic Marketing	2	15
Investment and financing decisions	2	15
Cost Accounting	2	15
LANGUES	2	15
French/German/Spanish/ Business Chinese		

ADJUSTMENTS

Vol. H	
Marketing	9
Finance	9

1. YEAR | 2. SEMESTER

Module	ECTS	Vol. H
MANAGEMENT 1	4	30
Strategic Analysis	2	15
Risk & Company Valuation	2	15
MANAGEMENT 2	5	40
B2B and Services Market	2	15
Intercultural management	1	10
Organisational design	2	15
SPECIALISATION ARTEM/BRAND	7	60
Building a strong Brand	5	45
New product development		
Graphic Design Tools		
Launching a new Product		
SEMINAR: Team Spirit	2	15
SPECIALISATION	12	90
Branding	4	30
Consumer Behaviour		
in global markets	4	30
Communicating Value	4	30
LANGUES	2	15
French/German/Spanish/ Business Chinese		

SEMINARS: ACTION AND EMOTION OUTSIDE THE SCHOOL

P E R S O N A L D E V E L O P M E N T

This is a historic strategic axis of the ICN Business School:
Center Behavioral Skills unites all activities related to personal development of the student

SEMINAR:

TEAM SPIRIT

This seminar addresses the functioning of the group and search for autonomy. You develop your mind team and work on problem solving in groups.

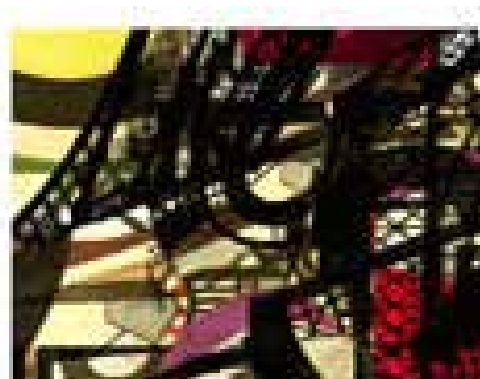
Organized by nature, it is primarily focused on sports: hiking orientation, hiking night, climbing, caving, archery and blowgun canoe, bike and run or biathlon ... The activities are supervised by professional qualified.



SEMINAR:

DRIVING CAREER

This seminar will take you to take stock of your training. Meet professionals and graduates students who will share their own experiences and so get a new light on the transition between the student world and working life.



ICN BUSINESS SCHOOL

The ICN Business School, former „Institut Commercial de Nancy“, has been established in the year 1905 by the University of Nancy and the Chamber of Commerce and Industry of Meurthe-and-Moselle. ICN Business School is still attached to the University of Lorraine with 70.000 Students. The ICN Business School is a prominent member in the chapter of Schools of Management, which refers to the French Conference of Graduate Schools (Grandes Ecoles) and is also a member of the ECRICOME Group. Accredited as one of the leading French Graduate Business Schools, the ICN is also an active member of the European Foundation for Management Development (EFMD) and the association of Collegiate Schools of Business Advance (AACSB). In the year of 1985 the ICN achieved a high level of autonomy and independency, according to article 33 laws of education. In addition, the school has been allowed its own Board of Governors. In 2001 and 2003 the French Government presented the ICN as a private school for higher education at the University of Lorraine.

Students and alumni lifes:

More than 2,400 students, including 550 foreign students
32 ARTEM modules
50 students associations
More than 10,000 alumni

Faculty and administration:

69 full-time professors + 15 affiliated professors
45 visiting professors
300 business professional teachers
80 administrative personel

Partnership and infrastructures :

4 campi: two in France (Nancy and Metz) one in Germany (Nürnberg) one in Luxemburg.

2 offshore programs: Dakar and Alger
119 abroad partner universities in 44 countries

Akkreditiert EQUIS, AMBA Member of AACSB

Ranked:

since 2008 Fincial Times best european Business School

Staatliche Anerkennung durch das französische WIMI, Paris und genehmigt durch das Bayrische WIMI gem Bary Hochschulgesetz §86



GRANDE ÉCOLE

Die französischen Grandes Écoles rangieren im Ansehen oft weit vor den Universitäten und bilden die angesehenste Gruppe des französischen Hochschulsystems.

Dabei handelt es sich um spezialisierte Hochschulen, die ein bestimmtes Fach oder miteinander verwandte Fächer unterrichten. Das Fachstudium ist zudem mit allgemeinbildenden und persönlichkeitsfördernden Elementen verbunden.

Grande Écoles werden auch als Elite-Hochschulen bezeichnet, da sie als Ausbildungsstätten der Führungseliten in Staat, Wirtschaft und Kultur gelten. Französische Studenten müssen zunächst ein zweijähriges Qualifizierungsstudium erfolgreich absolvieren, um dann erst eine Zulassung zum Studium zu erhalten.

ICN Business School gehört zu den ältesten Grande Écoles in Frankreich und wurde von der Universität und der Handelskammer gegründet mit dem Ziel, hochqualifizierte Führungskräfte akademisch auszubilden. Heute wird eine Vielzahl von Führungspositionen mit Grande Écoleabsolventen besetzt, vor allem in internationalen Konzernen sowie an Standorten der EU. Die Privaten Hochschulen gibt es in Frankreich seit über hundert Jahren im Gegensatz zu Deutschland, wo sie seit 25 Jahren etabliert sind.

Grande École Absolventen verfügen über ein „lebenslanges Netzwerk“ in ganz Europa.

Andre Schlipp

CAREER CHARTS:

Survey 2012 by EQUIS:

84.2% from 100% of graduates who responded to this survey.

1. They found a job less than 4 months
2. and 42.3% before they finish the Master.

Business Sectors of the Masters in Management: ICN 2012

20%	Industries
18%	Audit
11%	Bank & Insurance
11%	Communication and Advertising
11%	Consulting
8%	Distribution Trade
4%	Tourism, Real Estate
4%	Luxury
2%	Transport
2%	of State Administration
9%	Other



SOME ICN ALLUMIES:

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Anne-Catherine Grafmeyer, Promo 2003, ICN-Mines de Nancy,
Engineer GRT GAZ, France

Annick Gentes-Kruch, Promo 1975 University
Director of PSA Peugeot Citroen, France

Christian Wiest, Promo, 1973, Executive Vice President and
President of SCHNEIDER ELECTRIC COS ICN, France

Claire Cherpion, Promo 2004
Auditor, PRICEWATERHOUSECOOPERS, Luxembourg

Frederick Krebs, Promo 1997
CEO France ALLO MOVIE, Price Marketing 2010

Guillaume Brunier, Promo 2001,
Producer, UBI SOFT ENTERTAINMENT, China

Guillaume Wurch, Promo 2006,
Warehouse Operations Manager, FM Logistic, Russia

Henri Mignot, Promo 1972
CEO Central and Eastern Europe, L'Oréal, France

Lionel Gonzalez, Promo 1989
Commercial Director, Yves Saint Laurent Beauté, France

Sophie Bourgeois, Promo 2008, Project Manager Visual Merchandising,
CARTIER INTERNATIONAL JEWELLERY, France

Sophie Denand-Jacquet, Promo 1997
Product Manager, MICROSOFT, France

Edouard Faure, Promo 1993, Chief
Financial, LOUIS VUITTON, Italy



INTERNATIONAL BRAND MANAGEMENT

Brand Management:

The specialization in International Brand Management at ICN Business School prepares you with the strategic, analytical, and creative skills required to become a brand manager who is able to identify opportunities and offer the consumer a distinctive and superior value.

This specialization provides a wide range of relevant and current topics in the area, and it blends the art and the science of branding.

The program provides a strong foundation in brand strategy, marketing intelligence, market research, category management, consumer behavior, advertising, digital marketing, graphic design, packaging, store and display design.

Contents like:

- Building a strong brand,
- new product development,
- launching a new product, positioning
- product and competitive strategy and brand assets

will be discussed on theoretical base and with business professionals.

Workshops provide an experiential learning platform in which the student can apply the conceptual framework and integrate it with instructors from marketing related disciplines such as graphic and industrial design, photography, or audiovisual communications.

The contents of this program have addressed the needs of Global Firms that demand new perspectives and creative ideas. The program is entirely taught in English in the Nuremberg Campus. Global companies such as Adidas, Puma, GfK, or Siemens have located their headquarters in the region.

Experienced people in Business and Academia will participate in the program through teaching or project supervision.

Career paths

Job opportunities for our graduates include brand and product management in consumer and business-to-business companies in a multinational surrounding. Global firms employ ICN graduates because they integrate the analytic and strategic skills with a creative orientation.

Graduates are able to hold several positions in branding and marketing departments or sectors: category management, market research, advertising agencies, business consulting, graphic design, public relations, or events and sponsorships.

Brand Management is the key function in the consumer products industry. Brand managers are often likened to small business owners because they assume responsibility for a brand or brand family in top-, or High Brands. (Luxury Brands) They are always focused on the big picture. It is their job to distill the brand's essence, map out their competitors in their brand's category, identify marketing opportunities, and be able to effectively communicate the unique benefits of that product or service.



KONTAKT

ANMELDUNG



Bildung ist Eigenkapital. Wenn Ihr Interesse an diesem Master-Programm und seiner Kombination von Breitenbildung, Internationalität und persönlicher Förderung geweckt ist, informieren und beraten wir Sie gerne individuell und umfangreich.

INUA gemeinützige eG.

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