



PARIS

ISTEC BUSINESS SCHOOL

ECOLE SUPÉRIEURE DE COMMERCE ET MARKETING

istec
BUSINESS SCHOOL . PARIS

ISTEC, a business and marketing college, offers high-level training from Baccalaureate to High Baccalaureate + 8: Bachelor (Bac + 3), Grande Ecole (Bac + 5), MBA, and APEL.

Accessible post-baccalaureate, the programs focus on marketing, management and sales in an international cultural and economic context.

Founded in 1961, recognized by French State, ISTEEN has 60 years of expertise.

Diplomas recognized by the State and endorsed by the Ministry of Higher Education, Research and Innovation:

- Grande Ecole Program: Targeted Bac + 5 diploma, conferring the Master degree and level 7 (European nomenclature) to the RNCP (National Directory of Professional Certifications)

- Bachelor Program: diploma targeted Bac + 3 Commercial and Marketing Developer, level 6 (European nomenclature) at RNCP.

- MBA program: professional certification "Business Engineering" at the RNCP.

◆ MAIN PROGRAMMES OF STUDY

"GRANDE ECOLE" PROGRAM:

- Diploma endorsed by the State conferring the Master Degree
- Bac to Bac + 5 training, corresponding to 300 ECTS credits (European Credits Transfer System)
- 8 specialization options in 5th year (Luxury, Digital Marketing, Events and communication, Finance, International Negotiation, BtoB Marketing, Purchasing, Supply chain)
- Semesters in foreign universities (58 partner universities worldwide)
- Up to 19 months of internship in France or abroad
- Double degree with an engineering school (ENIM in Metz)

BACHELOR PROGRAM:

- Diploma recognized by the State Bac + 3 Targeted by the Ministry of Higher Education, Research and Innovation,
- Bac to Bac + 3 training, corresponding to 180 ECTS credits (European Credits Transfer System)
- Up to 36 months of experience in a company thanks to the work-study program
- 5 specializations in 3rd year: Business development and innovation, Digital marketing and communication, Finance and business management, International management, Luxury real estate business.

- 1 semester possible abroad (with the specialization International management)
- Possibility of continuing studies in the "Grande Ecole Program" after the 3rd year.

MBA (accessible from a bac + 4):

- International Business Management (FR)
- Audit and management control (FR)
- Business Finance (FR)
- Digital Marketing and E-commerce (FR)
- Marketing and communication (FR)
- International Business Management (EN)
- Corporate Finance (EN)
- Digital Marketing and E-commerce (EN)
- Change Management and Digital Transformation (EMBA FR/EN)

◆ RESEARCH

ISTEC has developed its educational content by incorporating all of its teachings from the perspective of new business models.

Research at ISTEEN is coordinated and developed by CERI (Center for Studies and Research of ISTEEN) and is located at the interface between the three worlds of training, research and business.

Thus, ISTEEN's research is organized around the 3 structuring research axes:

- Innovative business models: which is particularly interested in digital transformation, innovation, entrepreneurship and performance.
- The Planet axis: which focuses on issues of social responsibility, sustainable development, ethics and humanism.
- The People and Organizations axis: which is centered on the behavior of people and organizations (cooperation, agility, etc.), on the management of human resources (management of diversity, development of potential, etc.) and on the quality of life at work (new forms of work, redefinition of workspaces, etc.).

◆ STRENGTHS

- School on the heart of Paris
- School on a human scale
- Renowned for the employability of its graduates
- Network of graduates active and involved in the life of the school
- Company visits
- 63 international destinations / up to 3 semesters in foreign universities
- 1 double diploma with the ENIM engineering school in Metz
- A dynamic and fulfilling associative life



IDENTITY FORM

- ◆ **Precise name of the institution**
ISTEC – Ecole supérieure de commerce et marketing
- ◆ **Type of institution**
SAS
- ◆ **City where the main campus is located**
Paris
- ◆ **Number of students**
1000
- ◆ **Percentage or number of international students**
25%
- ◆ **Type and level of qualifications awarded**
Bachelor- Master - MBA - EMBA - DBA - APEL
- ◆ **French language courses**
Yes - The school works with a number of language schools where International students following a program taught in English can benefit from preferential rates to further their French language skills.
- ◆ **Programs for international students**
Yes - International Students can apply for all of our programmes depending on their profile and language level.
- ◆ **Programs in English**
Yes - The 4th «Grande Ecole» year is in English

The 3rd Bachelor year and the 5th Grande Ecole year offer a specialty in English

We offer several MBAs in English

- ◆ **Registration fees/year (for information only)**
Between 8 400 and 12 500 euros
- ◆ **Postal address**
128 quai de Jemmapes , 75010 Paris

istec.fr

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