

ICN BUSINESS SCHOOL
CAMPUS NÜRNBERG

MASTER

IN MANAGEMENT

MIT OPTIONALEN DOPPELABSCHLUSS

MASTER

MARKETING & BRAND MANAGEMENT (ICN-MSC)

DEUTSCHE VERSION



Masters in Management (MiM)
Global Ranking 2015



MASTER WEG

VORAUSSETZUNGEN



1 ALLE STUDIENGÄNGE

Bachelor
180 ECTS

2 ICN

ONLINE
BEWERBUNG

MASTER IN MANAGEMENT

2 Jahre | Studieren in Nürnberg
Auslandssemester möglich
Doppelabschlüsse optional
All in English
Praktika | Top Ranking
Internationale Dozenten
World TOP 50 Rank FT.com

3 ICN

INTERVIEW

4 ICN

ZULASSUNG
ANMELDUNG

IHRE VORTEILE

„In den 20 Jahren, in denen ich als Associate Professor für Politische Ökonomie an der ICN Business School tätig bin, hat mir immer wieder gefallen, wie es dieser renommierten französischen Business School gelungen ist, über die Jahre hinweg akademische Seriosität, exzellenten Praxisbezug, bemerkenswerte Studentenbetreuung und den Mut zur Kreativität erfolgreich miteinander zu verbinden.“

Prof. Dr. E.Gunter Schumacher,
Head of Departement Environnement des Affaires



Erlernen von Kompetenzen und Fähigkeiten für die Rolle als International Business Leader |

Ausbildung zu einem Experten der internationalen Wirtschaft mit excellenten Sprachkenntnissen |

Erlernen von Fähigkeiten, proaktive Managemententscheidungen zu treffen |

Studieren in mindestens 2 Ländern – Lernen sich in internationalen Teams zu bewegen |

Entwicklung des Verständnisses für Wirtschaft, Politik und Kultur nicht nur in der Theorie, sondern in den Ländern und Kulturkreisen vor Ort |

Stärkung der eigenen Persönlichkeit – Augenmerk auf persönliche Stärken und Schwächen |

Mit Spaß studieren durch Exkursionen und Begegnungen |

Studieren in Nürnberg: Nürnberg zählt zu den zehn größten Wirtschaftsregionen in Deutschland. |

Hier können Sie Ihr Studentenleben mit Kultur und Arbeit in weltweit führenden Unternehmen, wie Adidas, Puma, Schäffler, Siemens, GfK etc. verbinden |



4 WEGE IM ICN MASTER

FACTS

1

in english

1. +2. JAHR

ICN BUSINESS SCHOOL
NÜRNBERG

2

in english

2. JAHR

ICN BUSINESS SCHOOL
NANCY

MSC LUXURY & DESIGN MANAGEMENT
MSC IN INTERNATIONAL BUSINESS DEVELOPMENT
MSC INTERNATIONAL MANAGEMENT

3

in english

2. JAHR

ICN PARTNER UNIVERSITY

1 SEMESTER
INTERNATIONAL

2 SEMESTER
DOUBLE DEGREE

4

option

GAP YEAR
INTERNSHIP
PARTNER UNIVERSETY

Studiengänge



Master in Management
(Grande École)
Marketing &
Brand Management (ICN MSc)

Unterrichtssprache



Englisch

Studiendauer



2 Jahre (4 Semester)

Studienschwerpunkte



Finance, Insurance & Riskman
agement
Marketing & Brand Management

Studienbeginn



Jährlich zum Wintersemester
(Mitte September)

Ranking



50 World best Master in Manage
ment FT.COM

Akkreditiert



EQUIS, AMBA

Genehmigt



Staatlich Anerkannt durch das Fran
zösische Wissenschaftsministerium
Bayerisches Wissenschaftsministe
rium bestätigt.

PHD



möglich

KOMMILITONEN: „..COMING TO NÜRNBERG WAS A REAL OPPORTUNITY..“



“Due to the wonderful moments I shared in Nurnberg during my Bachelor time, it was for me a normal thing to go to Nuremberg again to do a Master Grande Ecole with the specialisation “Brand Management” which sounds like a very exciting challenge. I am very happy to be in class with students coming from United-States, Mexico, China, South Korea, Russia etc. It is a great experience for me to get in touch with international students and we share very good moments together!”

Adrian Girod
ICN Masterstudent WS 15/16



“I chose the International Brand Management program because it allows a singular view of marketing and more generally of the firm. Indeed, when we work on the base of company’s positioning or on brand base , we are able to understand the totality of the business strategy. This view is part of the ARTEM spirit and it is enforced by the Nurnberg’s frame. Evolving on this campus is a real advantage in order to consider the firm world with an international way. This program gives us the real key of the “creative thinking” in order to be a manager, who is able to have a global and unique point of view about the professional world.”

Rey Ysatis,
ICN Masterstudent WS 14/15



“I chose this ICN master to become a creative and multifunctional executive manager in an international brand. The professors and professionals are as interesting as the subjects they teach us are diversified. Being at ICN Business School, is learning to understand all the aspects of the business environment and to be an innovative leader of tomorrow.”

Paul Picaud,
ICN Masterstudent WS 14/15



“I wanted to go to ICN Business School because I really liked the fact that this school was creative oriented. It was important to me since I’m interested in art and fashion. I have also chosen ICN because of the Master in Design and Luxury management and for the partnership with the Fashion Institute of Technology in New York. Coming to Nürnberg this second year was a real opportunity because we are in a new environment, with new people and the classes are totally in English which is a bonus. In ICN, there is a real emphasis on team work and creativity that I really like a lot.”

Camille Chiflet,
ICN Masterstudent WS 14/15



ICN CAMPUS NÜRNBERG

1

Das Curriculum des Studiengangs ist international ausgerichtet und organisiert.

Die Studieninhalte sind auf Nachhaltigkeit und Breite angelegt, so dass Sie alle wirtschaftswissenschaftlichen Themen, die im Management internationaler Firmen notwendig sind, vertiefen.

Als zukünftige Fach- oder Führungskraft werden Sie somit den hohen Ansprüchen der globalen Wirtschaft gerecht. Gleichzeitig haben Sie im ICN Master in Management die Chance das breite Wissen durch eine Spezialisierung zu vervollständigen.

Frank-Andre Schlipp
Head of ICN Business School Campus Nürnberg

1. Semester

SEPTEMBER - DEZEMBER

FREE PREPERATION COURSE FOR NON OECONOMICS AND ENGLISH TRAINING

EXCURSIONS:

- 2015 European Managment Seminar, St Maxime
Daimler Benz, Sindelfingen
Audi AG Ingolstadt
INA Schaeffler AG, Herzogenaurach
- 2016 Adidas AG, Herzogenaurach
BMW München
- ...
- Austellungen & Museen
Kariere Events D/F
Firmen Messen

Module TOOLS & METHODS

IS Management
Business Environment
Data Analysis

MANAGEMENT I

Organisational behaviour
Intercultural Communication
Management Control

MANAGEMENT II

Strategic Marketing
Investment
and financing decisions
Cost Accounting

LANGUAGES

German, French

ECTS 30

EXECUTIVE UPGRADE

Luxury Fashion Brand
Automotive
Digital Leadership
Start Up Betriebsnachfolge

ARTEM ART SIENCE BUSINESS

ART, Event: Die Vernisage
ARTEM Workshop
-history between France and Germany
-Intercultural Management in the French-German context
-The role and place of both countries in the EU
-Visit of Museums, Court of Justice etc.
Project Management , Professional Skills



1ST. YEAR



ICN CAMPUS NÜRNBERG

Start of the integrated double degree in "International Marketing & Brand Management (MSC)"

2. Semester

JANUAR - MAI

Module
MANAGEMENT
Strategic Analysis
Risk & Company Valuation

MANAGEMENT 2
B2B and Services Marketing
Intercultural Management
Organisational design

LANGUAGES
German, French
Spanish, Chinesisch

INTERNATIONAL MARKETING & BRAND MANAGEMENT (MSC)

Consumption and behavior
-Consumer society
-Perception, symbols and meaning -Social context in UE

Advertising and value communication
-the Communication process
-Advertising

Public relations, Sponsorship, Event management
-Social media and e-communication

Branding
-Branding principles
-Brand equity measurement and management system
-Managing brands over time
-Managing budgets and management indicators
-provide sales, manage budgets mix, optimize the profitability

ARTEM ART SIENCE BUSINESS

French-German relationship
Current Challenges in both countries
Company visits
Seminar: Team spirit

ECTS 30

EXECUTIVE UPGRADE
Luxury Fashion Brand
Automotive
Digital Leadership
Start Up Betriebsnachfolge

FINANCE, INSURANCE & RISKMANAGEMENT

Principles of Risk Management and Banking
Principles of Risk Management and Insurance
Compliance, Governance and Law in Insurance





ICN CAMPUS NÜRNBERG

3. Semester

SEPTEMBER - DEZEMBER

INTERNATIONAL MARKETING AND BRAND MANAGEMENT (MSC)

Brand effectiveness
-Category Management
-Customer relationship Management
-Dashboards

Digital media and global communications
-E-commerce
-Website analysis and evaluation
-Mobile marketing and social media

Designing and managing a communication campaign
-Event planning, sponsorship and public relations
-Store and display Design

Budget of a campaign

Market Analysis
-Data Analysis of distributor and consumer panels
-trend Analysis

Module

MANAGEMENT
Risk Management
Strategic Management
Managing early growth
and performance
Leadership
Governance, Ethics

Module

ART, SCIENCE & BUSINESS
Art, Sciences, Business
Research Methodology
Challenge ARTEM

SPECIALISATION

FINANCE, INSURANCE & RISKMANAGEMENT

Financial Crisis and Contagion

Advanced Topics in Insurance

Quantitative Risk Modelling

Financial Modelling and Research Methods

ECTS

30

EXECUTIVE UPGRADE

Luxury Fashion Brand
Automotive
Digital Leadership
Start Up Betriebsnachfolge



ICN CAMPUS NÜRNBERG

ADDITIONAL COURSES FOR THE DEGREE IN
INTERNATIONAL
MARKETING & BRAND MANAGEMENT (MSC)

4. Semester

JANUAR - MAI

(MSC) INTERNATIONAL MARKETING & BRAND MANAGEMENT

Brand Management and Intellectual Property
-Protection and defense of intellectual property
-New product, creation and Risk Management
-Fight against counterfeiting

Brand in Luxury Sectors
-Fashion -Leather and Accessories -Watches and Jewels
-Wines and Spirits -Perfume and Cosmetics

Brand in other sectors
-Automotive/cars -Hospitality -Foods

Financial Evaluation of brands
-The cost of brands
-The cost to change a brand

Manage the transition from local brand to global brand and
basics of Exportation
-Local brand and global brand -Export costs -Prospection Insurance
Policy -Countries ranking -Incoterms -Licencies risks

Sustainable Brands and Ethics
-Sustainable Brands and Sustainable Luxury
-Brand Management in crisis

Research methodology for the Master thesis and oral presentation
of the master thesis

MASTER THESIS

15 ECTS

SEMINAR

INTERNSHIP
9 Monate gesamt

ECTS 30

ECTS GESAMT 120



2ND. YEAR



ICN CAMPUS NANCY/METZ

2

in english

3. Semester
4. Semester

MSC LUXURY AND DESIGN MANAGEMENT

MSC IN INTERNATIONAL BUSINESS DEVELOPMENT (IBD)

MSC IN INTERNATIONAL MANAGEMENT - (MIEX)

ICN PARTNER UNIVERSITY

3

3. Semester

CAMPUS NÜRNBERG/NANCY/METZ

4. Semester

140 INTERNATIONALE
ICN PARTNERUNIVERSITÄTEN 51 LÄNDER

4

in english

3. Semester
4. Semester

DOPPELABSCHLUSS:

MASTER UNIVERSIDAD ARGENTINA DE LA EMPRESA UADE - ARGENTINE
LAUREA UNIVERSITÀ DEGLI STUDI DI BOLOGNA - ITALIE
MBA DUQUESNE UNIVERSITY - USA
MASTER OF SCIENCE GEORGIA TECH - ATLANTA - USA
MBA INDIANA UNIVERSITY OF PENNSYLVANIA - USA
MBA UNIVERSITÉ DE LAAL - CANADA
MBA HANYANG UNIVERSITY BUSINESS SCHOOL - SÜD KOREA
MSC SUNG KYUN KWAN UNIVERSITY (SKKU) - SÜD KOREA
MASTER SOUTHWEST JIAOTONG UNIVERSITY CHENGDU - CHINA
MASTER CENTRAL CHINA NORMAL UNIVERSITY WUHAN - CHINA
MASTER CHINA UNIVERSITY OF GEOSCIENCES WUHAN - CHINA
MASTER SOUTHWESTERN UNIVERSITY OF FINANCE AND ECONOMICS - CHINA
MASTER UMEA UNIVERSITET - SWEDEN
MASTER WILHELMS UNIVERSITÄT MÜNSTER - DEUTSCHLAND
MASTER NAGOYA UNIVERSITY OF COMMERCE AND BUSINESS - JAPAN

ALGERIA
- EFTG ECOLE DE GESTION – ALGER

GERMANY
- EUROPA UNIVERSITÄT VIADRINA - FRANKFURT
ODER
- FACHHOCHSCHULE NÜRNBERG - NÜRNBERG
- FACHHOCHSCHULE NÜRTINGEN - NÜRTINGEN
- HHL GRADUATE SCHOOL OF MANAGEMENT -
LEIPZIG
AACSB
- HOCHSCHULE DÜSSELDORF - DÜSSELDORF
- UNIVERSITÄT MANNHEIM - MANNHEIM
AACSB/AMBA/EQUIS
- UNIVERSITÄT DES SAARLANDES - SAARBRÜCKEN
- UNIVERSITÄT TRIER - TRIER
- UNIVERSITÄT OF COLOGNE, FACULTY OF MANAGE-
MENT,
ECONOMICS AND SOCIAL SCIENCES - KÖLN
EQUIS
- WISSENSCHAFTLICHE HOCHSCHULE FÜR
UNTERNEHMENSFÜHRUNG - KOBLENZ
AACSB/EQUIS
- WESTFÄLISCHE WILHELMS - UNIVERSITÄT MÜNSTER
AACSB

ARGENTINA
- UNIVERSIDAD D'ARGENTINA DE LA EMPRESA -
BUENOS AIRES

AUSTRALIA
- SOUTHERN CROSS UNIVERSITY – LISMORE
- MURDOCH UNIVERSITY – MURDOCH
- CANBERRA UNIVERSITY – CANBERRA

AUSTRIA
- KARL-FRANZENS-UNIVERSITÄT – GRAZ

BELGIUM
- HAUTES ÉTUDES COMMERCIALES – LIÈGE
EPAS
- INSTITUT CATHOLIQUE DES HAUTES ÉTUDES
COMMERCIALES - BRUXELLES

BRAZIL
- FACAMP POS GRADUACAO - CAMPINAS
- UNIVERSIDAD DE SAO PAULO – SAO PAULO
- UNIVERSIDADE FEDERAL DO RIO GRANDE DO SUL -
PORTO ALEGRE

CAMBODIA
- NATIONAL UNIVERSITY OF MANAGEMENT - PHNOM
PENH
- UNIVERSITY OF PUTHISAstra - PHNOM PENH

CANADA
- ACADIA UNIVERSITY - WOLFVILLE - NOVA SCOTIA
- ÉCOLE DES HAUTES ÉTUDES COMMERCIALES -
MONTREAL
AACSB/AMBA/EQUIS
- UNIVERSITÉ DE SHERBROOKE - SHERBROOKE
- UNIVERSITÉ DE LAVAL - QUÉBEC
AACSB/EQUIS
- UNIVERSITÉ DU QUÉBEC - TROIS-RIVIÈRES
- UNIVERSITÉ DE MONCTON – MONCTON
- UNIVERSITÉ DU QUÉBEC - MONTRÉAL
- CARLETON UNIVERSITY - OTTAWA
AACSB
- UNIVERSITY OF REGINA - SASKATCHEWAN

CHINA
- CHINA UNIVERSITY OF GEOSCIENCES - WUHAN
- CHINA UNIVERSITY OF PETROLEUM - QINGDAO
- CENTRAL CHINA NORMAL UNIVERSITY - WUHAN
- EAST CHINA UNIVERSITY OF SCIENCE AND TECH-
NOLOGY ECUST - SHANGHAI
AMBA
- HONG KONG BAPTIST UNIVERSITY - HONG KONG
AACSB/AMBA/EQUIS
- HONG KONG POLYTECHNIC UNIVERSITY,
FACULTY OF BUSINESS - HONG KONG
AACSB
- SHAANXI NORMAL UNIVERSITY, SCHOOL OF INTER-
NATIONAL BUSINESS - XI'AN CITY
- SICHUAN AGRICULTURAL UNIVERSITY - YA'AN CITY
- SICHUAN UNIVERSITY - CHENGDU
- SOUTHWEST JIAOTONG UNIVERSITY - CHENGDU
- SOUTHWESTERN UNIVERSITY OF FINANCE
AND ECONOMICS - CHENGDU
EQUIS
- UNIVERSITY OF BINZHOU - BINZHOU
- UNIVERSITY OF MACAU - MACAU
- UNIVERSITY OF QINGDAO BINHAI - QINGDAO

CHILE
- PONTIFICIA UNIVERSIDAD CATOLICA DE CHILE -
SANTIAGO
AACSB/EQUIS

COLOMBIA
- UNIVERSIDAD DE LOS ANDES - BOGOTA
AACSB/AMBA/EQUIS

SOUTH KOREA
- CHUNG-ANG UNIVERSITY – SEOUL
- HANKUK UNIVERSITY FOR FOREIGN STUDIES -
SEOUL
- HANYANG UNIVERSITY BUSINESS SCHOOL - SEOUL
AACSB
- KYUNGPOOK NATIONAL UNIVERSITY, SCHOOL OF
BUSINESS - DAEGU
AACSB
- SUNG KYUN KWAN UNIVERSITY - SKKU
AACSB

SPAIN
- UNIVERSIDAD DE VALLADOLID
- UNIVERSIDAD DE SALAMANCA
- UNIVERSIDAD COMPLUTENSE DE MADRID
- UNIVERSIDAD PONTIFICIA COMILLAS DE
MADRID (ICADE)
- UNIVERSIDAD CARLOS III – MADRID
AMBA
- UNIVERSIDAD DE BARCELONA
- UNIVERSIDAD AUTÓNOMA DE MADRID
- UNIVERSIDAD DE SEVILLA
- UNIVERSIDAD POLITÉCNICA DE VALENCIA
- UNIVERSIDAD SANTIAGO DE COMPOSTELA

DENMARK
- AARHUS UNIVERSITY - AARHUS
AACSB/AMBA/EQUIS
- COPENHAGEN BUSINESS SCHOOL - COPENHAGEN
AACSB/AMBA/EQUIS

SCOTLAND
- HERIOT-WATT UNIVERSITY – EDIMBOURG

UNITED STATES
- BOISE STATE UNIVERSITY – BOISE (IDAHO)
AACSB
- BLOOMSBURG UNIVERSITY – BLOOMSBURG
AACSB
- CARNEGIE MELLON UNIVERSITY – PITTSBURGH
AACSB
- CALIFORNIA STATE UNIVERSITY – NORTHBRIDGE
AACSB
- DUKE UNIVERSITY - DURHAM
AACSB
- DUQUESNE UNIVERSITY - PITTSBURGH
AACSB
- EASTERN MICHIGAN UNIVERSITY – YPSILANTI
AACSB
- FASHION INSTITUTE OF TECHNOLOGY - NEW-YORK
- GEORGIA TECH - ATLANTA
AACSB
- ILLINOIS STATE UNIVERSITY – BLOOMINGTON
AACSB
- INDIANA UNIVERSITY OF PENNSYLVANIA
AACSB
- ROGER WILLIAMS UNIVERSITY – BRISTOL, RHODE ISLAND
AACSB
- UNIVERSITY OF CENTRAL FLORIDA – ORLANDO
AACSB
- UNIVERSITY OF CINCINNATI - CINCINNATI
AACSB
- UNIVERSITY OF NORTH DAKOTA – GRAND FORKS
AACSB
- UNIVERSITY OF VERMONT - BURLINGTON
AACSB
- UNIVERSITY OF WASHINGTON - SEATTLE
AACSB

FINLAND
- UNIVERSITY OF VAASA
EPAS
- UNIVERSITY OF APPLIED SCIENCES - TURKU
- UNIVERSITY OF HELSINKI

GABON
- BGFI BUSINESS SCHOOL (BBI) - LIBREVILLE

GREECE
- ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS
AMBA

HUNGARY
- IBS BUDAPEST - BUDAPEST

INDIA
- ICFAI UNIVERSITY – HYDERABAD
- INDIAN INSTITUTE OF MANAGEMENT – INDORE
- INDIAN INSTITUTE OF MANAGEMENT - KOZHIKODE
AMBA
- INSTITUTE OF MANAGEMENT TECHNOLOGY - HYDERABAD

IRELAND
- UNIVERSITY COLLEGE – DUBLIN
AACSB/AMBA/EQUIS

ISRAEL
- NETANYA COLLEGE – NETANYA

ITALY
- UNIVERSITÀ DI FIRENZE – FLORENCE
- LIBERA UNIVERSITÀ INTERNAZIONALE DEGLI STUDI
SOCIALI (LUISS) - ROME
EQUIS
- UNIVERSITÀ DEGLI STUDI DI BOLOGNA - BOLOGNE
- UNIVERSITÀ DEGLI STUDI DI TORINO – TORIN
- UNIVERSITÀ CATTOLICA DEL SACRO CUORE - MILAN

JAPAN
- UNIVERSITÉ DE MEIJO – NAGOYA
- RITSUMEIKAN UNIVERSITY – KYOTO
- NAGOYA UNIVERSITY OF COMMERCE AND BUSINESS -
NAGOYA
AACSB/AMBA

LEBANON
- UNIVERSITÉ SAINT JOSEPH – BEYROUTH

LITHUANIA
- VILNIUS GEDIMINAS TECHNICAL UNIVERSITY

LUXEMBOURG
- UNIVERSITY OF LUXEMBOURG - LUXEMBOURG

MALAYSIA
- PUTRA BUSINESS SCHOOL - SERDANG

MOROCCO
- I.S.C.A.E CASABLANCA

MEXICO
- UNIVERSIDAD LA SALLE - MEXICO
+ CAMPUS CANCUN, CUERNAVACA, PACHUCA
- ITESM MONTERREY – MONTERREY
+ CAMPUS CUERNAVACA, GUADALAJARA, MEXICO CITY
AACSB/AMBA/EQUIS
- UNIVERSIDAD DE LAS AMÉRICAS – PUEBLA
- UNIVERSIDAD TEC MILENIO - MEXICO

NORWAY
- MOLDE UNIVERSITY COLLEGE - MOLDE

NETHERLANDS
- HANZE POLYTECHNIC GRONINGEN
- RADBOUD NIJMEGEN UNIVERSITY

PERU
- UNIVERSIDAD SAN IGNACIO DE LOYOLA – LIMA

POLAND
- WEST POMERANIAN BUSINESS SCHOOL - SZCZECIN
- INTERNATIONAL SCHOOL OF LOGISTICS AND
TRANSPORTATION - WROCLAW
- WARSAW SCHOOL OF ECONOMICS (SGH) - WARSAW

International Partner Universities



Aktuell unter:
icn-groupe.fr/en/icn-international/international-partners

International Relations Office
Foreign Students
+33 (0)3 54 50 25 25

PORTUGAL
- FACULDADE DE ECONOMIA DA UNIV. COIMBRA
- INSTITUTO SUPERIOR DE CIÊNCIAS DO TRABALHO
E DA
EMPRESA - LISBOA
AMBA
- UNIVERSIDADE DO PORTO - PORTO

CZECH REPUBLIC
- UNIVERSITY OF ECONOMICS AND MANAGEMENT
VSEM -
PRAGUE

RUSSIA
- ECONOMIC ACADEMY G. PLEKHANOV – MOSCOW
AMBA
- MGIMO UNIVERSITY - MOSCOW

SENEGAL
- GROUPE SUP DE CO DAKAR - DAKAR

SLOVENIA
- UNIVERSITY OF LJUBLJANA – LJUBLJANA
AACSB/EQUIS

SWEDEN
- LULEÅ UNIVERSITY OF TECHNOLOGY - LULEÅ
- UMEA UNIVERSITET - UMEA
- LINNAEUS UNIVERSITY – CAMPUS VÄXJÖ
- UPPSALA UNIVERSITY – UPPSALA

SWITZERLAND
- ZHAW SCHOOL OF MANAGEMENT AND LAW - WIN-
TERTHUR
AACSB

SWITZERLAND
- ZHAW SCHOOL OF MANAGEMENT AND LAW - WIN-
TERTHUR
AACSB

TAIWAN
- NATIONAL CHENG KUNG UNIVERSITY COLLEGE OF
MANAGEMENT - TAINAN CITY
AACSB
- YUAN ZE UNIVERSITY, COLLEGE OF MANAGEMENT -
ZHONGLI CITY
AACSB

THAILAND
- MAHIDOL UNIVERSITY – BANGKOK
- BURAPHA UNIVERSITY – CHONBURI
- DHURAKIJPUNDIT UNIVERSITY – BANGKOK
- THAMMASAT UNIVERSITY – BANGKOK
EQUIS

TUNISIA
- ÉCOLE CENTRALE SUPÉRIEURE PRIVÉE DE DROIT ET
DE GESTION DE L'UNIVERSITÉ CENTRALE - TUNIS



SCHWERPUNKT



(MSC) INTERNATIONAL MARKETING & BRAND MANAGEMENT

International Brand Management is simply the reference source for senior strategists, positioning professionals and post-graduate students designed for the future of the European economy.

The specialization 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. With additional courses and internships the students could enter the program "ICN MSc in International Marketing and Brand Management" in addition to the "ICN Master in Management" (ICN Grande Ecole)

The program provides a strong foundation in 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.
Learning issues

Due to the interest in this specialization, applicants.

- + Should have a strong interest in marketing, brand management related subjects
- + Should be willing to participate during the courses and should be involved in all the activities offered in the program.
- + Should have a high English language level (written and spoken). A certificate might be requested.
- + Should have a thorough knowledge of the basics of statistics (descriptive and inferential statistics and probability theory)

„Als Dozent schätze ich es sehr, wenn sich die Studentinnen und Studenten in meinen Vorlesungen aktiv beteiligen. Wir schaffen so eine Kultur von kritischem und zukunftsorientiertem Denken - denn das ist ein Grundstein des Modernen Marketings. Die Lehre an ICN Business School, ermöglicht persönliche Betreuung jedes einzelnen Studenten. Ich schätze es sehr in diesem Umfeld, wo der Geist der Innovation lebt und persönliches Engagement honoriert wird, zu arbeiten.“

Norbert Barnikel
Dozent International Brand Management
Studiengangsleiter Digital Leadership





SCHWERPUNKT

FINANCE, INSURANCE & RISK MANAGEMENT



Scientific coordinator:
Dr. rer. pol. Stefan Stöckl

In the aftermath of the recent financial crisis and against the background of the current low interest rate policy of the European Central Bank, most organizations in finance are facing a lot of challenges and therefore, are undergoing major changes. These organizations are actively seeking post-graduates who are disciplined in finance, especially in insurance and risk management.

The specialization is designed for students who want to work in the areas of finance and insurance both in the public and private sectors as for example risk managers, asset managers, etc. In addition, the specialization also deals with the basics of banking and risk management and therefore, it is also possible to work in the banking sector afterwards.

In detail, on the one hand the specialization deals with the necessary theoretical and institutional basics. On the other hand specific topics in insurance and risk management are subject of the specialization. In this connection, there is a focus on topics like compliance, governance and law as well as risk management in insurance. Beside this, the specialization also includes lectures dealing with research methods.

Furthermore, all lectures are given in English. Therefore, the students should have a good command of English. The level of English will be checked by either an available TOEFL or an internal English test. In addition, students should be familiar with the basics of stochastic (descriptive statistics, probability theory and inferential statistics). Nevertheless, the necessary principles are repeated at the beginning of the respective lectures and/or in remedial courses at the beginning of each semester. In general, teaching will combine interactive lectures, accompanied by PowerPoint presentations, case studies and exercises.

In case of any further questions, please do not hesitate to contact Professor Stefan Stöckl.

Stefan Stöckl has been an Associate Professor of Accounting and Finance at ICN Business School since April 2014.

After training as a qualified bank official and studying Business Administration majoring Finance and Banking, Audit and Controlling as well as Economics of the Health System at the University of Augsburg/Germany from 2002 to 2006 he was awarded a doctorate (Dr. rer. pol.) by Prof. Dr. Manfred Steiner at the University of Augsburg in 2009 (mark "summa cum laude").

After that, he worked as an Assistant Professor at the FIM Research Center at the University of Augsburg from 04/2010 to 09/2012.

Moreover, he represented both the chair of Corporate Finances and the chair of Finance at the University of Konstanz as a Stand-in Professor from 10/2012 to 03/2014. Furthermore, he successfully completed a visiting scholarship at the Erasmus School of Law (Erasmus University Rotterdam).

Amongst others, he gives/gave lectures entitled Advanced Corporate Finance, Environmental Economics, Investment Analysis, Managerial Finance, Principles of Economics and Stochastics.

His research and teaching interest include the main topics Accounting and Finance, especially Corporate Finances, Capital Markets, International Finance, Management and Financial Accounting as well as Accounting Standards (IFRS, US-GAAP). This specialization is designed for students who want to work in the areas of banking and insurance both in the public and private sectors.



UNIVERSITY OF EXCELLENCE FRANCE GRANDE ÉCOLE

DIE 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 École Absolventen 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.

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).

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.

2006 ICN Campus Nürnberg starts working.

ICN in Zahlen

2700 Student

800 Internationale Studenten

50 Studenten Initiativen

12,000 Alumni

Faculty and Administration :

70 Vollzeit Professoren

60 Gastprofessoren

300 Business Professionals

90 Administration

Partnership and Infrastructures :

4 Campus
France, Nancy and Metz,
Germany, Nuremberg
China, Chengdu

145 Internt. Partener Universitäten

51 Länder



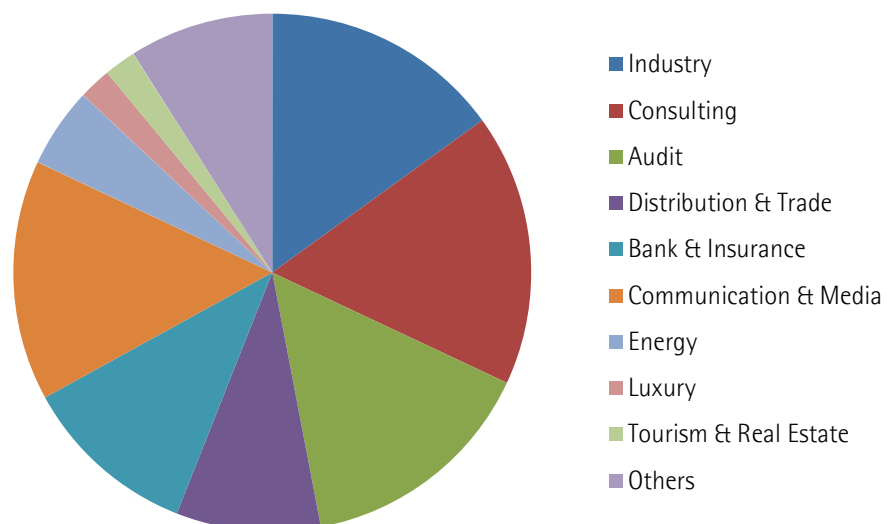
ICN BUSINESS SCHOOL SURVEY

Survey ICN Graduates 2015

91,9 % von 100 % ICN Absolventen nahmen an der Erhebung teil.

Result:

1. 91,9% traten ihre Stelle in weniger als 4 Monate an.
2. 64,6% unterschrieben den Arbeitsvertrag vor dem Masterabschluss.





MASTER IN MANAGEMENT ICN ALUMNIES

ICN
ranking

Financial Times
World best
Master
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ICN 2015
50 Top of the
World



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, PRICEWATER-HOUSECOOPERS, LUXEMBOURG

GUILLAUME BRUNIER, PROMO 2001, PRODUCER, UBI SOFT ENTERTAINMENT, CHINA

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





STUDIENGEBÜHREN

Gesamt: 18.900 €

Pro Semester: 4725,00 Euro

ICN Business School

Monatlich: 787,50 Euro

Genemigt durch das Französische
Wissenschaftsministerium in Paris

Zzgl. Immatrikulationsgebühren 75,00 Euro

Incl. aller Vorlesungen und Prüfungen

Genemigt durch das Bayrische Wis-
senschaftsministerium in München

Zzgl Leben, Wohnen, Bücher, Laptop



INTERVIEW



Prof. Dr. Gérald DUFFING
Directeur du Programme, ICN Grande École

The Master in Management (Grande École Degree) program trains tomorrow's professionals to be able to perform across the boundaries between management and other disciplines. Students receive a thorough grounding in management disciplines. This gives them the confidence to confront, after many experiences both in the classroom and off-campus, a wide range of challenging and unique situations to which they will be asked to provide innovative solutions.

Teaching methodology on the Grande École Degree seeks to develop in students the ability to be creative and innovative, and be fully aware of the consequences of the decisions they take. To achieve this, action is put at the center of the learning process.

Student associations, projects, working with students from other disciplines, internships and study periods abroad ... are just some of the tools which students will be able to use to develop their professional profile. Throughout this learning process, students will have the opportunity to develop skills in the area, or areas, of their personal choice. In this way each student can, step by step, prepare his or her career plan, helped by a personal tutor who accompanies students from the moment they enter the School.

The ICN Grande École Degree - Master In Management - is fully recognised by the French Ministry of Higher Education & Research (Visa, and Master Level).



WIR FREUEN UNS MIT IHNEN GEMEINSAM DEN WEG IN
INTERNATIONALEN MANAGEMENT KARRIERE ZU GEHEN.

“

Frank-Andre Schlipp
Head of ICN Business School Campus Nürnberg



Aufbau und inhaltliche Struktur des Studienganges orientieren sich an den zeitgemäßen Anforderungen aus Wirtschaft und Gesellschaft für den akademischen Nachwuchs. Nur eine Verknüpfung aus hochwertiger wissenschaftlicher und pragmatischer Lehre, die sich sowohl in den Studieninhalten wie auch dem Erfahrungshintergrund der Lehrenden ausdrückt, kann die Grundlage für einen perspektivischen Berufseinstieg, eine breite und qualitative Entwicklung sichern.

Das zu vermittelnde Fachwissen steht an erster Stelle, und gleichzeitig sind die Studierenden in einen Kontext ergänzender, optionaler allgemeiner Bildungsinhalte, wie Philosophie, Politikwissenschaften, Soziologie, Kunst oder Psychologie gestellt. Bildungs- und Karriereforschung zeigen, dass Fachbildung ohne Bezüge zu einer umfassenderen Breitenbildung zu einseitig und unflexibel ist, ja, dass nur über solche Verknüpfungen das Interesse für „lebenslanges Lernen“ in und mit der Berufswelt Perspektive hat.

Unsere Studierende starten sicher und perspektivisch in ihre berufliche Zukunft, durch die Lehre in kleinen Gruppen, persönliche Förderung und den permanenten Dialog zwischen den Studierenden und Dozenten. Die Einbindung von Unternehmensverantwortlichen unterschiedlichster Branchen und Funktionen in studienbegleitende Kommunikation zu praxisrelevanten Themen, lässt Studierende lernen und reifen, ihre Ideen teilen und neue Richtungen erkennen.

Unsere zusätzlichen Vertiefungen zum regulären Studium eröffnen weitere Chancen im Berufsleben.

Wir freuen uns auf ein umfassendes Gespräch mit jedem Interessierten.

André Schlipp

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STUDIUMS ZU BEGLEITEN

