

**ESC**  
CLERMONT

**BUSINESS  
SCHOOL**

**MASTER**

# MASTER IN MANAGEMENT

**BAC+5 • MASTER'S DEGREE**



CONFÉRENCE DES  
GRANDES  
ÉCOLES



**AACSB**  
ACCREDITED



ASSOCIATION  
of **AMBA**  
ACCREDITED



# EDITORIAL

## THE FUTURE IS YOURS

We live in turbulent times and the outlook for the future means we need to rethink how we live and reconsider our models. Everywhere in the world today, a generation is emerging driven by a new force and the desire to change society, organisations and the world as a whole. This generation is you.

We offer an internationally accredited course endorsed by the French State on the basis of precise and verified criteria.

It has recently evolved to focus on three key objectives:

- To provide you with the knowledge and skills you need to secure a first job at the best possible level, as well as to enjoy a long, rich and dynamic career;
- To help you grow as individuals thanks to an à la carte course tailored to you, combining what you like and what will be useful to you professionally;
- To enable you to contribute, in your own way, to a better world, by becoming responsible future managers and entrepreneurs with a full understanding of social, environmental and digital issues.

This requires a school like ours to broaden its horizons to other fields and inspirations. This includes input from the applied arts and design, as well as from the human and social sciences and from technical and digital culture.

This course is therefore based on a twofold approach: acquiring the knowledge to be able to take decisions, of course, but also experimenting, testing and applying what you learn!

Lastly, the advantage of this course is that it is provided by a school on a human scale, where support is key, in a dynamic region with economic partners of all sizes and unique expertise.

By giving you maximum opportunities on an à la carte course designed to make you operational, creative and useful for the world, the goal of our school is to help build a future for all, thanks to you.

The future is yours.



**Sébastien Douaillat**  
Director of Master  
programmes (MIM and MSc)

- Head of the Business Intelligence specialisation
- Researcher at CleRMA, Clermont Research Management

# SCHOOL FOR LIFE SINCE 1919

Since its creation, our school has formed part of the network of Grandes Ecoles

- It is a member of the Conference of Grandes Ecoles, which includes 227 Grandes Ecoles (engineering, management, architecture, design, political science institutes, etc.), all accredited by the State and awarding Master's degrees. The French system of Grandes Ecoles is unique in the world.
- It has the highest recognition at the national level for its Bachelor's and Master's degrees, accredited by the Ministry of Higher Education, Research and Innovation (MESRI).
- It is recognised at the international level thanks to its three international accreditations, which validate the quality of teaching, research and the professionalisation aspects of its programmes.
- Lastly, ESC Clermont BS is associated with the University of Clermont Auvergne (UCA) and shares with UCA the Clermont Research Management laboratory (CleRMA).

## DISTINCTIVE SIGNS

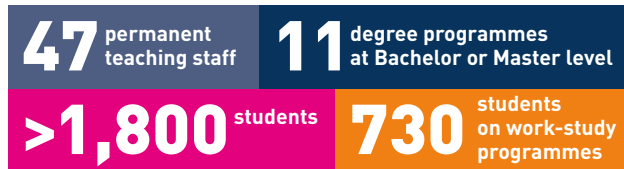


# A DYNAMIC SCHOOL

## NEW EXPERTISE

Over the last few years, ESC Clermont BS has successfully developed new sectors of expertise and new courses. Its three sector specialisations, Sport Business, Retail Management and Sustainable Mobility, correspond to real issues within the region, with an international focus and impact. At the same time, the School has created innovation specialisations in Business Intelligence, Supply Chain, Digital Marketing, Finance, HR and Sustainable Development. The sector ranking drawn up by Up2School (Major Prépa – Business Cool) places ESC Clermont BS:

- No. 2 in Sport Management
- No. 2 in Business
- No. 3 in Sustainable Development Management
- No. 4 in Data Science and Big Data
- No. 8 in Digital Marketing



## INCREASING INTERNATIONAL DEVELOPMENT

In the space of 18 months, the School has obtained two strategic accreditations: EFMD Bachelor followed by AMBA. With the AACSB obtained in 2006, it holds three accreditations and is therefore in the top 1% of BS worldwide. This new positioning has enabled it to:

- increase the proportion of its international students from 20% to 30%
- recruit new top-level teaching and research staff in September 2021, 80% of whom are international
- sign new partnership agreements with prestigious universities in the United States and Australia, in particular.

## NEW OFFERS

The development of work-study programmes, the creation of new Bachelor and Master level courses and specialised courses and the development of double degrees have enabled it to reach a critical size, while retaining its human scale.

Courses launched in 2020 and 2021: MSc Purchasing and Supply Chain Management, MSc Transforming Mobility (with Sigma), MSc Strategy & Design for the Future (with Strate Design School), Bachelor in Digital Communication and E-Business



## CAMPUS TRUDAINE XL

This is the code name given to the expansion of our campus ideally situated in the city centre, on Boulevard Trudaine. **A change of scale beginning this year, with an additional 3,000 m2, seamlessly integrated.**

- An emblematic campus in the city centre, attractive and pleasant to live in.
- A teaching environment conducive to learning in all its forms
- A campus facilitating generational and cultural diversity
- An entrepreneurial philosophy, uniting us internally and with those around us
- A proactive campus with regard to environmental standards

# TODAY, IT'S TIME TO MAKE SENSE

The countdown has begun. You have the next few years to find your path, develop your project, test your experience, know yourself and better understand the world of tomorrow.



## **MAKE SENSE**

**Leitmotiv. invariable.**

1. The state of mind of those who strive for a better world.
2. The guiding principle that will give meaning to each of your choices.

# FINDING YOUR PATH MEANS THINKING ABOUT...

## WHAT YOU LIKE DOING

**T**his no doubt seems the easiest question to answer... In effect, by now you know what you like doing among everything you have already tried. But what about trying out new things to expand the scope of what is possible?

By multiplying your experiences, projects, major and minor subjects, meetings with professionals and experiences abroad, and by working with concrete tools, you will be better placed to make the right choices.

## WHAT YOU ARE SUITED FOR

**B**eing fulfilled in your work means finding the right balance between pleasure, usefulness and compatibility. One thing is for sure, we are not all suited to the same professions and we will not all flourish in the same activities. The aim is to discover your professional personality in order to make the right choices, give the very best of yourself, radiate positive energy, rally others around you and be fully committed.



## WHAT THE WORLD NEEDS

**T**he world is changing quickly, things are increasingly uncertain and the collective challenges facing us are colossal. Anticipating the future and having an excellent grasp of global climate and geopolitical issues is now essential. As is coming up with new models, thinking outside the box to design new solutions for the future and being useful to the world of tomorrow.

**OUR À LA CARTE COURSE AND THE SUPPORT  
OF THE CAREERLAB WILL HELP YOU FIND  
YOUR PATH, YOUR MAKE SENSE...**

# A LA CARTE COURSE

## PRE-MASTER

ADMISSION > Prepa / Post Bac+2 entrance exam / SBHN

SEMESTER 1

SEMESTER 2

INTERNSHIP

CORE COURSE

FRENCH OR ENGLISH

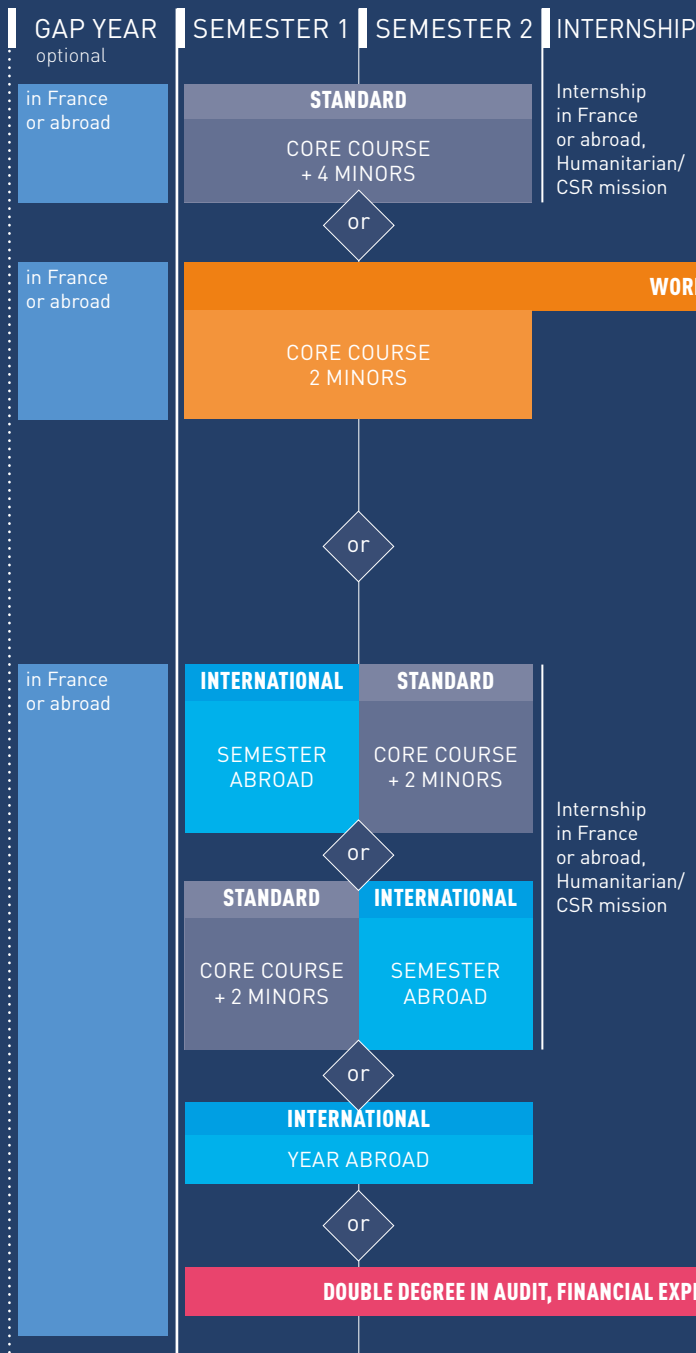
STUDENT ASSOCIATIONS

Internship in  
France or abroad,  
Humanitarian/  
CSR mission or  
Reception admissible



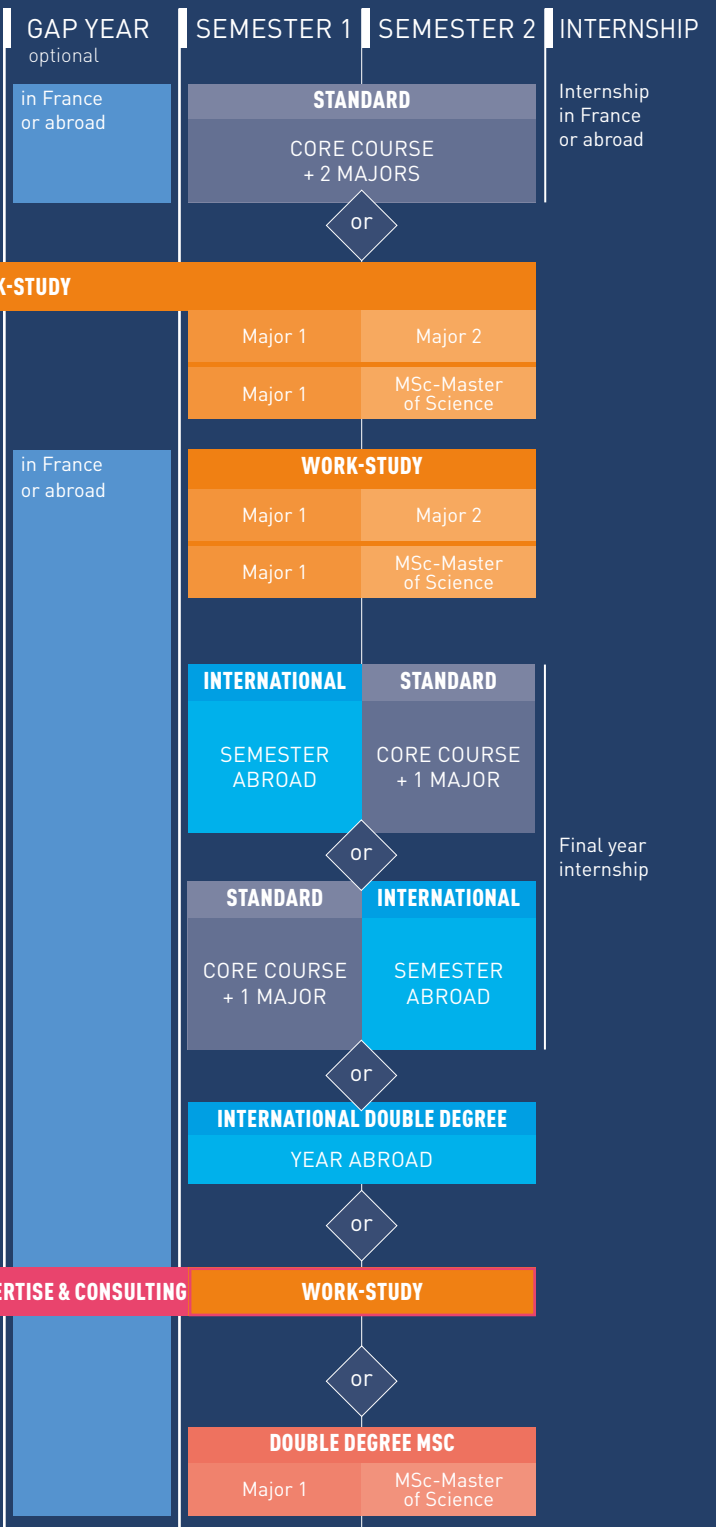
# MASTER 1

ADMISSION > Bachelor ESC Clermont BS /  
Post Bac+3, +4 entrance exam / SBHN



# MASTER 2

ADMISSION > Engineer entrance exam / SBHN



**DESIGN YOUR COURSE**  
see following pages

## COURSE

# PRE-MASTER, A YEAR TO GET TO GRIPS WITH THE SUBJECT

## PRE-MASTER > progressive track or English track

### SEMESTER 1

#### BASICS OF MANAGEMENT

- Marketing
- Sales and negotiation techniques
- Introduction to finance
- Financial accounting
- Human resources management
- Digital and graphic culture
- Ethics

#### LANGUAGES: FOREIGN LANG. 1 AND FOREIGN LANG. 2

- Business English
- Spanish/German/Italian language and culture

#### NEW WORLD FORUM

- Anticipating the world of tomorrow

#### CAREER LAB > MAKE SENSE WORKSHOP

- Developing your career plan

#### STUDENT ASSOCIATIONS

- Forum of associations
- Applications and integration

### SEMESTER 2

#### BASICS OF MANAGEMENT

- Marketing studies
- Sales and negotiation techniques
- Management accounting
- Management control
- Economy
- Law
- Human resources management
- Business strategy
- Organisational theory
- Quantitative methods
- Data processing (e-learning)

#### LANGUAGES: FOREIGN LANG. 1 AND FOREIGN LANG. 2

- Business English
- Spanish/German/Italian language and culture

#### CAREER LAB > MAKE SENSE WORKSHOP

- Valorising your studies and mastering job search tools

#### STUDENT ASSOCIATIONS

- Taking responsibility

### INTERNSHIP

internship /  
business  
experience /  
humanitarian  
project / reception  
Admissible



# STUDENT ASSOCIATIONS FOR ALL

→ discover the associations page 23

During the first few weeks, discover the different associations that already exist or propose the creation of a new association corresponding to one of your hobbies or interests. After the traditional WEI (Week-End of Integration), your integration into student life takes place as follows

- **Forum of associations:** discover and discuss with the associations
- **Applications:** 15 days to apply and attend interviews
- **Results:** the associations publish the lists of new members

## IMPORTANT

You can join 2 associations

## VERY IMPORTANT

The pre-master year is the ideal year to get involved, as you will have time to devote to student associations

# OPEN UP OPPORTUNITIES

With the Career Lab, you will quickly be able to get to work on your career plans.

- **The Make Sense workshops** will enable you to acquire job search methods, valorise your studies and showcase your personality.
- **Career events:** forums, jobdating and meetings with companies will enable you to discover jobs and industries.

## LISTEN SEE

The Sense Makers podcasts and the Game Changers conferences, to listen to and/or meet, at the School, individuals who are anticipating the future, breaking down barriers and building new models.



## VERY IMPORTANT

The New World Forum is a module which, right from the start of the year, will plunge you into the future to design the world of tomorrow.



## COURSE

# MASTERS 1 & 2, THE FUTURE IS YOURS

The Master in Management offers hundreds of possible combinations. Depending on your plans, how you want to start out in your career and where you see yourself in the long term, you can choose the minor and major modules and double degrees you need to make yourself employable.

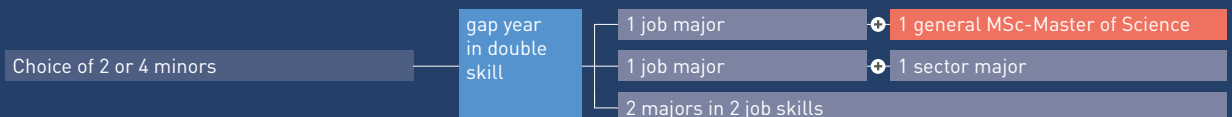
## MASTER 1 > progressive track or English track

GAP YEAR optional	CORE COURSE
Internships, semesters, Year, France or abroad	<ul style="list-style-type: none"> <li>English business communication</li> <li>Foreign lang. 2</li> <li>Quanti/quali methods</li> <li>Information system and digital innovation</li> <li>Make Sense workshop: <i>Establishing a motivated and coherent action plan for seeking internships and work-study contracts</i></li> </ul>
	2 OR 4 MINORS (CHOICE)
	<b>JOB MINORS</b> <ul style="list-style-type: none"> <li>Marketing and Negotiation</li> <li>Finance and Management Control</li> <li>Management and Human Resources</li> </ul> <b>CROSS-DISCIPLINARY MINORS</b> <ul style="list-style-type: none"> <li>International Strategy and Development</li> <li>Crisis and Change Management</li> <li>Corporate Governance</li> <li>Innovation and Entrepreneurship</li> </ul>

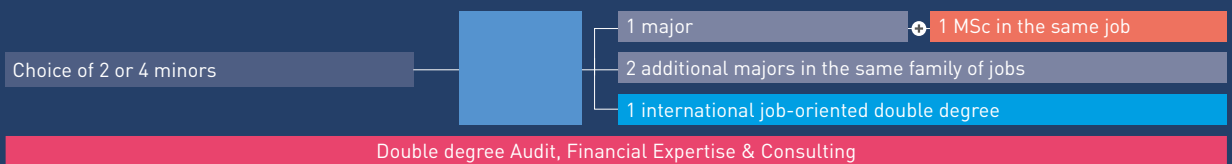
## MASTER 2

GAP YEAR optional	CORE COURSE
Internships, semesters, Year, France or abroad	<ul style="list-style-type: none"> <li>English culture and civilisation (French for English speakers)</li> <li>Scientific approach</li> <li>Managerial summary (career plan)</li> </ul>
	CHOICE OF MAJORS
	<b>JOB MAJORS</b> <ul style="list-style-type: none"> <li>E-Business Development</li> <li>Digital Design Manager</li> <li>Retail Management and Product Marketing</li> <li>Digital Marketing and Communication</li> <li>Business Intelligence</li> <li>Purchasing and Supply Chain Management</li> <li>Startup Culture &amp; Entrepreneurship</li> <li>Global Management</li> <li>Management Control</li> </ul>
	<ul style="list-style-type: none"> <li>Financial Engineering and Innovation in Finance</li> <li>HR Development and Mobility Support</li> </ul> <b>SECTOR MAJORS</b> <ul style="list-style-type: none"> <li>Sport Business</li> <li>Mobility: Business Models and Vehicles for the Future</li> <li>Banking</li> <li>Management of Health and Social Establishments</li> </ul>

### MULTI-COMPETENCE TRACK



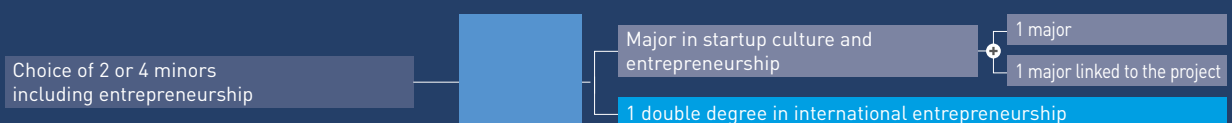
### EXPERT TRACK



### SECTOR-ORIENTED COURSES



### ENTREPRENEUR TRACK



### INTERNATIONAL TRACK



## MORE THAN 70 SPECIALISATIONS IN FRANCE WORLDWIDE, MORE THAN 70 WAYS OF DEVELOPING EXPERTISE.

There are many choices, for all projects and all tracks. Only international double degrees are not accessible for work-study contracts.

### JOB MAJORS

#### MARKETING, COMMUNICATION

##### → From Master 1 / Gap year

- Minor in Marketing and Negotiation
- BA in Marketing (English), *TEC of Monterrey, Monterrey, Mexico*
- BA in Communication and Communication Media (English), *TEC of Monterrey, Monterrey, Mexico*
- BA in Advertising and Marketing Communications (English), *TEC of Monterrey, Monterrey, Mexico*

##### → In Master 2

- Major in Retail Management and Product Marketing (English and French)
- Major in Digital Marketing and Communication (English or French)
- Major in Digital Design Manager (100% French)
- Maestria in Marketing (Spanish), *ICESI, Cali, Colombia*
- MSc in Marketing (English), *Florida International University, Miami, USA*
- Postgraduate Diploma in Digital Marketing (English), *University of California, Riverside, USA*
- MSc in International Marketing Management (English), *Robert Gordon University, Aberdeen, UK*

#### INTERNATIONAL BUSINESS, BUSINESS DEVELOPMENT

##### → From Master 1 / Gap year

- Minor in International Strategy and Development
- BA in International Business (English), *TEC of Monterrey, Monterrey, Mexico*

##### → In Master 2

- Major in E-Business Development
- Major in Digital Design Manager (French)
- MSc International Commerce & Digital Marketing
- MSc in International Business (English), *Robert Gordon University, Aberdeen, UK*
- Master in International Business (English), *ICMS, Sidney, Australia*
- Master in International Business (English), *CUEB, Beijing, China*
- Master in International Business (English), *Florida International University, Miami, USA*

#### DATA AND BI

##### → From Master 1 / Gap year

- BS Business Informatics, *TEC of Monterrey, Monterrey, Mexico*

##### → In Master 2

- Major in Business Intelligence (100% English)
- MSc Business Intelligence and Analytics (100% English)

#### PURCHASING / SUPPLY CHAIN

##### → In Master 2

- Major in Purchasing & Supply Chain Management (100% English)
- MSc Purchasing & Supply Chain Management (100% English)
- MSc Logistics & Supply Chain Management, *Florida International University, Miami, USA*
- Postgraduate Diploma in Global Logistics and Supply, *University of California, Riverside, USA*
- Postgraduate Diploma in Chain Management, *University of California, Riverside, USA*
- MSc Supply Chain Management, *Robert Gordon University, Aberdeen, UK*

#### ENTREPRENEURSHIP, INNOVATION

##### → From Master 1 / Gap year

- Minor in Innovation and Entrepreneurship
- In Master 2
- Major in Startup Culture and Entrepreneurship (100% French)
- Postgraduate Diploma in Entrepreneurship, *University of California, Riverside, USA*
- Certificado en Emprendimiento e Innovacion, *Universidad de Lima, Lima, Peru*

#### GLOBAL MANAGEMENT, GOVERNANCE

##### → From Master 1 / Gap year

- Minor in Change Management
- Minor in Corporate Governance
- In Master 2
- Major in Global Management
- Postgraduate Diploma in Leadership, *University of California, Riverside, USA*
- Postgraduate Diploma in Organizational Excellence, *University of California, Riverside, USA*
- MSc Leadership, *Robert Gordon University, Aberdeen, UK*

#### HUMAN RESOURCES

##### → From Master 1 / Gap year

- Minor in Management and Human Resources
- In Master 2
- Major in HR Development and Mobility Support (100% French)

#### FINANCE AND MANAGEMENT CONTROL

##### → From Master 1 / Gap year

- Finance and Management Control
- BA Financial Management, *TEC of Monterrey, Monterrey, Mexico*
- Master 2
- Major in Management Control (100% French)
- Major in Financial Engineering and Innovation in Finance (100% English or 100% French)
- MSc Corporate Finance and Fintech
- Maestria en finanzas, *ICESI, Cali, Colombia*
- MSc Finance, *Florida International University, Miami, USA*
- MSc Accounting, *Florida International University, Miami, USA*
- MSc Financial Management, *Robert Gordon University, Aberdeen, UK*

#### PROJECT MANAGEMENT

##### → Master 2

- MSc Project Management
- MSc Project Management, *Robert Gordon University, Aberdeen, UK*
- Postgraduate Diploma in Project Management, *University of California, Riverside, USA*

### SECTOR MAJORS

#### BANKING

##### → Master 2

- Major in Banking

#### MOBILITY, ENERGY

##### → Master 2

- Major in Mobility: Business Models and Vehicles for the Future (100% English)
- MSc Transforming Mobility
- MSc Energy Management, *Robert Gordon University, Aberdeen, UK*

#### SPORT MANAGEMENT

##### → In Master 2

- Major in Sport Business (100% French)
- Postgraduate Diploma in Sports Management, *University of California, Riverside, USA*

#### HOSPITALITY & TOURISM

##### → Master 2

- Postgraduate Diploma in Tourism & Hospitality Management, *University of California, Riverside, USA*
- MSc Tourism and Hospitality Management, *Robert Gordon University, Aberdeen, UK*

#### EVENT MANAGEMENT

##### → Master 2

- Postgraduate Diploma in Event Management, *University of California, Riverside, USA*

#### FASHION – LUXURY GOODS

##### → Master 2

- MSc Fashion Management, *Robert Gordon University, Aberdeen, UK*

#### REAL ESTATE

##### → Master 2

- MSc Real Estate, *Florida International University, Miami, USA*

#### HEALTH

##### → Master 2

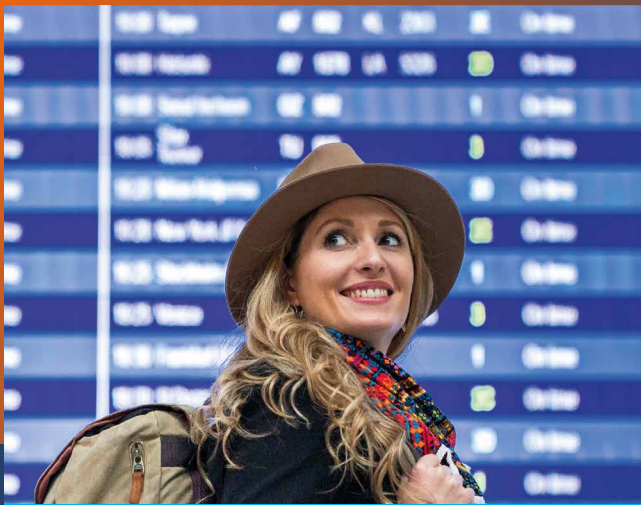
- Major in Management of Health and Social Establishments

### MBA

- *Solbridge, Daejeon, South Korea*
- *Florida International University, Miami, USA*
- *Universitas Gadjah Mada, Yogyakarta, Indonesia*
- *University of Moncton, Moncton, Canada*
- *Universidad de Oviedo, Oviedo, Spain*
- *Universita Degli Studi Padova, Padua, Italy*
- *Universidad Esan, Lima, Peru*



# HOME & HUB, INTERNATIONAL À LA CARTE



## THE HUB

**Studying abroad is a bonus on your CV** and will offer you a range of experiences that will be useful throughout your life.

And because travel is addictive, the à la carte course at ESC Clermont BS enables you to go abroad several times, **to several destinations**, on internships, on a gap year, for a semester or as part of a double degree.

Summary:



**In pre-master**, the focus is on language learning via the **100% English track**, **e-learning modules**, **in English** and in a **2nd foreign language**, **classes in business English** and **international culture**.

### GOALS

- enable you to study in a partner university with the expected requirements.
- help you master languages in an international and intercultural environment.

## INTERNATIONAL AT HOME

Work-study arrangements represent a large part of Master courses. It may not always be possible to finalise your international project in 12 or 24 months on a work-study course. No need to panic, the world will come to you!

- With 30% of international students from 56 nationalities, you will be living on an international campus.
- You will be able to take your course 100% in English
- Lastly, all of our international MSC-Master of Science degrees are available as work-study courses, offering you the possibility of validating a double degree, in an international year group, and working day-to-day with students from the four corners of the globe. And ultimately of adding an international degree to your CV.

### IN FIGURES

**30%** international students

**58** double degrees

**100** partners for a semester or double degree



# THE WORLD IS YOURS

## DESTINATIONS FOR A SEMESTER

<b>Germany</b>	FAU NURNBERG HOCHSCHULE OSNABRUCK HOCHSCHULE PFORZHEIM OTTO FRIEDRICH UNIVERSITAT BAMBERG UNIVERSITÄT REGENSBURG UNIVERSITÄT STUTTGART UNIVERSITY OF APPLIED SCIENCE AALEN UNIVERSIDAD DE BUENOS AIRES	<b>India</b>	IIM AHMEDABAD IIM BANGALORE IIM INDORE IIM JAMMU ISBR MANAGEMENT DEVELOPMENT INSTITUTE GURGAON IIM BODH GAYA
<b>Argentina</b>		<b>Indonesia</b>	UNIVERSITAS GADJAH MADA
<b>Australia</b>		<b>Ireland</b>	DUBLIN BUSINESS SCHOOL
<b>Belgium</b>		<b>Italy</b>	UNIVERSITA DEGLI STUDI DI BERGAMO UNIVERSITA DEGLI STUDI DI PADOVA UNIVERSITA DEGLI STUDI DI PAVIA
<b>Brazil</b>		<b>Japan</b>	HIROSHIMA UNIVERSITY OF ECONOMICS
<b>Canada</b>		<b>Kazakhstan</b>	UNIVERSITY OF INTERNATIONAL BUSINESS
		<b>Lithuania</b>	VILNIUS UNIVERSITY
<b>Chile</b>		<b>Morocco</b>	ENCG SETTAT ENCG MARRAKECH UNIVERSITE PRIVEE DE MARRAKECH
<b>China</b>		<b>Mexico</b>	ITESO TEC DE MONTERREY UNIVERSIDAD ANAHUAC UNIVERSIDAD DE MONTERREY UNIVERSIDAD DEL MAYAB UNIVERSIDAD DEL VALLE DE MEXICO THE HAGUE UNIVERSITY OF APPLIED SCIENCE
			PACIFICO UNIVERSITY
<b>Colombia</b>			UNIVERSIDAD DE LIMA
<b>South Korea</b>			UNIVERSIDAD ESAN UNIVERSIDAD SAN IGNACIO DE LOYOLA CRACOW UNIVERSITY OF ECONOMICS POZNAN UNIVERSITY OF ECONOMICS
<b>Denmark</b>		<b>Netherlands</b>	ISCTE
<b>Ecuador</b>		<b>Peru</b>	ROMANIAN AMERICAN UNIVERSITY UNIVERSITY OF BIRMINGHAM NORTHUMBRIA UNIVERSITY NOTTINGHAM TRENT UNIVERSITY MOSCOW ITNL. HIGHER SCHOOL OF BUSINESS SOCHI STATE UNIVERSITY UNIVERSITY OF LJUBLJANA MID SWEDEN UNIVERSITY UNIVERSITY OF OREBRO NATIONAL CENTRAL UNIVERSITY NATIONAL TAIWAN UNIVERSITY YUAN ZE UNIVERSITY-COLLEGE OF MANAGEMENT BILKENT UNIVERSITY UNIVERSIDAD ORT RMIT VIETNAM UNIVERSITY OF ECONOMICS HO CHI MINH CITY
<b>Spain</b>		<b>Poland</b>	
		<b>Portugal</b>	
		<b>Romania</b>	
		<b>United Kingdom</b>	
		<b>Russia</b>	
<b>United States</b>		<b>Slovenia</b>	
		<b>Sweden</b>	
<b>Finland</b>		<b>Taiwan</b>	
<b>Georgia</b>		<b>Turkey</b>	
<b>Hungary</b>		<b>Uruguay</b>	
		<b>Vietnam</b>	



The international team (beware, we speak 12 languages here):  
Lisa Fiacre, Alexandra Pestre, Mohamed El Zayadi, Audrey Esteves & Yuejia Sun

## DOUBLE DEGREES

Germany	UNIVERSITÄT BAMBERG UNIVERSITÄT STUTTGART
Australia	ICMS
Canada	UNIVERSITÉ DE MONCTON
China	CUEB GUANGDONG UNIVERSITY OF FOREIGN STUDIES
Colombia	ICESI
South Korea	SOLBRIDGE INTERNATIONAL SCHOOL OF BUSINESS
Spain	UNIVERSIDAD DE GRANADA UNIVERSIDAD DE OVIEDO UNIVERSIDAD DE ALCALÁ
United States	UNIVERSITY OF CALIFORNIA RIVERSIDE FLORIDA INTERNATIONAL UNIVERSITY
Indonesia	UNIVERSITAS GADJAH MADA
Italy	UNIVERSITÀ DEGLI STUDI DI PADOVA UNIVERSITÀ DEGLI STUDI DI PAVIA
Mexico	TEC DE MONTERREY, CAMPUS MONTERREY
Peru	UNIVERSIDAD ESAN UNIVERSIDAD DE LIMA
Poland	KRAKOW UNIVERSITY OF ECONOMICS
United Kingdom	ROBERT GORDON UNIVERSITY

## VERY IMPORTANT

Departures to these universities, either for a semester or as a part of a double degree, are conditional on you obtaining the prerequisites (language test levels). These are determined by a bi-annual panel, according to the places offered by the partner.

# THE INTERNATIONAL TEAM GIVES YOU WINGS

Its mission: develop partnerships with universities worldwide to develop exchanges:

**IN↑** welcoming international students,

**OUT↓** sending our students abroad.

Departures abroad for a semester or as part of a double degree require prior preparation. To help you prepare:

- Presentations of the destinations organised as part of the courses
- International forums to discuss with international students and students who have already studied abroad
- Individual appointments to discuss the possibilities available to you
- The web series *Va voir ailleurs si j'étudie*

# REVEAL YOUR INNER ENTREPRENEUR

**O**ur responsibility as a Grande Ecole is to train future “leading entrepreneurs”, capable of meeting the challenges of their time, looking to the future and creating sustainable value in an increasingly complex and uncertain world. At ESC Clermont BS, our goal is to initiate all our students to intrapreneurship, entrepreneurship and innovation methods, and to encourage or bring out in our students their leading entrepreneur potential.



## ACQUIRE CULTURE & KEY SKILLS

### IN PRE-MASTER

The **New World Forum** provides students with an insight into diverse cultural, human, economic, ecological and political spaces.... which they must consider as an individual and as an innovative social entrepreneur respectful of their environment.

### IN MASTER 1

The minor in **Innovation and Entrepreneurship** addresses all the key skills in 4 modules:

- Explore, create, innovate
- Dissemination of innovation
- Hashtag Startup Challenge
- Design and sustainable world

### IN MASTER 2

The **Entrepreneur track** enables you to combine minors, majors and double degrees to become an expert in entrepreneurship or to develop your business.

- Major in Startup Culture and Entrepreneurship
- Major in Digital Design Manager
- International degrees in innovation and entrepreneurship

# DEVELOP A PROJECT OR START YOUR OWN BUSINESS?

**S**quareLab open incubator is a 125 m<sup>2</sup> co-working space for pre-incubated and incubated businesses and student entrepreneurs, to support you in your entrepreneurial adventure.



- 2 calls for projects per year to apply before the selection jury (May-November).
- Support: regular, tailored follow-up
- Specific collective workshops (themes)
- Network of expert professionals and mentors
- Tailored advice
- Access to local and regional financial aid
- Preparation for financing applications
- Help with creating your legal status
- Problem-sharing with other entrepreneurs



THEY TOOK  
A CHANCE  
AND LOOK  
AT THEM NOW!



Le Petit Carré Français makes collections of reusable makeup removing wipes, made in France, promoting Organic products and quality through a social, eco responsible approach.

[lepetitcarrefrançais.com](http://lepetitcarrefrançais.com)

Tales Up is an interactive story application for multiple players to moments together in an ultra accessible way.

[talesup.io](http://talesup.io)



Anais Tortel & Damien Tinel



Victor Jaffeux & Mathieu Bouchonnet

LE PETIT  
carré  
FRANÇAIS



James Taylor & Clément Baldellou



Capillum is the first hair recycling business in France. Cut hair is reused to clean the oceans, protect the soil, limit water consumption and improve skincare.

[capillum.fr](http://capillum.fr)

# CAREERS

## CAREERLAB, TO FIND YOUR MAKE SENSE

Throughout the course, the career support services does everything in its power to help boost your employability.

With Careerlab, you will work on your project over three years and define your professional aims and objectives.

### CareerLab:

1. helps you build your career plan.
2. supports you in deciphering the job market.

### ITS MISSION

It works at every stage of the academic course to help students to

- know themselves better
- discover and decipher jobs and industries
- put together a search strategy

### ITS TOOLS

- Make Sense workshops form part of the academic course, focusing on self-awareness, jobs and sectors
- Career Days can take various forms, always in the form of encounters: testimonies, inspirational talks, simulations with recruitment professionals, job dating
- Individual advisory meetings focus on precise objectives such as finding internships, work-study contracts and your first job. They are conducted with the Schools networks.



*The Business Relations Team*

## THE "BUSINESS RELATIONS" TEAM CREATES LINKS

### ITS MISSION

Develop partnerships with businesses, source offers of internships and work-study contracts and propose opportunities that "make sense" given your plans.

CAREERLAB

BUSINESS RELATIONS TEAM

### THE KEY STEPS TO MAKE THE MOST OF YOUR PROFESSIONAL EXPERIENCES

- Work on your career plan and on your professional identity (CV, social media)
- Target opportunities / companies linked to your chosen course
- Adapt your CV and covering letter to the target
- Publication of targeted offers
- Interview coaching
- Validation of experience

# INTERNSHIPS & WORK-STUDY ARRANGEMENTS TO BOOST YOUR CV

Work experience is key to securing your first job. This is why, at ESC Clermont BS, our à la carte courses enable you to make the most of the time spent in companies.

COURSE ↓	Pre-master	Gap year	Master 1	Gap year	Master 2
INTERNSHIPS	3 months	6 or 12 months	3 months	6 or 12 months	6 months
WORK-STUDY			12 months		12 months

## KEY FIGURES

**778** students on work-study courses

**550** partner companies

**99%** placements secured in 2021/2022

up to **33** months of professional experience

## 550 PARTNERS FOR OUR STUDENTS IN 2022-2021, INCLUDING



# STUDENT LIFE IN CLERMONT SCHOOL FOR LIFE

## FROM THE 1ST DAY

The School strives to organise unforgettable moments in student life. From the first few days, a succession of events enable everyone to get to know each other and create their first happy memories together: afterworks, WEI, the forum of associations, etc.

In 2020, ESC Clermont BS obtained the Happy at School label and was ranked in the Top 10 BS in which students are happiest.

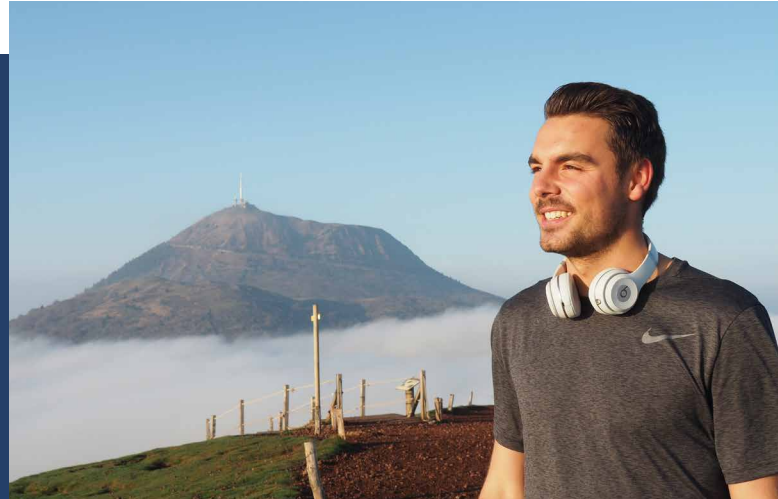
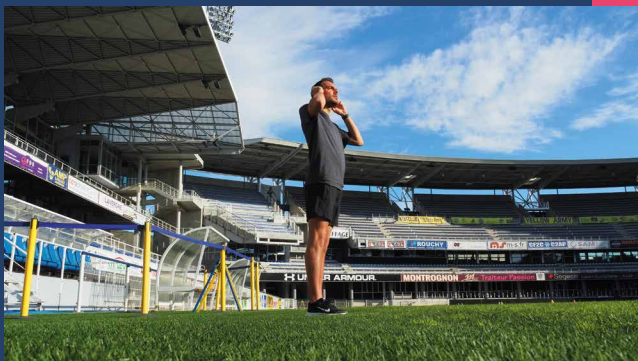
## CLERMONT - THE CITY - 100% OF THOSE WHO TRY IT LOVE IT!

A city centre campus for a rich student life. Live and study in a city centre, in a city on a human scale with many vibrant student areas.

Rankings of student cities come and go, but Clermont is always a great city for students. Ranked 13th out of 43 cities in the general ranking drawn up by the L'Etudiant magazine in 2021-2022, it stands out in particular with regard to Living Environment (6th out of 43), Accommodation, Employment and the Proportion of International Students.

## A city 100% sport

With a League 1 football club, a rugby club in the Top 14, high level clubs in a wide range of sports (basketball, volleyball, handball, ice hockey, etc.), a pole vaulting world record holder, sports facilities for every discipline and access to a natural playground with its finger on the pulse!



## WINNER OF THE COMPETITION FOR BEST ORAL EXAMS IN 2019 & 2021

Atmosphere and student life are praised even higher than integration. Hence, for the second year running (no oral exams took place in 2020), ESC Clermont BS is ranked:

**NO. 1 IN TERMS OF** support for preparation, logistics, goodwill of the juries and atmosphere.

\* Survey by Major Prépa - Business Cool



# STUDENT ASSOCIATIONS



## THE STUDENT SOCIETY (BDE)

organises associative life and the major events throughout the year



## CREATIVE SOCIETY

Association for artistic endeavours and organisation of events: creativity, friendliness and versatility



## INTERNATIONAL STUDENT COMMUNITY

international association rich in cultural diversity and the discovery of new horizons: welcome, union, sharing and open-mindedness



## DIGITAL SQUAD

is the association for "communicating" students who wish to help promote ESC Clermont BS via the digital channels!



## SEGMA

Junior Entreprise proposes real professionalising and remunerated missions for companies



## THE ALUMNI ASSOCIATION

community of all current and former students of ESC Clermont BS, a powerful international professional network



## CULTURE SOCIETY

Discovery of French gastronomy and oenology, in a friendly and welcoming atmosphere



## LES CORDÉES DE LA RÉUSSITE

Actions to provide guidance and promote cultural openness for secondary school pupils from modest backgrounds, to raise their awareness of higher education



## STARTUP ACADEMY

sharing of experience and encounters on the theme of entrepreneurship



## BNEM

the representatives of ESC Clermont BS within the national union of management school students (BNEM)



## SPORTS SOCIETY

organises and runs all sporting life within the School. Competitions, theme nights, Sémineige, etc.



## ARTICLE 1

Actions for students of the School from modest backgrounds or in difficult circumstances, to familiarise them with the world of work and its different codes



## G02C

Association to promote the School, which helps high school and university students in their choices. 300 trips across the whole of France.



## HUMANITARIAN SOCIETY

Organisation of charity events for NGOs and local associations

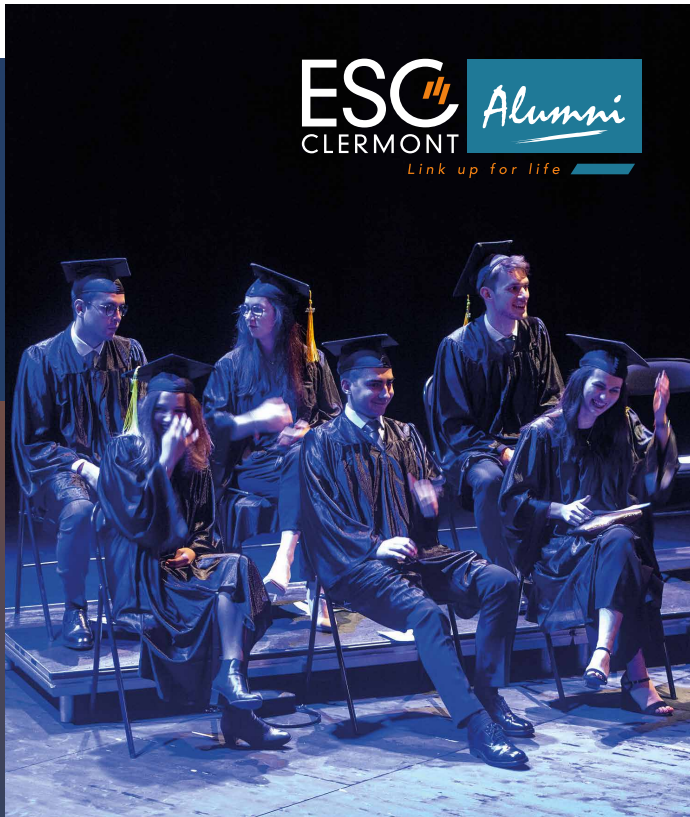


## ESPORT ENTHUSIASTS

for fans of video games and e-sport on any competitive video game

# WORK & NETWORK

The Grandes Ecoles have always been renowned for their network. As the promise of School for Life resonates with students, alumni and partners alike, the ESC Clermont BS network is comprised...



→ Of the executives and companies on the School's governance bodies and steering committees, who are involved in the day-to-day life of the School.

→ Of the Alumni network. Its missions:

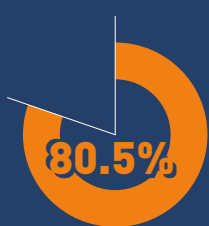
- Maintain and develop links of friendship and solidarity between students and alumni of different year groups
- Unite and coordinate the network of alumni
- Encourage employment, careers and the sharing of experience
- Support students of the School, future alumni, in entering the world of work
- Contribute to the development and influence of ESC Clermont Business School

## ALUMNI IN FIGURES

**13,000** graduates

**109** countries

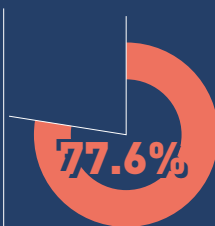
## POST-MASTER GRADUATE EMPLOYMENT SURVEY\*



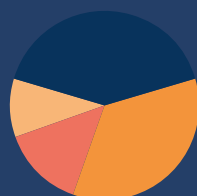
1<sup>st</sup> job found  
in less than 2 months

**€38,628**

Annual gross salary  
with bonuses

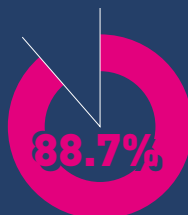


on permanent  
contracts

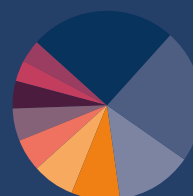


**WHERE**  
do they work?

- Auvergne Rhone-Alpes 41%
- Paris region 35%
- Other regions 14%
- Abroad 10%



Net employment rate  
after 6 months



**SECTOR**  
of activity

- Sales and business engineering 27%
- Management, finance and accounting 25%
- Other 14%
- HR 9%
- Marketing 8%
- General Management 6%
- Research/consulting 6%
- Communication 5%
- Purchasing and logistics 4%
- Audit 4%



**SIZE**  
of companies

- > 5,000: 32%
- 250-5,000: 29%
- 50-249: 18%
- Less than 10: 13%
- 10-49: 9%

\*CGE 2019 insertion survey



**Caroline Hilliet Le Branchu**  
class of 1998  
Managing Director



**Fabien Versavau**  
class of 1999  
Chairman & CEO



**Nicolas Mermoud**  
class of 1990  
Co-founder



**Sandrine Groslier**  
class of 1997  
Global Brand President  
Mugler Azzaro



**Jean-Michel Demaison**  
class of 1988  
Vice President Business Services, France  
and Southern & Central Europe



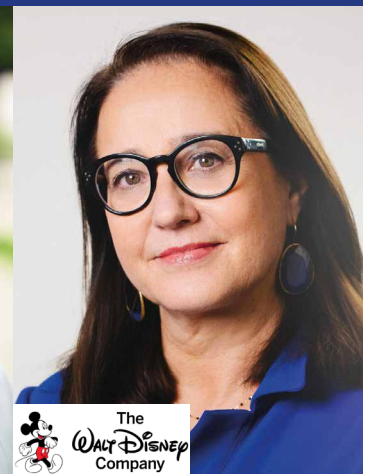
**Eric Maugein**  
class of 1985  
Regional President Asia Pacific



**Sarah Dos Santos**  
class of 2013  
Head of vendor management,  
tools and home improvement



**Olivier Mouroux**  
class of 1995  
Directeur Original Animated  
Features Publicity



**Hélène Etzi**  
class of 1986  
President France and GM Media



INSPIRING  
CAREERS

# JOINING THE SCHOOL

## PREPARATORY CLASS CANDIDATES



Entrance exam for the Grande Ecole Programme for candidates from preparatory classes

WRITTEN EXAMS		OPTIONS				
		S	E	T	B/L	BEL
Precis writing	HEC Paris	3	3			4
Text summary	ICN BS/ISC Paris BS			4		
Foreign languages	IENA LV I	7	7	3	5	6
Foreign languages	IENA LV II	5	5	2	5	6
Social sciences	AUDENCIA/ESSEC/HEC				3	
Mathematics	ESSEC/HEC				2	
General cultural dissertation	EMLYON / HEC	4	5			
General cultural dissertation	La Rochelle BS			4		
Literary dissertation	ESSEC				5	
Philosophical dissertation	HEC Paris				5	
Mathematics S	EMLYON	5				
Mathematics E	EMLYON		3			
Mathematics T	BSB			3		
History, geography and geopolitics	GRENOBLE EM	6				
Economics, sociology and history	ESCP Europe / SKEMA		7			
History	ESCP Europe				5	
Economics-Law	SCBS			6		
Management and management sciences	INSEEC/EM Normandie			8		
Average grade	ENS-BEL					14
TOTAL COEFFICIENTS		30	30	30	30	30

### ORAL TESTS

	Coef	Duration
Personal interview	20	30 min
English foreign language	6	20 min
Other foreign language	4	20 min
<b>TOTAL</b>	<b>30</b>	

**ESC Clermont Business School:**  
70 places

**ONLINE ENROLMENT FOR ENTRANCE EXAMS**  
[WWW.CONCOURS-BCE.COM](http://WWW.CONCOURS-BCE.COM)

## PARALLEL ADMISSIONS CANDIDATES

→ ENTRANCE EXAM **passerelle** **ENROLMENT**  
de la suite dans les études [WWW.GRANDE-ECOLE.PASSERELLE-ESC.COM](http://WWW.GRANDE-ECOLE.PASSERELLE-ESC.COM)

6 Grande Ecole Business Schools awarding State-accredited bac+5 Master's degrees recruit students with a bac+2 or bac+3/4 degree (equivalent to a Bachelor's degree) on the basis of an entrance exam.

**Admission to Pre-master** (Passerelle 1): 50 places | **Admission to Master 1** (Passerelle 2): 170 places

### 1ST STAGE

Examination of applications and admissibility

### 2ND STAGE

Oral tests for admissible candidates: Interview (Coef.15) and English (Coef.5)

### ONLINE ENROLMENT

#### 1ST SESSION

- 16 Nov. 2021 > 17 Jan. 2021
- Orals from 29 Jan. to 5 Feb. 2022
- Admission results in February

#### 2ND SESSION

- 4 Jan. 2022 to 22 Apr. 2022
- Orals from 16 May to 4 June 2022
- Admission results in June

→ ENTRANCE EXAM SPECIFIC TO POST BAC+3

**ENROLMENT AT**  
**CANDIDAT-ESC-CLERMONT.FR**

For candidates for admission to Master 1 in work-study format over 24 months. Examination of application + oral tests: interview with simulation of a professional situation and English oral.

→ ENTRANCE EXAM FOR ENGINEERS IN THE FRAMEWORK OF AGREEMENTS

**ENROLMENT AT ESC-CLERMONT.FR**

Applications reserved for students of partner Schools.

Application + interview.

→ REMOTE APPLICATIONS FOR INTERNATIONAL STUDENTS

**ENROLMENT AT ESC-CLERMONT.FR**

Applications: from December to July.

Interview and language test via videoconference.

Pre-admission conditional on payment of an advance for tuition fees, then final acceptance letter for the visa request.

# FUNDING YOUR STUDIES

Tuition fees are €9,950 per year in standard format, i.e. excluding in work-study format. They include:

- Double degrees and double skills
  - Access to online classes and e-learning platforms
  - CareerLab and SquareLab services
  - Access to international partner universities
  - 2 TOEIC or TOEFL tests
  - Voltaire certification
- An initial appointment for advice on securing accommodation in Clermont-Ferrand
  - Contribution to the Groupe ESC Clermont Alumni Association
  - Contribution to the Student Society and Week-End of Integration
- They do not include living expenses in France or abroad in connection with teaching activities, internships or expatriation.

## SOLUTIONS FOR FULL OR PARTIAL FUNDING OF YOUR STUDIES

**WORK-STUDY CONTRACT** the company covers your tuition fees. Accessible in Master 1 and Master 2, this is chosen by 60 to 80% of students, who benefit from a salary and have €0 to pay in tuition fees.

**STUDENT JOBS** Many student jobs are possible thanks to the tailored schedules for students studying in the standard format

**BANK LOANS** banks offer student loans at special rates and the option of deferring reimbursement until after the end of your studies.

**STATE GRANTS** students eligible for grants receive funding from the Crous.

**FOREIGN STUDY GRANTS** Erasmus grants and grants from the Regional Council

**MOBILITY GRANTS** to fund accommodation for work-study students, with Action Logement

**GRANTS FROM THE GROUPE ESC CLERMONT FOUNDATION** each year, the Foundation distributes grants based on social criteria and merit: social grants, sports grants, mobility grants and an emergency assistance fund.

### THE FOUNDATION IN FIGURES

>€1m collected €900,000 distributed

**ESC** **FONDATION**  
CLERMONT  
*Les talents dans leur diversité*



*The Promotion & Recruitment Team*



## CONTACT

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