

New program

Managing Digital Transformation & Innovation

by MS SMIB (Strategy & Management of International Business) / ESSEC



GROUPE RENAULT
FONDATION D'ENTREPRISE

Become managers in digital transformation!

The objective of the 'Managing Digital Transformation & Innovation' track as part of the Advanced Master Strategy & Management of International Business [SMIB] in partnership with the ESSEC Business School is to turn students into specialized international leaders with a spirit of innovation. The curriculum helps them becoming simultaneously strategists, negotiators and managers well-trained to lead 360° digital transformation processes within companies, from client-data to a real digital business model, and including digital novelties within supply-chain or service production. The program is sharp, and enables the future graduates to acquire both soft and hard skills so they can lead digital transformation within companies, be they MNCs or SMEs.

- **Our promise**

1. Providing a curriculum and learning path based on excellence by a prestigious business school
 2. Cutting-edge content revised on a yearly basis to match the rapid-evolving environment
 3. Immersion within content through learning-by-doing pedagogy
3. Open doors for various careers:
- international leaders in a multicultural and international context
 - Digital transformation strategic or operational consultant
 - Digital manager
 - ...

- **Objectives**

- **Master the fundamentals of international strategic business conduct:** strategy, management, marketing, finance, negotiation
- **Understand the risks** associated with evolving international clients and environment
- **Build innovative strategies** in an international context
- **Understand and Master** the bases of innovation management within companies
- **Acquire a 360° vision** about the impact of digital on business conduct
- **Trigger creativity and learn how to manage teams** in an innovative and digital context

- **Who can apply?**

The Advanced Master is a selective post-graduate program designed for high-potential candidates holding (or currently pursuing) a graduate degree (Master) in engineering, science, management, law, political sciences, pharmacy, etc.

Applications from holders of an undergraduate degree (4-year bachelor) or (3-year bachelor with 3 years of professional experience) will also be examined (but cannot exceed 30% of total admitted applicants).

Candidates are academically excellent, open-minded, international oriented, sensitive to the world around them and have leadership potential.

- **Eligibility conditions**

- Hold a degree at least equivalent to a M1 level or young active from the Renault Foundation's partner universities in one of the following countries: Algeria, Brazil, China, South Korea, France, India, Japan, Lebanon, Morocco, Romania, Russia, Turkey
- Be under 35 years old,
- Mandatory - to have passed tests:
 - TAGE-MAGE / GMAT / GRE test
 - TOEIC (>800) / TOEFL / Cambridge test

+ N.B.: All other factors being equal, priority will be given to candidates justifying resources compatible with obtaining a scholarship.

- **Application submission**

- CV
- Motivation letter explaining your interest for Digital and Innovation
- Diplomas & Letters of recommendation
- Professional project explaining the relevance of this Master in his careers

- **Selection in several steps**

- Examination of the application file by Renault Foundation
- Examination of ESSEC application file by SMIB Academic Director (online application system) which includes also:
 1. TAGE-MAGE/GMAT/GRE test
 2. TOEFL/TOEIC (> 800) / Cambridge test
 3. Grades from previous or ongoing studies
- An interview in French or English to assess the quality and motivation of the candidate
- Priority will be given to applicant(s) justifying resources compatible with obtaining a scholarship

- **Training Benefits**

- 100% international & 100% English
- 100% of courses tackle digital & innovation issues
- 47.4% of courses are exclusively dedicated to digital and innovation (60% in volume)
- 50 hours of French classes for non-French speakers
- A Business Trip to discover the business world abroad
- A rich network of 4,000 Alumni SMIB and 55,000 ESSEC alumni around the world and 1100 Renault Foundation Alumni
- The diploma is accredited by the Conférence des Grandes-Ecoles - 75 ECTS
- # 4 Best Master in Management in the QS World Ranking 2019
- #1 Best Master in International Business in the SMBG ranking since 13 years

- **Skills acquired**

- **Core track:**
These are the fundamental courses any international leader should master to conduct business. These courses are shared with students from other SMIB tracks but also with students from other Advanced Masters.
Cost Analysis, Financial Accounting, Negotiation, Business & Society, Principles of Management in Today's Global Environment, Digital Week Competition
- **Fundamental courses (strategy & international):**
Specifically focusing on providing the technical and soft skills that are key to manage innovation and digital transformation at a strategic level
Global Strategy, Strategic Tools for Strategy Building, Introductory Finance, Fundamentals of Strategic Marketing Management, Digital Innovation & Analytics, Cracking the thesis, Business Trip (digital focused), Career Day
- **Specialization 'Managing Digital Transformation in Companies':**
Courses to provide latest knowledge on digital transformation and innovation management within companies. Designed to trigger creativity and challenge ways of thinking. These courses are highly hands-on.
Disruptive Business Models Bootcamp, Responsible Leadership and Societal Business Practices, Design Thinking, Public Speaking, Leading Strategic Innovation & Managing Change in Service

Economy, New Technology and Law, Blue Ocean Strategy-Simulation, Disruptive Technologies to Design a New Customer Journey, Emerging Trends in Consumer Behavior,

- **Professional mission in a company in link with digital transformation / innovation**
- **Professional thesis (~350h of work)**

- **Validation**

75 ECTS credits divided into 2 full-time semesters of courses (45 ECTS), a thesis (30 ECTS) and a professional mission of 4 to 6 months

- **Program language**

100% in English

- **Where?**

The Advanced Master Managing Digital Transformation & Innovation by SMIB takes place in Cergy, in Paris suburb, on ESSEC largest and historical Campus.

- **How long?**

The Advanced Master Managing Digital Transformation & Innovation by SMIB program lasts 12 months, with 2 semester of full time courses followed by a professional mission of at least 4 months.

- **Curriculum**

2 semesters of courses dedicated to strategy, management, digital transformation, innovation, team management and leadership - 1 professional mission of 4 to 6 months - 1 professional thesis defended in front of a jury.

CURRICULUM (COMPULSORY COURSES)		
Core track	Induction Cost Analysis Financial Accounting Negotiation Business & Society Principles of Management in Today's Global Environment Digital Week Competition	79 h
Fundamental courses	Geopolitics Strategic Tools for Strategy Building Global Strategy Introductory Finance Fundamentals of Strategic Marketing Management Digital Innovation & Analytics Business Trip Career Day Cracking the thesis	96.5h
Specialization - Management du Digital	Disruptive Business Models Bootcamp Responsible Leadership and Societal Business Practices Design Thinking Public Speaking	251.5h

	Leading Strategic Innovation & Managing Change in Service Economy New Technology and Law Blue Ocean Strategy-Simulation Disruptive Technologies to Design a New Customer Journey Emerging Trends in Consumer Behavior Transformation Mission in partnership with a Consulting Company	
CURRICULUM (ELECTIVE COURSES)		
	Market studies (taught in French) Strategic Branding Issues when Going International Big Data Project Finance Client-Centricity M&A	87.5h
LANGUAGE COURSE FOR NON-FRENCH SPEAKERS		
	French Course (Beginners/Advanced)	50h
PROFESSIONAL MISSION		
	Professional mission & thesis	4 to 6 months

- **Contacts**

Foundation

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ESSEC

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