



# LEADING A CHANGING WORLD AND CODING THE FUTURE OF BUSINESS

> A unique full-time MBA program in management and coding.

**MBA IN LEADERSHIP AND CODING**



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## **BECOME A PIONEER OF CHANGE**

As a French “Grande École”, IÉSEG prepares changemakers who, through innovation and humanism, will develop socially responsible companies that redefine the international context.

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Le Wagon, the most acclaimed coding bootcamp worldwide on Switchup according to student reviews, teaches you the essential skills in web development and data science, for now and the future.

Choosing IÉSEG and Le Wagon means confronting challenges, defying conventions, and playing a role in changing the world!

**Get ready to join the new culture of international management.**



# REASONS TO CHOOSE IÉSEG

## 1

### TRAINING ADAPTED TO YOUR NEEDS

IÉSEG develops courses and programs that meet the training requirements of employees and companies, whatever their sector of activity or challenges:

- > Tailor-made support adapted to the objectives of both the employee and the company
- > Programs developed with experts in the sector and pedagogy
- > Co-construction of programs with schools, institutions and companies with expertise in key markets

## 2

### LOOKING BEYOND BORDERS

The School's programs and courses enable participants to learn and benefit from successful experiences from around the world and open up to different strategic visions, for example via:

- > An immersion in an intercultural environment and with an international faculty
- > A dynamic international community of graduates

## 3

### A GLOBAL AND DIFFERENTIATING APPROACH

IÉSEG supports companies and professionals in defining and evaluating their requirements:

- > Strong personalized support with the objective of transforming participants both professionally and personally
- > Innovative teaching methods that provide a unique, challenging and interdisciplinary learning experience
- > Shared values for all stakeholders: Accomplishment, Responsibility, Integrity, Solidarity and Engagement

#### ACCREDITATIONS AND LABELS

IÉSEG and its programs are recognized by several French and international accreditation bodies, guaranteeing the School's excellence. Holder of the "Triple Crown" of international accreditations (EQUIS, AACSB and AMBA), IÉSEG is a member of the very select circle of top global business schools.



In 2020, IÉSEG was awarded the Campus France "Welcome to France" certification label, which distinguishes French higher education institutions that have met different criteria in welcoming international students.

# IÉSEG KEY FIGURES



## ACCREDITATIONS AND RANKINGS

**3** international accreditations:  
**EQUIS - AACSB - AMBA**

**Ranked 32<sup>nd</sup>** in the 2020 global ranking of **the best Masters in Management programs** (*Financial Times*)

**Ranked 3<sup>rd</sup>** French Business School in terms of general graduate satisfaction (*L'Étudiant-L'Express 2020*)



## STUDENTS AND ALUMNI

**6,100** current students and **1,000** executives/  
**managers** trained each year

**10,000** graduates



## THE FACULTY

**162** permanent professors  
from 47 different countries

100% of permanent faculty with a  
**PhD/Doctorate**



## PARTNERS

**306** partner universities  
in 75 countries

**2,500** partner companies

# LE WAGON KEY FIGURES



**+9,300** graduates



**Campuses in 40 cities**  
and **26 countries**



**1,590+** web apps  
developed



**100+** startups  
created



*“Training professionals, who are changemakers, means committing to companies’ transformation and performance.”*

**Jean-Philippe AMMEUX**  
Dean, IÉSEG School  
of Management

# VISION, MISSION AND VALUES

## Empowering changemakers for a better society

### ■ VISION

The IÉSEG vision that emerged from a collective effort, involving all the School's stakeholders, is that in 2025, IÉSEG will be a **unique international hub empowering changemakers for a better society**.

### ■ MISSION

- > **To educate managers to be inspiring**, intercultural and ethical pioneers of change
- > **To create knowledge** that nurtures innovative leaders
- > **To promote creative solutions** for and with responsible organizations

### ■ VALUES



#### — ACCOMPLISHMENT

We support members of the IÉSEG community to go the 'extra mile', **forging their own path and achieving meaningful goals in life**.



#### — RESPONSIBILITY

We take into account **the impact of all our decisions and activities on people, the planet and business**.



#### — INTEGRITY

We, students and staff, **act ethically in a consistent way** in all of our personal and professional activities.



#### — SOLIDARITY

We pay particular care and attention to everyone by **fostering inclusiveness in all our activities**.



#### — ENGAGEMENT

We are, actively and collectively, committed **to making a positive impact**.

# EXCELLENCE AND INNOVATION SERVING BUSINESS RESEARCH

IESEG Executive Development supports more than 1,000 managers and executives every year, through degree and tailor-made programs. This mission allows for professionals, who are the vectors for change and growth within companies, to see their projects come to life.

## ■ RESEARCH

The School develops a range of programs for managers and executives in all key positions in order to provide adapted solutions, both in terms of content and format. These are based on cutting-edge knowledge.

### Centers of Excellence

To support our training objectives, IESEG has developed 4 Centers of Excellence. Composed of faculty members who are experts in their field, each center works both on academic and applied research projects. This research expertise can be directly applied and used to develop content, tools etc. to train executives.



> **IC ON** (IESEG Center of Excellence on Negotiation) w



> **IC OR** (IESEG Center of Excellence for Organizational Responsibility) coordinates the School's activities relating to organizational and corporate social responsibility, sustainability, social innovation and business ethics.



> **IC MA** (IESEG Center of Excellence for Marketing Analytics) is dedicated to data processing and analysis for developing customer relations and business development.



> **IC IE** (IESEG Center of Excellence for Intercultural Engagement) focuses on intercultural dynamics in businesses and organizations, along with the development of intercultural competences.

For more information: [www.ieseg.fr/centers-excellence/](http://www.ieseg.fr/centers-excellence/)

### Research Chairs

The School develops applied research projects and chairs in partnership with companies. The knowledge and expertise of our researchers are then dedicated to working on a specific topic or issue defined by the company.

These types of partnerships, and sharing of experience, also enable the School to continuously enhance its training programs and ensure its pedagogy is in line with the realities and challenges in the field.

IESEG Executive Development also organizes workshops and conferences for employees, as well as specific training programs to accompany and support change and transformation in companies.

#### A few examples of collaborations:

- > “Retail Management & Business Development” Chair with AUCHAN RETAIL FRANCE
- > “Big Data & Digital Banking” Chair with CRÉDIT AGRICOLE NORD DE FRANCE
- > “Digital Commerce” Chair with the ADEO GROUP and LEROY MERLIN
- > “Marketing, E-commerce and Distribution” Chair with LA REDOUTE
- > “Sustainable Business in Society” Chair with the UNIVERSITÉ CATHOLIQUE DE LILLE
- > “Big Data Analytics” Applied Research Project with ENFOCUS

For more information: [www.ieseg.fr/en/corporate-relations/research-chairs](http://www.ieseg.fr/en/corporate-relations/research-chairs)





## ■ INNOVATION



### **A springboard for entrepreneurial projects**

The IÉSEG incubator proposes 3 different programs to accompany creators of new business ventures during their entrepreneurial adventure, from the idea to the acceleration and growth of the business (SPARK - START- SCALE).

The Incubator, based in Lille and Paris, provides start-ups with a professional space and guidance in order to help them grow and develop.

These companies receive personalized advice and support from a variety of academic and professional experts from within and outside IÉSEG. The School's entrepreneurs (students and alumni) also have the opportunity to participate in activities related to entrepreneurship, organized by IÉSEG Network, such as the Entrepreneur Club.

#### **Examples of professional support:**

- > Coaching by a mentor
- > Brainstorming and mutual support workshops
- > Networking events
- > Advice from trade and industry experts
- > Community of entrepreneurs, etc.

For more information: [incubateur.ieseg.fr](http://incubateur.ieseg.fr)

### **A unique place for exchange**

In Lille and Paris, the spaces dedicated to professionals in training enable participants to spend time in an environment that is perfectly adapted to professional training and the innovative pedagogical activities this entails. Meanwhile, the campuses are also an ideal place to develop contacts and networks with experts and participants from the School's different programs.



# THE IÉSEG ECOSYSTEM

## Long-lasting links between companies and the School

Today more than ever, an entrepreneurial spirit is essential to foster innovation and create jobs. Based on research, and supported by best practices, IÉSEG offers executives, managers and leaders a unique opportunity to explore business transformation from a new angle. Through insightful program content, testimonials, practical experiences and the input of experts during and after the training, IÉSEG maintains a strong link with entrepreneurial changemakers.

### ■ IÉSEG NETWORK, THE ALUMNI ASSOCIATION

Founded in 1971, the Alumni Association, called IÉSEG Network, connects 10,000 people, reflecting the growth experienced by the School. A dynamic international community, the association also provides opportunities for training, locating information, networking, providing support and recruiting.

#### The missions of IÉSEG Network:

- > to contribute to IÉSEG's reputation within international businesses,
- > to maintain an active and participative network,
- > to serve as a career accelerator,
- > to guide participants and graduates in their professional projects.

The Association organizes numerous social events in Lille and Paris throughout the year, but also at other sites in France and abroad (Dubai, Singapore, New York, London, Brussels, etc.). On all themes related to professional development, IÉSEG Network, in collaboration with IÉSEG, offers its members workshops, after work get-togethers, clubs, coaching sessions, etc. All participants benefit from detailed knowledge about partner companies and organizations, helping them to better define their professional projects and develop their own networks.

For more information: [ieseg-network.com](http://ieseg-network.com)

### ■ ALUMNI

Alumni play a key role in developing the reputation and image of the School internationally and embody IÉSEG's values including solidarity and engagement. They are actively involved in the School, participating in courses and conferences, by proposing employment advertisements.

#### Here are a few examples of Alumni from the School:

- > Christophe CATOIR: President, France Northern Europe / THE ADECCO GROUP
- > Lisbeth CACERES: AVP Controlling PPD Headquarters / L'ORÉAL
- > Guillaume FOURDINIER: Co-founder / AGRICOOOL
- > Elsa HERMAL: Co-founder and Managing Director / EPICERY
- > Sudhindra SHARMA: Leasing & Investor Marketing Analyst / AIRBUS
- > Kalyani MUDLIAR: Vice President Risk Finance and Treasury / BARCLAYS INVESTMENT BANKING

More examples of career paths of IÉSEG Alumni: [www.ieseg.fr/en/about-ieseg/notable-alumni](http://www.ieseg.fr/en/about-ieseg/notable-alumni)

**One of IÉSEG's guiding principles is that its participants need exposure to today's primary stakeholders in order to become tomorrow's managers. Our partner companies reflect this desire to transmit an expertise that derives directly from the working world. They guide and direct our future changemakers:**

AB INBEV, ACCENTURE, ACCOR HOTELS, ADEO, ADIDAS, AG2R LA MONDIALE, AIR FRANCE, AIR LIQUIDE, AKZO NOBEL, ALDI, ALLIANZ, AMAZON, AMERICAN EXPRESS, AMUNDI, AON, ARCELOR MITTAL, ARMÉE, ARVAL, ATOS, AUCHAN, AXA, BANQUE POPULAIRE, BATKA, BNP PARIBAS, BONDUELLE, BOULANGER, BPI FRANCE FINANCEMENT, CAISSE D'ÉPARGNE, CALZEDONIA, CAMAÏEU, CAPGEMINI, CARMIGNAC GESTION, CARREFOUR, CASTORAMA, CERBA, CGI, CHANEL, CHRONOPOST, CIC, CITYONE, CLUB MED, CLUSE, CNFPT, COCA-COLA, COLOMBUS CONSULTING, COMME DES GARÇONS, CORPORATION, COVEA, CREDIT AGRICOLE, CREDIT MUTUEL, CREDIT SUISSE, CRIT, CULTURA, DANONE, DASSAULT SYSTEMES, DECATHLON, DELOITTE, DHL INTERNATIONAL, DIOR, DISNEY, DLPK, DXC TECHNOLOGY, EDMOND DE ROTHSCHILD, ELIOR, ELIS, ENERGIZER, ENGIE, ESTÉE LAUDER, ETAM, EULER HERMES, EURO GROUP CONSULTING, EUROPCAR, EXKI, EY, FAST RETAILING, FERRERO, FM LOGISTIC, FNAC, GALERIES LAFAYETTE, GAN, GÉANT CASINO, GENERAL ELECTRIC, GFI INFORMATIQUE, GOOGLE, GRANT THORNTON, GRAS SAVOYE, GROUPAMA, GROUPE BOLLORE, GROUPE EMERSON, GROUPE HOLDER, GROUPE LA POSTE, GROUPE ROCHER, GROUPON, GUCCI, HAPPYCHIC, HAYS, HEINEKEN, HENKEL, HERMES, HILTI, HOZELOCK-EXEL, HSBC, HYATT, HYUNDAI, IBM, IDKIDS, ING, JACADI, JCDECAUX, KEOLIS, KIABI, KILOUTOU, KINGFISHER, KPMG, KUEHNE NAGEL, L'OREAL, LA BANQUE POSTALE, LA HALLE, LA REDOUTE, LACOSTE, LAGARDÈRE, LANGHAM HALL, LAURA ASHLEY, LEROY MERLIN, LG ELECTRONICS, LHH, LIMAGRAIN, LINDT, LMH, LONGCHAMP, LOOMIS, LOUVRE HOTEL, LVMH, LYRECO, MAJOREL, MARS, MAZARS, MCCAIN, METRO, MICHEL ET AUGUSTIN, MICHELIN, MICROSOFT, MOËT HENNESSY, MONDELEZ, MONOPRIX, MR.BRICOLAGE, NATIXIS, NEOXAM, NESTLE, NIKE, NORAUTO, NOVETUDE, NUXE, ONEY, OPEL, ORACLE, ORANGE, OVH, PARC ASTERIX, PEPSICO, PERNOD RICARD, PHOENIX PHARMA, PIERRE & VACANCES, PRINTEMPS, PROCTER & GAMBLE, PROMOD, PSA GROUP, PWC, RABOT DUTILLEUL, RCBT/ BOUYGUES TELECOM, ROCHE, ROQUETTE, ROXANE NORD, SAINT GOBAIN, SANOFI, SAP, SAS, SECURITAS, SELOGER.COM, SEPHORA, SHOWROOMPRIVE.COM, SOCIÉTÉ GÉNÉRALE, SODEXO, SOLOCAL GROUP, SUCRES ET DENRÉES, TAPE A L'OEIL, TEREOS, THALES, THE ADECCO GROUP, TOTAL, UBER, UNILEVER, VERTBAUDET / CYRILLUS, VIATYS / GROUPE SQUARE, VILOGIA, VINCI CONSTRUCTIONS, VIVENDI, VOLKSWAGEN, WELCOME TO THE JUNGLE, WHIRLPOOL, WILO, WORLDLINE





## A STRONG INTERNATIONAL DIMENSION

**Since its creation, IÉSEG's development has been internationally and interculturally orientated. Almost all of its programs are taught in English and approximately three-quarters of its permanent faculty are international.**

IÉSEG is constantly developing and enriching this international dimension: the international diversity of staff and students, the intercultural aspects of learning and teaching, and its research on intercultural management are just some examples that are contributing to the School's future. This international dimension is also reflected in the careers of young graduates. Currently, nearly 30% of them start their careers outside of France.

## ...SERVING BUSINESS

Thanks to its network of +300 partner universities and more than 2,500 companies around the world, IÉSEG also develops learning experiences for international companies, known as Learning Expeditions.

Whether it is for French companies aspiring to train their employees internationally, or international companies or universities wishing to discover French methods, IÉSEG develops tailor-made expeditions to meet their needs, providing participants with the ability to:

- > demonstrate an international mindset
- > successfully collaborate within an intercultural team
- > generate sustainable solutions for organizations
- > propose creative solutions within an organization
- > thoroughly examine a complex business situation
- > predict how business and economic cycles may affect organizational strategy
- > synthesize information from various sources from different fields
- > integrate different skills and management disciplines in support of interdisciplinary responsibilities

These unique Learning Expeditions are organized in France and in Europe, and enable participants to meet inspiring leaders and discover innovative business models.

### **Example of a Learning Expedition set up for a French bank:**

- > **Location:** London
- > **Duration:** 2 days
- > **Objectives:** To deepen understanding of capital markets, and how Anglo-Saxon companies and the 'City' functions.
- > **Program:** visit to Lloyds and the Bank of England, Inside the Market conference, visit to companies in the banking sector.

### **Example of a Learning Expedition set up for a group of Colombian managers looking to specialize in the field of strategic innovation and negotiation:**

- > **Location:** Paris and Brussels
- > **Duration:** 11 days
- > **Objectives:** to enhance the international development of their company by mastering negotiation and digital transformation.
- > **Program:** seminars, company visits, simulations and workshops.

# WHY STUDY IN FRANCE?

France is an ideal place to study abroad thanks to its rich culture, gastronomy, architecture, and thriving student life. It has been the home of many of the world's greatest philosophers and thinkers, and is a historic center of culture, from the Lumière Brother's invention of cinema to the evolution of the cutting-edge fashion industry. Every year, France's cultural events and festivities attract people from all over the world.

Not only is France renowned for its culture, there are also some particularly good reasons to choose this country to pursue an education in business. Campus France highlights that France ranks third in Europe in gross domestic product and is the second-largest European market (IMF 2018, Eurostat 2015). Furthermore, according to the latest barometer published by international accounting firm EY, in 2020 France has risen **to first place in the ranking of European countries most attractive to international investors.**



## THE PARIS - LA DÉFENSE CAMPUS

### La Défense – Europe's largest purpose-built business district

The La Défense location of IÉSEG's Paris campus is a strategic plus. Established primarily to strengthen IÉSEG's links with French and international companies, it has enhanced the institution's international reputation and visibility.

As IÉSEG's reputation continues to grow along with its student population, the expansion of the Paris-La Défense campus in 2017 has enabled the School to welcome almost twice as many students as it could before. Composed of three buildings with a total of 16,500 m<sup>2</sup> (177,000 sq. ft.), the campus offers students 20 lecture halls, 40 classrooms, three multimedia rooms, two trading rooms, a library, two cafeterias and meeting rooms for clubs and associations.



## le wagon LE WAGON CAMPUSES

Le WAGON runs their coding bootcamps in 2 campuses, located at the heart of Paris, in the 11<sup>th</sup> arrondissement. In these amazing spaces, full of light and plants, they teach coding to students, and also host frequent workshops and talks.



## **A UNIQUE PROGRAM EXPERIENCE**

Sharpen your skills with this innovative academic experience, spanning a unique mix of comprehensive Management and Coding courses. Enjoy a truly unforgettable learning journey and explore everything that both a world-class business school and a leading coding school have to offer.

With its dedicated premises, IÉSEG allows you to experience the best in Executive Education with an area adapted for different pedagogical methods (business games, role-playing, simulations, etc.). Participants also have access to all the School services and events (conferences, talks, networking, etc.).



## THE BIG PICTURE: WHY JOIN THE MBA IN LEADERSHIP AND CODING?

### ■ EXPAND AND SHARPEN YOUR SKILLS TO LEAD IN A CHANGING WORLD

Lead in a rapidly changing digital world: acquire and hone the skills needed to compete and collaborate in a changing, fast-paced environment, develop an agile and transversal mindset, in order to adapt to (and evolve in) fluctuating requirements and complex settings; learn to unlock innovation and recognize opportunities and challenges in times of continuous change.

### ■ ACQUIRE TECH SKILLS BY LEARNING TO CODE

Differentiate yourself in a new world requiring new skills; learn both back-end programming languages and acquire front-end development skills; develop capacities to learn a new programming language, an extremely important skill in the domain of web development, very quickly. Coding will also help you think differently as managers, widen your horizons and let you approach business issues from a multitude of standpoints.

### ■ LEARN TO ALIGN BUSINESS AND TECHNOLOGY FROM WORLDCLASS FACULTY

Learn from top-tier international faculty in a pioneering partnership between a highly ranked and renowned international business school (IÉSEG) and the most acclaimed coding bootcamp worldwide on Switchup according to student reviews! (Le Wagon). In increasingly converging tech and business ecosystems requiring different sets of managerial skills, you will be able to align and integrate these two elements in a uniquely positioned immersive and integrated program.

### ■ BOOST YOUR CAREER AND BECOME A CHANGEMAKER

Whether you want to integrate top companies, join or start your own start-up, or fast-track your current career prospects, get ready to accelerate your career with an adaptable, transversal, and transformational skill set. In a rapidly changing world, you will be ready to lead, manage, and execute complex projects, all the while becoming a changemaker for a better society.

### ■ JOIN A DYNAMIC AND INSPIRING GLOBAL COMMUNITY

Be part of a diverse, global, and driven community based in more than 100 countries, combining the wide global network of both IÉSEG and Le Wagon. Learn and network with others, share and leverage potential opportunities, and grow from them.





## **EXPAND YOUR HORIZONS AND NETWORK**

### **■ FACULTY**

The MBA in Leadership and Coding faculty is a mix of both IÉSEG and Le Wagon professors who come from diverse academic, international and professional backgrounds. They are experts in their fields, passionate about teaching and providing support to participants so that they can achieve their full potential.

### **■ DIVERSITY AT IÉSEG**

Diversity is part of our DNA. IÉSEG is recognized for its innovative approach to fostering the cultural intelligence of its students and Executive program participants. The School also runs an intercultural training program for all staff, which aims to provide them with the tools needed to better understand cultural diversity in everyday life and help them embrace these differences.

The School has launched a Center of Excellence for Intercultural Engagement (ICIE), which focuses on intercultural dynamics in business and organizations and the development of intercultural competences.

In the MBA in Leadership and Coding cohort, we view the diversity of our participants as essential to enriching the learning experience.

### **■ ONE-WEEK GLOBAL IMMERSION TRIP: TAP INTO THE REAL WORLD, BEYOND THE SCHOOL**

In order to complement our intensive curriculum, mixing business and coding in the aim of developing an agile and well-rounded mindset (soft and hard skills), we offer our MBA students several opportunities beyond the program in order to immerse them in the real world, allowing them to grow from it.

The one-week Global Immersion Trip is a unique experience that allows our students to go on a learning journey in order to discover new ways of doing business in other business settings and cultures. You will have the opportunity to meet faculty, local entrepreneurs, and executives, and to gain working knowledge of local business practices through lectures, live case studies, and visits to top companies and start-ups.

#### **Possible destinations of the Global Immersion Trip are:**

- Europe: Berlin, Barcelona, London, Amsterdam
- North and South America: Rio de Janeiro, Buenos Aires, Montreal, Mexico, San Francisco
- Asia/Australia: Singapore, Shanghai, Seoul, Melbourne

# OUR IDEAL CANDIDATE

We are looking for responsive professionals who have an interest in management, technological innovation, and an entrepreneurial spirit. We welcome applicants from a diversity of backgrounds who are critical thinkers, potential leaders, and problem solvers with an international outlook.

You should have at least three years of work experience. A technical academic or coding background is NOT required for admission.

You may be at a crossroads, ready to make a career change, or perhaps you are looking to fast-track and sharpen your skills in a different and unique environment, change industry/sector or perform in the digital economy.

## ■ THE MBA IN LEADERSHIP AND CODING IS THE RIGHT FIT FOR YOU IF:

- > You want to understand the blurred boundaries between business and technology/coding: to effectively lead and manage organizations, to be able to grasp how products and services are created and to (de) code the technological aspect with your staff and partners.
- > You are passionate about the opportunities emanating from digital transformation and emerging technologies in a changing world, and are keen to explore multiple avenues to develop your technical, managerial and interpersonal skills.
- > You are curious and want to sharpen your leadership skills to drive change in organizations in a collaborative and innovative manner.
- > You are eager to broaden your personal and professional horizons with a cutting-edge learning journey, and have a desire to join a multicultural class of diverse, high-potential achievers.
- > You are looking to challenge yourself beyond a traditional MBA, enjoy reinforcing your strategic thinking and acquiring transversal and convertible skills to make a positive contribution to the community.







## A UNIQUE PROGRAM

A one-year MBA program based in Paris, designed for professionals with at least 3 years of work experience. Our MBA in Leadership and Coding aims to develop managers and changemakers with an inspirational learning journey, combining state-of-the-art business and coding courses.

Building on a fully integrated program, combining management and coding courses from two leading international institutions, our MBA in Leadership and Coding equips and inspires professionals who seek to understand the increasing complexity of a changing digital world. It will help them to leverage their analytical skills and their versatility in dealing with both the languages of business and tech.



### LENGTH

1 year (2 terms of courses; 1 term capstone project) – full time



### LANGUAGE

English



### INTAKES

January 2021  
October 2021



### LOCATION

Paris



### PROGRAM ADVANTAGES

- > Expand and sharpen skills to lead in a changing world
- > Acquire tech skills by learning to code
- > Learn to align business and technology from world-class faculty
- > Boost your career and become a changemaker
- > Join a dynamic and inspiring global community



*The way business is carried out is changing rapidly largely due to ongoing innovation and an increasing integration between business and technology. Managers will therefore need new competences to manage, lead, and shape the future of business. This new MBA offers a unique 2-in-1 learning opportunity aimed at: developing an agile and transversal managerial mindset to become changemakers; and acquiring coding skills and equipping managers with comprehensive skill sets to stand out in dynamic environments.*

**Ghassan YACOUB**  
IÉSEG, PhD, Academic Director

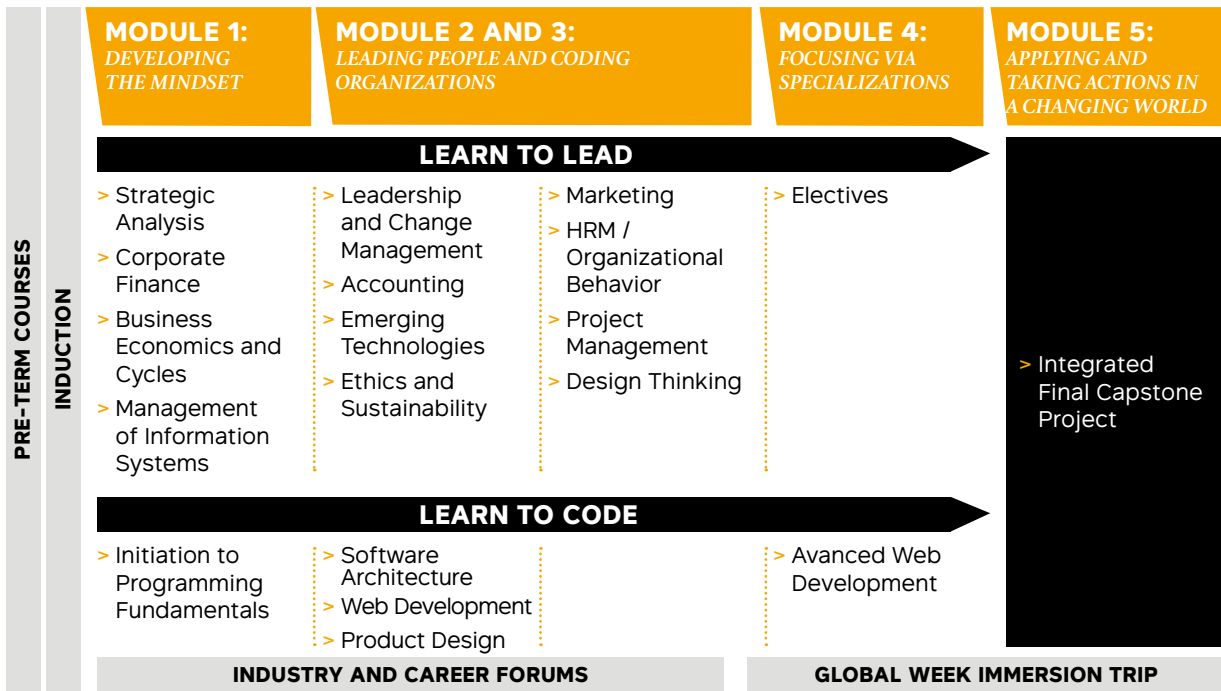


*Managers of the future will need to be able to combine outstanding human and business skills to lead their teams with care towards sustainable strategies, along with coding skills to understand deeply how technology works. The latter can be used to streamline processes and invent the products and services of tomorrow. The MBA in Leadership & Coding is a unique opportunity for you to learn both skill sets and differentiate yourself as a manager able to re-shape the world in a sustainable way.*

**Boris PAILLARD**  
LE WAGON, CEO



# THE PROGRAM IN DETAIL



The program is structured in a set of modules that aims to equip managers with a comprehensive and integrated set of skills in two main categories: (i) Learn to Lead, and (ii) Learn to Code.

## MODULE 1: *DEVELOPING THE MINDSET*

This module builds broad knowledge in fundamental areas of business, as well as programming.

- > Strategic Analysis
- > Corporate Finance
- > Business Economics and Cycles
- > Management of Information Systems
- > Developer Tools and Workflows
- > Programming Fundamentals

## MODULE 2&3: *LEADING PEOPLE AND CODING ORGANIZATIONS*

This module uses an in-depth and transversal approach by building necessary transformational leadership skills, as well as more advanced web development skills.

- > Leadership and Change Management
- > Accounting
- > Emerging Technologies (AI, Blockchain, IoT, etc.)
- > Ethics and Sustainability
- > Marketing
- > HRM / Organizational Behavior
- > Project Management
- > Design Thinking
- > Software Architecture
- > Introduction to Databases and SQL
- > Web Development
- > Product Design
- > Advanced Web Development

## MODULE 4: *FOCUSING VIA SPECIALIZATIONS*

To personalize and focus your learning experience beyond the core modules, you will be able to choose from a series of electives, such as (but not limited to):

- > Developing Web Applications
- > Corporate and Business Strategy
- > Fintech
- > Brand Management Strategy
- > Problem-Solving and Decision-Making for Managers
- > Omnichannel Marketing
- > Coaching Executives and Teams
- > Leveraging Big Data
- > Supply Chain Management (SCM) & Logistics
- > Cybersecurity
- > Entrepreneurial Experience

## MODULE 5: *APPLYING AND TAKING ACTIONS IN A CHANGING WORLD*

In this module, candidates will work on an integrated capstone project that uses a combination of all skills learned in previous modules in both Management and Coding.



# A CAREER DEVELOPMENT PROGRAM FOR YOU

To achieve your professional goals and manage career changes, a career development program has been designed to support you with individual coaching sessions and collective workshops. During these sessions, you will benefit from collective feedback, individual reflections, career development tools and personal development exercises that can help you make the most of your MBA and reach the next step of your career.

First, the program allows students to question their professional orientation, and identify their target market. During workshops with career coaches, participants will determine, via specific tools and tests, their personal and professional motivations and values. Then, it builds on the participant's personal and professional reflection by means of a variety of tools aimed at effectively re-entering the professional world. Workshops are led by career coaches, HR and recruitment professionals.

## ■ BUSINESS CONFERENCES, NETWORKING, AND RECRUITMENT PREPARATION

- > Business Conferences: IÉSEG, in partnership with IÉSEG Network (the Alumni Association) and Le Wagon, organizes meetings with professionals from very diverse industries. These meetings intend to shed light on a function, a business sector, a company, or an issue of the job market, by means of the experience of one or more professional experts on the subject.
- > Networking Evenings: In a round-table format, these evenings are designed to introduce all MBA participants to the different trades and sectors in which they might have an interest.
- > Recruitment Preparation: Participants have the opportunity to register for mock interviews. Recruitment professionals come to the School to help improve job search tools.

## ■ CAREER PROSPECTS

Graduates of the MBA in Leadership and Coding will become alumni of IÉSEG and Le Wagon and will integrate the worldwide IÉSEG Network. Graduates have access to both generalist and more specialized roles linked to their preferred sector or position.

### Examples of positions for which the program prepares:

- > Business Development Manager
- > Transformation Project Manager
- > Sales Manager
- > Digital and Innovation Strategist
- > Computer and Information Systems Manager
- > Entrepreneur
- > Product Manager
- > Customer Success Manager
- > Operations Manager
- > Consultant

### Examples of companies that have recruited alumni from IÉSEG/ Le Wagon












# OTHER MBA PROGRAMS AT IÉSEG

The IÉSEG MBA programs offer high-level management studies. They provide executives and managers with the opportunity to develop the expertise and skills required in top international management positions. Mainly taught in English, the programs are designed to meet the current needs of companies and develop a complete set of managerial skills in a multicultural and international environment.

## ■ INTERNATIONAL MBA

The **International MBA** equips participants with an in-depth understanding of the global business context. They develop the necessary skills to excel in complex international settings in top management positions or to start their own companies.







The International MBA program design combines theoretical understanding with practical experience and skill development. Thus, through the curriculum, participants acquire essential knowledge in management together with the ability to apply it in concrete business situations.

	Duration: 1 year – Full-time		Credits: 95 ECTS
	Language: English		Accreditations: EQUIS / AACSB / AMBA
	Location: IÉSEG, Paris-La Défense		Tuition Fees (2020-2021): €28,000
	Intake: September		

## ■ EXECUTIVE MBA

The Executive MBA is a two-year part-time program, designed for working professionals. The program is built on positive leadership and the creation of sustainable performance.

The objective is to train the new generation of leaders who will have the capacity to take up challenges, such as innovation management or intercultural perspectives. This MBA is targeted at executives, managers and CEOs who already have several years of professional experience and are looking for a degree program.

	Duration: 24 months – Part-time		Accreditations: EQUIS / AACSB / AMBA
	Languages: English & French		Tuition Fees (2020-2021): €39,000
	Location: IÉSEG, Paris-La Défense		
	Intakes: March and October		

More information: [www.ieseg.fr/en/programs/mba](http://www.ieseg.fr/en/programs/mba)

## ADMISSION PROCESS

The MBA in Leadership and Coding is aimed at graduates in any field with at least 3 years of full-time and postgraduate work experience. They are committed and open-minded, while demonstrating substantial potential for leadership and excellence.

### ■ APPLICATION PROCESS

Admission is via an online application at [apply.ieseg.fr](https://apply.ieseg.fr), and the review of the supporting documents. Shortlisted candidates will be contacted for an interview.

### ■ APPLICATION CHECKLIST

- > Online application form
- > Transcripts and diploma. Minimum: Bachelor degree in any field from a recognized institution + 3 years of full-time and postgraduate work experience
- > English proficiency test for non-native speakers: IELTS 6.5, TOEFL IBT 85, TOEIC 850
- > GMAT (not mandatory) – scholarship available for score 610+
- > CV/Resume
- > Copy of passport
- > €100 application fee

## TUITION FEES & SCHOLARSHIPS

IESEG offers scholarships in the form of tuition fee reductions for students who meet the various criteria. No separate application is needed. Decisions will be made by the Admission Commission and released along with the admission decision.

### ■ TUITION FEES

- > €30,000 for European and non-European students

### ■ SCHOLARSHIPS

- > Partner scholarship: 10% reduction of the tuition fees if you are coming from one of IESEG's partner universities worldwide.
- > EARLY BIRD SCHOLARSHIP: 10% reduction of the tuition fees if you submit your application before May 31<sup>st</sup> 2021 (for October 2021 intake).
- > 1<sup>st</sup> nationality scholarship: 10% reduction of the tuition fees for the first admitted applicant of any nationality that secures his/her place.
- > Gmat scholarship: Up to 20% tuition fee reduction if you apply with a GMAT score between 610-640, 30% if your score is between 650-680, 40% if your score is between 690-720. 50% if your score is 730+.
- > Merit-based scholarship: Up to 25% reduction determined by the applicant's overall portfolio based on high levels of academic performance, rigor, motivation, extra-curricular activities and/or professional expertise.

These scholarships can be combined to cover a maximum of 50% of the tuition fees.

## FIND OUT MORE

### ■ INFORMATION SESSIONS

Meet with us to discuss your professional project. During these meetings, the Program Directors will present the program to you and will answer your questions (organization, pedagogy, evaluation, etc.).

An Admissions Officer will also be available to accompany you in different aspects of your project (general plan, funding, etc.). If you are not able to attend one of these meetings, we can adapt to availability and schedule. We also offer online meetings. IESEG also regularly organizes conferences and webinars on themes related to management, leadership, public speaking, etc.

# CONTACTS

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## SOCIAL MEDIA



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Executive Education IESEG



IESEG School of Management



@ieseg / @IESEG Executive





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