

DBA  
BAC+8

MBA  
BAC+5

MSc BAC+5  
 4DIGITAL  
Digital Grande Ecole

GRANDE ÉCOLE  
PROGRAM  
BAC+5  
 AACSB  
ACCREDITED  
 EFMD  
EQUIS  
ACCREDITED  
MASTER

BACHELOR IN  
MANAGEMENT  
BAC+3  
 AACSB  
ACCREDITED  
 EFMD  
EQUIS  
ACCREDITED

BBA  
BAC+3

BTS  
BAC+2  
 AACSB  
ACCREDITED

# OUR PROGRAMS

**6**  
years

GOING BEYOND TOGETHER  
1965 - 2025



# 60 YEARS

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## AT THE SERVICE SUCCESS STUDENT

For 60 years, IPAG has been supporting the success of thousands of students by training responsible, agile, and open-minded managers.

True to its founding principles, the school's project is part of a unique intellectual heritage that began in 1895 with the Collège Libre des Sciences Sociales, which became the IPAG in 1965, created by Jacques Rueff. This visionary spirit, committed to excellence, openness, dialogue and strong links with businesses, continues to guide our educational project. As an independent and humanistic school, we defend a mission of general interest, recognized by the State, which has granted us the status of EESPIG (Établissement d'Enseignement Supérieur Privé d'Intérêt Général - Private Higher Education Institution of General Interest). Our campuses in Paris, Nice, Abidjan, and Thionville-Luxembourg are places of learning, experimentation, encounters, and debate. Students, teachers, researchers, alumni, and businesses come together to share their ideas in order to understand and respond to the major challenges of tomorrow and bring about lasting change in organizations and society. At IPAG, we believe that success is collective, the result of a multicultural, international, and supportive community. Research plays a central role: internationally recognized, it nourishes academic and

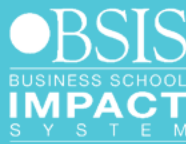
pedagogical excellence, and its work is rooted in reality, providing concrete solutions to the needs of organizations. Our teaching approach is based on proximity, innovation, and professionalization. Students are supported at every stage of their academic, personal, and professional development. This approach not only promotes learning but also the sharing of values such as commitment, responsibility, and openness. With its 2025-2029 strategic plan and the recent award of AACSB institutional accreditation, IPAG Business School is entering a new phase in its development. We have three ambitions: to transform students through the hybridization of skills and the personalization of their educational paths; to transform the school by strengthening its international outlook; and to transform businesses and society through the research and commitment of our community.

**Welcome to IPAG Business School.**

**We look forward to seeing you soon on our campuses.**

**OLIVIER MAILLARD**  
*CEO of the IPAG Group*

## LABELS AND ACCREDITATIONS



# 1965



## CREATION OF IPAG

## KEY FIGURES:



# 4

**CAMPUS**

Paris, Nice,  
Thionville-Luxembourg  
and Abidjan



# 40

**DOUBLE  
DEGREES**



# 98

**NATIONALITIES**



# 25

**STUDENT  
ASSOCIATIONS**



# 1

**INCUBATOR**



# 7

**PROGRAMS  
FROM BAC+2 TO BAC+8**  
(BTS, BBA, BACHELOR, PGE,  
MBA, MSc, DBA)



# 270

**PROFESSORS**  
50 research professors  
70 professors and  
150 professionals



# +150

**EXPATRIATION  
OPTIONS**

# 2 100

**STUDENTS**

# 130

**PARTNER UNIVERSITIES**  
In 38 countries,  
67% of which are accredited

# 15 800

**ALUMNI**

# +40%

**INTERNATIONAL  
STUDENTS**

## PARIS

Located a stone's throw from the Eiffel Tower, the Beaugrenelle campus offers optimal working conditions. The Ile-de-France region and its three academies (Paris, Versailles, Créteil) are home to France's leading business schools. The campus's city-center location offers students ideal proximity to the capital's economic and political decision-making centers.



## THONVILLE-LUXEMBOURG

Located in the city center, this campus in northern Moselle is at the heart of Europe. A city on the border with Belgium, Germany, and Luxembourg, it is the European capital of finance, and the development of higher education there is actively supported by local authorities, particularly the Thionville Portes de France urban community.



## NICE

IPAG has been present in Nice for 36 years. Due to its proximity to Italy and Monaco, the French Riviera attracts students from all over the world and is a major tourist destination. The region is home to the Université Côte d'Azur, a hub for new technologies with Sophia-Antipolis and its 5,500 companies. The IPAG campus in Nice has a large network of local and regional companies that are in constant contact with students.



## ABIDJAN

IPAG has been present in Abidjan since 2015. Located on the southern Atlantic coast of Côte d'Ivoire, Abidjan is the country's largest city and occupies a central position in West Africa due to its economic dynamism and political stability. Students benefit from training that is aligned with international standards, while remaining rooted in the African context.



# BTS

## BAC+2

The Brevet de Technicien Supérieur (BTS) is a two-year state diploma. This short, vocational program enables students to acquire and develop skills that quickly make them operational.

IPAG offers a BTS with a success rate well above the national average. With this degree, you will quickly become employable in the job market, but you will also have many opportunities to continue your studies thanks to the multiple pathways to other programs and the 120 ECTS credits earned at the end of the program. Preparing for a BTS at a prestigious school means putting all the odds in your favor to obtain the diploma, but also to prepare a career plan, thanks to the support you receive.

## DESCRIPTION

**INTAKE**  
● September

**DURATION**  
● 2 years

**PACE**  
● Full-time  
● Work-study year (except for 1<sup>st</sup> year of International Trade specialization)

**DIPLOMA**  
● BTS

**LANGUAGES**  
● French

**CAMPUS**  
● Paris  
● Nice

**TUITION FEES**  
Learn more:



**INTERNATIONAL**  
● International export mission possible  
● 20% international students

## ADMISSIONS

### 1<sup>ST</sup> YEAR:

#### ADMISSION VIA PARCOURSUP

You are preparing for or have obtained the French baccalaureate::

[WWW.PARCOURSUP.FR](http://WWW.PARCOURSUP.FR)

### 2<sup>ND</sup> YEAR:

#### ADMISSION BASED ON APPLICATION + INTERVIEW

You are preparing for or have obtained a two-year post-secondary diploma:

[WWW.IPAG.EDU/EN](http://WWW.IPAG.EDU/EN)

### INTERNATIONAL STUDENTS

#### ADMISSION BASED ON APPLICATION + INTERVIEW

You can apply on our website:

[WWW.IPAG.EDU/EN](http://WWW.IPAG.EDU/EN)



Admission procedure on [WWW.IPAG.EDU/EN](http://WWW.IPAG.EDU/EN)

## Specializations

### INTERNATIONAL TRADE | PARIS & NICE

Learn how to manage international purchasing/sales operations, master supplier/customer relations and the risks associated with global trade (customs, transport, foreign exchange)

### COMMERCIAL & OPERATIONAL MANAGEMENT | PARIS & NICE

Learn how to manage a commercial unit (store, e-commerce site, etc.) and develop your skills in marketing, management, and customer relations.

### MANAGEMENT OF SMALL AND MEDIUM BUSINESS | PARIS & NICE

Prepare to manage the key functions of a small or medium-sized enterprise: administrative management, customer/supplier relations, HR, and communication

### COMMUNICATION | NICE

Learn how to design, implement, and manage internal and external communication initiatives across all types of media.

### REAL ESTATE PROFESSIONS | NICE

Train in real estate professions: transactions, property management, promotion. Prepare to obtain professional licenses in the sector.

### TOURISM | NICE

Become an expert in hospitality, consulting, and sales of tourism services. Create, promote, and manage products for French and international clients.

### CONSULTING AND MARKETING OF TECHNICAL SOLUTIONS | PARIS

Sell complex solutions by combining technical and commercial expertise. Learn how to build and negotiate offers tailored to customer needs.

## ACADEMIC PATH



### BTS PRIME

- Above-average academic success rates: **87 to 92%** over the last four years
- Exam preparation by teachers who are members of official examination boards
- A dedicated team, the Career Center, to support students on their path to success
- Strong professional experience through internships and work-study programs
- A vibrant campus life with an international focus and a strong community spirit

### Options to highlight

- ✓ A wide choice of modern languages:



- ✓ **Entrepreneurship:** an entrepreneurship module is offered to all students with a business creation project.
- ✓ **Student involvement:** Student involvement: IPAG has more than 25 associations that place a strong emphasis on projects, promoting meaning and cohesion. All BTS students will be able to promote civic engagement by applying their skills within one of IPAG's many associations.

**BBA****BAC+3**

**IPAG's Bachelor of Business Administration (BBA) is a three-year degree program that allows you to develop a comprehensive, internationally-oriented managerial profile.**

Our BBA is based on the British model. All courses are taught in English, with a practical focus, in a multicultural environment. Through this program, you can obtain, in your third year, a double degree at one of our four partner institutions in England, Ireland, or Dubai.

## DESCRIPTION



### INTAKE

- September
- February



### DURATION

- 3 years



### PACE

- Full-time



### DEGREE

- BBA
- Double degree possible



### LANGUAGES

- English



### CAMPUS

- Paris
- Nice



### TUTION FEES

Learn more:



### INTERNATIONAL

- Courses taught entirely in English
- Internships abroad (optional)
- Expatriation or exchange possible
- Double degree possible
- 96% international students

## ADMISSIONS

### 1<sup>ST</sup> YEAR:

#### ADMISSION VIA PARCOURSUP

You are preparing for or have obtained the French baccalaureate:

[WWW.PARCOURSUP.FR](http://WWW.PARCOURSUP.FR)

### 2<sup>ND</sup> OR 3<sup>RD</sup> YEAR:

#### ADMISSION BASED ON APPLICATION + INTERVIEW

You are preparing for or have obtained 60 or 120 ECTS credits:

[WWW.IPAG.EDU/EN](http://WWW.IPAG.EDU/EN)

### INTERNATIONAL STUDENTS

#### ADMISSION BASED ON APPLICATION + INTERVIEW

You can apply on our website:

[WWW.IPAG.EDU/EN](http://WWW.IPAG.EDU/EN)



Admission procedure on [WWW.IPAG.EDU/EN](http://WWW.IPAG.EDU/EN)

## Double degrees

### BOURNEMOUTH UNIVERSITY



#### CORE MODULES\*:

- Strategy for Tourism & Hospitality
- Tourism Issues & Futures
- Dissertation

#### + ELECTIVES

 Bachelor of Arts (Hons) in Hospitality and Tourism Management



### NOTTINGHAM TRENT UNIVERSITY



#### CORE MODULES\*:

- Global business in a changing world
- International strategic management
- Leadership and employability
- Research project
- Business information communication and learning

#### + ELECTIVES

 Bachelor of Arts (Hons) in International Business Management



### GRIFFITH COLLEGE



#### CORE MODULES\*:

- Operations and Supply Chain Management
- Managing Organisation Behaviour
- Financial Management and Analysis
- Business Analysis Project
- Human Resource Management
- Business Systems Analysis
- Digital Communications and Customer Engagement

 Bachelor of Arts (Hons) in Business

### UNIVERSITY OF WOLLONGONG IN DUBAI



#### CORE MODULES\*:

- Digitalization and Computational Thinking for Business
- Responsible Business
- Fundamentals of Innovation and Entrepreneurship
- Introductory Principles of Finance
- UAE and International relations

#### + ELECTIVES

 BBA




## ACADEMIC PATH

### 1<sup>st</sup> year

**Fundamentals of management and administration**

**OPTIONAL INTERNSHIP** • 2 to 3 months in France or abroad


 Support from the Career Center

 LV2 FLE

### 2<sup>nd</sup> year

**Advanced management and administration**

**OPTIONAL INTERNSHIP** • 2 to 3 months in France or abroad


 Support from the Career Center

 LV2 FLE

### 3<sup>rd</sup> year

**Standard curriculum in international business with 3 optional courses\***

**MANDATORY INTERNSHIP** • 4 to 6 months in France or abroad

 Support from the Career Center

 LV2 FLE

**Or a year abroad at one of four partner universities for a double degree**



DIPLÔME  
VISE  
CONTRÔLÉ  
PAR L'ÉTAT



DIPLÔME  
CONFÉRANT  
GRADE DE  
LICENCE  
CONTRÔLÉ  
PAR L'ÉTAT

# BACHELOR IN MANAGEMENT

BAC+3

A three-year degree program, accredited by the French government and leading to a Bachelor's degree, the Bachelor in Management is a professional training program that is highly valued by recruiters.

The first two years are devoted to acquiring general knowledge in management and administration, before choosing a professional or sector-specific specialization in the third year, either as a full-time or work-study program.

## DESCRIPTION

 <p><b>INTAKE</b></p> <ul style="list-style-type: none"> <li>September</li> <li>February (only in the first year)</li> </ul>	 <p><b>DEGREE</b></p> <ul style="list-style-type: none"> <li>Bachelor's degree certified by the RNCP (French National Register of Professional Certifications level 6 Bachelor's degree)</li> </ul>	 <p><b>TUTION FEES</b></p> <p>Learn more:</p> 
 <p><b>DURATION</b></p> <ul style="list-style-type: none"> <li>3 years</li> </ul>	 <p><b>LANGUAGES</b></p> <ul style="list-style-type: none"> <li>French</li> </ul>	 <p><b>INTERNATIONAL</b></p> <ul style="list-style-type: none"> <li>Study abroad program 12 to 16 weeks in the 2nd year</li> <li>Opportunity for expatriation exchange program + internship or double degree in the 3<sup>rd</sup> year</li> <li>30% international students</li> </ul>
 <p><b>PACE</b></p> <ul style="list-style-type: none"> <li>Full-time</li> <li>Work-study program possible in the 3<sup>rd</sup> year for all specializations</li> </ul>	 <p><b>CAMPUS</b></p> <ul style="list-style-type: none"> <li>Paris</li> <li>Nice</li> <li>Thionville-Luxembourg</li> </ul>	

## ADMISSIONS

### 1<sup>ST</sup> YEAR:

#### ADMISSION VIA PARCOURSUP

You are preparing for or have obtained the French baccalaureate:

[WWW.PARCOURSUP.FR](http://WWW.PARCOURSUP.FR)

### 2<sup>ND</sup> OR 3<sup>RD</sup> YEAR:

#### ADMISSION BASED ON APPLICATION + INTERVIEW

You are preparing for or have obtained a two-year or three-year post-secondary diploma:

[WWW.IPAG.EDU/EN](http://WWW.IPAG.EDU/EN)

### INTERNATIONAL STUDENTS

#### ADMISSION BASED ON APPLICATION + INTERVIEW

You can apply on our website:

[WWW.IPAG.EDU/EN](http://WWW.IPAG.EDU/EN)



Admission procedure on [WWW.IPAG.EDU/EN](http://WWW.IPAG.EDU/EN)

## 7 Specializations

### INTERNATIONAL BUSINESS | PARIS, NICE & THIONVILLE-LUXEMBOURG

This specialization trains students for careers in import-export, purchasing, and international trade. You will learn how to identify new markets, negotiate partnerships, and manage marketing and logistics on a global scale.

### DIGITAL MARKETING & COMMUNICATION | PARIS & NICE

You will learn how to analyze consumer needs, boost companies' visibility on the web, and develop tailored business strategies.

### LUXURY EVENT MANAGEMENT AND BUSINESS TOURISM | PARIS & NICE

Combining tradition and innovation, luxury requires specific skills. This specialization teaches you how to understand consumers and design effective strategies in the luxury, event, and tourism sectors.

### WEALTH MANAGEMENT | NICE

You enjoy understanding financial mechanisms and have a flair for sales and interpersonal skills. You will acquire the financial, technical, and interpersonal skills necessary to succeed in the banking and insurance sector or in a wealth management firm

### ENTREPRENEURSHIP & BUSINESS DEVELOPMENT | PARIS & NICE

You are creative, innovative, and results-oriented. We prepare you for careers in business development: sales, business creation, and business takeover.

### ACCOUNTING & FINANCE | THIONVILLE-LUXEMBOURG

This specialization provides you with operational expertise that will enable you to work in a company, a bank, an insurance company, or even government agency.

### INDUSTRIAL MANAGEMENT | THIONVILLE-LUXEMBOURG

Today, industrial management plays a key role in corporate strategy. It involves organizing all of a company's physical and information resources and requires technical and managerial skills.

## ACADEMIC PATH

### 1<sup>st</sup> year

#### Fundamentals of Management and Administration

**INTERNSHIP** • Minimum 8 weeks

 TOEFL certification

### 2<sup>nd</sup> year

#### International expatriation

**STUDY ABROAD** • 12 to 16 weeks minimum

- Germany, England, Scotland, Spain, United States, Finland, Ireland, Portugal, Czech Republic, Sweden...

**INTERNSHIP** • 8 weeks minimum

### 3<sup>rd</sup> year

#### Specialization in sector/profession

##### WORK-STUDY

- Possible for all specializations

##### INTERNSHIP

- 4 to 6 months in France or abroad

##### INTERNATIONAL EXPATRIATION

- Available for all specializations

##### PROFESSIONAL CERTIFICATIONS

- PAO certification
- Hubspot
- SCRUM
- ...



MASTER











# GRANDE ÉCOLE PROGRAM

BAC+5

The IPAG Business School Grande École Program, accredited by EFMD, is a five-year program recognized by the French Ministry of Higher Education and Research and awarded a Master's degree.

The first cycle is devoted to acquiring the fundamentals of management and administration, combined with international experience. The second cycle is dedicated to the specialization chosen by the student. You can join this program after completing your high school diploma or equivalent, or via a parallel admission procedure in the 2<sup>nd</sup>, 3<sup>rd</sup>, or 4<sup>th</sup> year.

## DESCRIPTION

 <b>INTAKE</b> <ul style="list-style-type: none"> <li>September</li> </ul>	 <b>DEGREE(S)</b> <ul style="list-style-type: none"> <li>State-recognised Master's degree (Bac+5), RNCP Level 7 certified, Master's Grade.</li> <li>Possibility of a double degree</li> </ul>	 <b>TUITION FEES</b> Learn more: 
 <b>DURATION</b> <ul style="list-style-type: none"> <li>5 years</li> <li>Bachelor's degree program (3 years)</li> <li>Master's program (2 years)</li> </ul>	 <b>LANGUAGES</b> <ul style="list-style-type: none"> <li>French and english (Main Track)</li> <li>English (American Track)</li> <li>French, Italian et English (Track Management &amp; Engineering)</li> </ul>	 <b>INTERNATIONAL</b> <ul style="list-style-type: none"> <li>3<sup>rd</sup> year abroad</li> <li>American Track: English-language program </li> <li>40 dual degrees</li> <li>Track Management &amp; Engineering in partnership with the Politecnico in Turin, on the Nice and Turin campuses</li> <li>25% international students</li> </ul>
 <b>PACE</b> <ul style="list-style-type: none"> <li>Full-time</li> <li>Work-study program (Master's program)</li> </ul>	 <b>CAMPUS</b> <ul style="list-style-type: none"> <li>Paris</li> <li>Nice</li> </ul>	

## ADMISSIONS

### 1<sup>ST</sup> YEAR:

#### PARCOURSUP + CONCOURS SESAME

You are preparing for or have obtained the French Baccalauréat.

[WWW.PARCOURSUP.FR](http://WWW.PARCOURSUP.FR)

[WWW.CONCOURS-SESAME.NET](http://WWW.CONCOURS-SESAME.NET)

### 2<sup>ND</sup>, 3<sup>RD</sup>, OR 4<sup>TH</sup> YEAR:

#### ADMISSION BASED ON APPLICATION + INTERVIEW

You are preparing for or have obtained 60, 120, or 180 ECTS credits:

[WWW.IPAG.EDU/EN](http://WWW.IPAG.EDU/EN)

### INTERNATIONAL STUDENTS

#### ADMISSION BASED ON APPLICATION + INTERVIEW

You can apply on our website:

[WWW.IPAG.EDU/EN](http://WWW.IPAG.EDU/EN)



Admission procedure on [WWW.IPAG.EDU/EN](http://WWW.IPAG.EDU/EN)

## 2 training cycles

The IPAG GEP is a five-year program structured in two cycles. At IPAG Business School, the Grande École Program adapts to the desires and needs of each individual. The program is divided into two cycles:

### BACHELOR'S CYCLE

#### 3 possible tracks

- **The Main Track - Paris and Nice campuses:** the "classic" version, taught in French (80%) and English (20%).
- **American Track - Paris and Nice campuses :** the 100% English-speaking version.
- **Track Management & Engineering - Nice Campus:** a unique program, in partnership with the Polytechnic School of Turin in Italy, for those considering a career in the sectors industrial or technology.

### MASTER'S CYCLE

#### 11 specializations to choose from:

- Digital Marketing Strategy & Consumer Engagement
- Marketing Business to Consumer
- Commercial Strategy & Business Development
- Finance & Markets
- Corporate Finance & Auditing
- Engineering & Wealth Management
- Human Resources Management
- International Management
- Purchasing and Supply Chain Management
- Entrepreneurship and Management of Small Business
- Management and Cultural Engineering, in partnership with the Institut Catholique de Paris (double degree)



L'esprit grand ouvert sur le monde

## ACADEMIC PATH

### Bachelor's cycle (3 years)

#### 1<sup>st</sup> 2<sup>nd</sup> years

##### Acquisition of fundamental

**of management:** marketing, accounting, finance, management, economics, law, etc.

**Themed weeks:** AI, CSR, sustainable development, health & well-being

**Development of digital skills:** (AI, Excel, Word, etc.)

**INTERNSHIP** • 8 to 12 weeks

#### 3<sup>rd</sup> year

##### One-year expatriation abroad:

**STUDY ABROAD** • 1 semester

→ With the possibility of obtaining an intermediate degree or a Top-Up degree at partner universities



**HUMANITARIAN MISSION ABROAD** • 1 semester

**OR INTERNSHIP ABROAD** • 1 semester

### Master's cycle (2 years)

#### 4<sup>th</sup> and 5<sup>th</sup> years

##### Core modules

**+ 11 specializations to choose from**

**WOKR-STUDY PROGRAM** • Available for all specializations except Management & Cultural Engineering

**OR 2 INTERNSHIPS** • 4 to 6 months each

##### 40 duals degrees

**(MBA, Master or MSc)**

# MSc

## BAC+5

Inspired by the traditional Anglo-Saxon university model, the Master of Science, more commonly known as MSc, is a five-year degree aimed at holders of a minimum three-year degree. This program is offered entirely online.

The IPAG Master of Science program aims to train management professionals capable of developing strategic leadership in a globalized context. You will be at the heart of a multicultural and multidisciplinary program.

## DESCRIPTION



### INTAKE

- September
- February



### DURATION

- 12 months  
(if you have a 4-year degree)
- 18 months  
(if you have a 3-year degree)



### PACE

- Full-time
- Work-study
- Online



### DEGREE

- MSc



### LANGUAGES

- English



### CAMPUS

- IPAG Online



### TUITION FEES

Learn more:



### INTERNATIONAL

- 60% international students

## ADMISSIONS

Holders of a four-year degree for the 12-month MSc  
and holders of a three-year degree for the 18-month MSc:

→ **ADMISSION BASED ON APPLICATION + INTERVIEW**



Admission procedure on [WWW.IPAG.EDU/EN](http://WWW.IPAG.EDU/EN)

## Specializations

### MSc DIGITAL MARKETING & DATA ANALYSIS



*This MSc is accredited by the CGE.*

With this specialization, you will be able to develop a digital strategy based on solid foundations in data analysis and a mastery of the ethical issues surrounding the protection and use of personal data.

#### Specialization modules:

- Business Intelligence
- Machine Learning
- Machine Learning II

### MSc DIGITAL ENTREPRENEUR ET PROJECT MANAGEMENT

This program prepares you to start a business or lead an intrapreneurship project in order to develop new markets through digital business. It provides you with a framework and toolkit to identify, evaluate, and manage business opportunities in your own company or in other organizations.

#### Specialization modules:

- Agile Project Management
- Business Analysis
- E-Entrepreneurship

### DIGITAL TRANSFORMATION MANAGER

Digital transformation is now a key concern for all businesses. Our program responds to this evolution and the growing needs in this area in the job market: you will acquire the dual skills in web and management that are now required in business.

#### Specialization modules:

- Change management
- Data-Driven Decision Making
- Digital transformation

## ACADEMIC PATH



### Modules

#### Core modules • 6 months

- Project Management
- Strategic Management
- Research Methodology
- Business Ethics and CSR
- IPAG Propulse Digital
- Economy Webmarketing
- CRM and Marketing
- Web Tools
- Digital Trends
- Google analytics certification



### Specializations

- Digital Marketing & Data Analysis
- Digital Transformation Manager
- Digital Entrepreneur & Project Management



- Soft Skills Pathway
- Professional integration

#### INTERNSHIP • 4 months

(optional for those currently employed)

#### OR WORK-STUDY

**Modules to be taken depending on the program format** • mandatory for the 18-month program and optional 12-month program:

- Diversity Management
- Innovation Management
- Entrepreneurship & Intrapreneurship










# MBA

## BAC+5

The IPAG Specialized MBA is an international Master of Business Administration degree, equivalent to a five-year university degree, focused on developing strategic management skills in a globalized and digitalized environment.

The program lasts 18 months and consists of a core curriculum and a choice of four specializations. Upon completion of your training, you will be better equipped to manage multicultural teams and lead complex projects.


## DESCRIPTION

 <b>INTAKE</b> <ul style="list-style-type: none"> <li>September</li> <li>January</li> </ul>	 <b>DEGREE</b> <ul style="list-style-type: none"> <li>MBA (RNCP level 7 certification)</li> <li>Possibility of dual MBA and MSc degree</li> </ul>	 <b>TUITION FEES</b> <p>Learn more:</p> 
 <b>DURATION</b> <ul style="list-style-type: none"> <li>18 months</li> </ul>	 <b>LANGUAGES</b> <ul style="list-style-type: none"> <li>English</li> </ul>	 <b>INTERNATIONAL</b> <ul style="list-style-type: none"> <li>Internship in France or abroad (<i>optional</i>)</li> <li>100% international students</li> </ul>
 <b>PACE</b> <ul style="list-style-type: none"> <li>Full-time</li> <li>Work-study program possible with dual MBA and MSc degrees</li> </ul>	 <b>CAMPUS</b> <ul style="list-style-type: none"> <li>Paris</li> </ul>	

## ADMISSIONS

Holders of a BAC+3 degree and 3 years of professional experience or a BAC+4 degree and 2 years of professional experience

→ **ADMISSION BASED ON APPLICATION + INTERVIEW**

 Admission procedure on [WWW.IPAG.EDU/EN](http://WWW.IPAG.EDU/EN)

## Specializations

### DIGITAL STRATEGY DESIGN & TRANSFORMATION

With this specialization, you will be able to understand the impact of digitization on businesses and lead their digital transformation. You will learn how to digitize the value chain, use agile methods (SCRUM), develop a consulting approach, and master digital marketing.



Digital transformation consultant; Chief Digital Officer  
Innovation consultant; Head of innovation.

### ENERGY & SUSTAINABILITY TRANSFORMATION

You will learn how to develop sustainable models and lead a company's energy transition. This program covers responsible project financing, the circular economy, closed-loop supply chains, renewable energies, and sustainable development strategy.



Sustainable Development Manager; CSR Specialist; Chief Sustainability Specialist; Sustainable Development/CSR Consultant.

### FINANCE & INVESTMENTS

You will learn how to master investment tools, understand financial regulations, and integrate ESG criteria into wealth management. This specialization covers corporate finance and governance, risk management, sustainable investments, and applications of data and machine learning.



Chief Financial Officer; Corporate Financial Strategist; Wealth Manager; Quantitative Analyst Portfolio Manager; Investment Advisor; Risk Manager.

### INTERNATIONAL BUSINESS DEVELOPMENT

This specialization provides an understanding of the specific characteristics of regional and global markets, mastery of the principles of international trade, and the ability to conduct international negotiations. The program covers international business strategy, new market development, legal aspects, and persuasion and influence techniques.



International Business Developer; International Franchise Developer; International Expansion Manager; International Account Manager; Market Development Consultant.

## ACADEMIC PATH



### Phase 1

**Fundamentals of management and administration** • 6 months



### Phase 2

#### Core modules

- Strategy
- Management Accounting and Finance for Managers
- Operations and Supply Chain Management
- Organizational Behavior, Leadership and Change Management
- Responsible Business Conduct and Sustainability Reporting
- Human Resources & Diversity Management
- Marketing
- Innovations & Digital Transformation
- Climate Change and Contemporary Economics Issues
- International Business Law
- Project Management
- Artificial Intelligence and Data Modelling for Business

**WORK-STUDY OPTION** • 12 months work-study program, with a dual MBA and Master of Science in Digital Entrepreneur and Project Manager degree

# DBA

## BAC+8

The Doctorate in Business Administration (DBA) is a part-time, three-year research-based business administration program designed for entrepreneurs, executives, and managers who wish to complement their professional expertise by acquiring theoretical, methodological, and applied skills in management and organizational sciences.

The DBA is a 100% online program designed for senior managers who hold a Master's degree or equivalent and have at least five years of professional experience. It aims to develop critical thinking and research with a strong societal and managerial impact.

## DESCRIPTION



### INTAKE

- September



### DEGREE

- Doctorat en Administration des Affaires



### TUITION FEES

Learn more:



### DURATION

- 3 years



### LANGUAGES

- English



### PACE

- Full-time



### CAMPUS

- Online and in Paris (for seminars and other activities)



### INTERNATIONAL

- 100% d'étudiants internationaux

## ADMISSIONS

Holders of a minimum of a Master's degree and at least 5 years of professional experience:

→ **ADMISSION BASED ON QUALIFICATIONS + APPLICATION + INTERVIEW**



Admission procedure on [WWW.IPAG.EDU/EN](http://WWW.IPAG.EDU/EN)



Minimum TOEFL score of 80, IELTS 6.5, or equivalent

## Seminars

### RESEARCH SEMINARS AND DOCTORAL WORKSHOPS

- Focus area: "CSR/Exploring the transformation of professions, organizations, and management in an era of socioorganizational and societal transitions"
- Focus area: "Family entrepreneurship & impact entrepreneurship"
- Focus area: "Market dynamics, financial stability, and green finance"
- Focus area « Marketing & Digital »

### + OTHER EVENTS

- International Days (orientation visits, etc.)
- International Weeks
- Careers Weeks (coaching, guidance, etc.)
- Global IPAG outings

## ACADEMIC PATH



### Phase 1 (1<sup>st</sup> year)

**Courses and research project preparation** • Five courses on the fundamentals of business and management and research methodology



### Phase 2 (2<sup>nd</sup> and 3<sup>rd</sup> years)

#### From theory to practice

- Field study
- Data processing
- Interpretation of results
- Thesis writing with a section devoted to the theoretical, managerial, and societal contributions of the research



GOING BEYOND TOGETHER

CONTACTS



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MASTER



For more information: [WWW.IPAG.EDU/EN](http://WWW.IPAG.EDU/EN)

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