

SKEMS

SKEMA BUSINESS SCHOOL



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SKEMA'S AMBITION IS TO BE A GLOBAL BUSINESS SCHOOL WHICH, THROUGH ITS RESEARCH AND TEACHING PROGRAMMES, TRAINS AND EDUCATES THE TALENTED INDIVIDUALS THAT 21ST CENTURY BUSINESSES REQUIRE.

With SKEMA, we have created the necessary material and human resources to deliver an educational programme that perfectly reflects the global economic environment. Our goal is to train mobile, adaptable, talented managers who are able to deliver sustainable performance, make a valuable contribution to social, societal and economic debates and challenges, network, work remotely and push the boundaries of knowledge and innovation - managers who are comfortable with, and show respect for, multicultural and social diversity.

Our multi-site, international structure, with sites in Asia, Europe and America, means that we can remain perfectly in tune with our economic environment and the world of international higher education. Our campuses are more than simple satellite training centres. They are located within large, expanding research parks, where cooperation and partnership come together to create the innovations and technologies of the future. Our teaching staff and students enjoy a relationship based on mutual enrichment, with both classroom-based and in-company activities and strong, permanent connections between the different sites, which offer complementary training programmes.

The programmes at SKEMA Business School are aimed at students who want to be part of a globalised training community that is perfectly suited to the challenges of the modern environment. As graduates of the school, they will go on to work towards a collective goal with a common vision: to create the right conditions for a sustainable knowledge-based economy.



Alice Guilhaon
Dean, SKEMA Business School

SKEMA
FOUNDER
MEMBERS

CERAM BUSINESS
SCHOOL
NICE - SOPHIA ANTIPOLIS
PARIS - LA DÉFENSE - SUZHOU

ESC Lille
SCHOOL OF MANAGEMENT - LILLE AND PARIS

 **CCINICE** CÔTE D'AZUR

HISTORY

SKEMA was born from the merger of ESC Lille and CERAM Business School



CERAM BUSINESS SCHOOL

- 1963 ▶ Created by the French Riviera Chamber of Commerce and Industry in the centre of Nice.
- 1978 ▶ A new name: CERAM (Centre for Education and Research Applied to Management), and a new location in the Sophia Antipolis Technology Park.
- 2006 ▶ Strategic Advisory Board created
▶ Research Advisory Committee created
- 2007 ▶ Equis accredited
▶ AACSB: pre-eligibility status obtained
- 2008 ▶ Paris La Défense campus opened
▶ International Advisory Board launched
▶ New student residence constructed in Sophia Antipolis, including a new student centre of 2000 m²
- 2009 ▶ Suzhou campus (Jiansu province) launched in China

ESC LILLE

- 1892 ▶ Created by the Lille Chamber of Commerce
- 1937 ▶ The Lille Chamber of Commerce closed the school.
- 1946 ▶ School re-opened with the help of the Académie de Lille
- 1995 ▶ School set up in Euralille
- 2005 ▶ 3000 m² added to the Lille campus
- 2006 ▶ Equis accreditation
- 2007 ▶ Lille School of Management Research Centre created by merging the ESA research centre with that of ESC Lille.



SKEMA BUSINESS SCHOOL

- JULY 2009 ▶ Merger of ESC Lille and CERAM Business School
- NOVEMBER 2009 ▶ New name launched and new entity officialised in law.
- JUNE 2010 ▶ First graduation ceremony held in common
- SEPTEMBER 2010 ▶ Raleigh campus opened
- JANUARY 2011 ▶ Suzhou campus new premises
- DECEMBER 2011 ▶ Equis re-accreditation
- APRIL 2013 ▶ Certification ISO 9001 for SKEMA's French campuses
- JANUARY 2014 ▶ AACSB accreditation
- DECEMBER 2014 ▶ Five-year EQUIS accreditation renewal
- MARCH 2015 ▶ Belo Horizonte campus launched in Brazil
- NOVEMBER 2016 ▶ SKEMA receives AMBA accreditation and gets the "triple crown"

ON 30TH JUNE 2009, AFTER A VOTE BY THE GENERAL ASSEMBLY OF THE FRENCH RIVIERA CCI AND THE BOARD OF DIRECTORS OF ESC LILLE, THE TWO SCHOOLS ANNOUNCED THE LAUNCH OF AN EDUCATIONAL PROJECT FOR THE FIRST TIME IN FRANCE WITH THE MERGER OF CERAM BUSINESS SCHOOL AND ESC LILLE.

GOVERNANCE

SKEMA BUSINESS SCHOOL IS A PRIVATE ESTABLISHMENT OF GRADUATE-LEVEL BUSINESS EDUCATION RECOGNISED BY THE STATE. IT IS RUN ACCORDING TO THE 1901 FRENCH LAW GOVERNING NON-PROFIT-MAKING ASSOCIATIONS. THE ASSOCIATION WAS FOUNDED BY ESC LILLE AND CERAM BUSINESS SCHOOL IN 2009.

THE NEW TEN-MEMBER BOARD OF ADMINISTRATION AND GENERAL ASSEMBLY set up at the end of December 2016, include figures incarnating the school's traditional north/south localities and distinguished graduates from high-profile international companies – a reflection of SKEMA's DNA (globalisation, entrepreneurship, the digital economy).

Jean-Philippe Courtois, EVP and President, Microsoft Global Sales, Marketing & Operations at Microsoft becomes the president of SKEMA. He graduated from the school in 1983 and has been involved with SKEMA for many years.

Two consultative bodies, the International Advisory Board (IAB) and the Research Advisory Committee (RAC), will provide input for the strategic dimension of the new Board of Administration. The IAB and RAC are made up of influential actors from both business and academia.



Jean-Philippe Courtois
President of the Board of Administration,
EVP and President, Microsoft Global Sales,
Marketing & Operations at Microsoft
(SKEMA 1983)

DNA & VALUES

The name SKEMA, School of Knowledge Economy and Management, defines the school's ambition: to be the point of reference among business schools internationally. SKEMA Business School is a learning community committed to the creation and transmission of knowledge and practices in management. The vision, mission, DNA and values on which the strategy is based are completely in keeping with the world's economic evolution, the globalisation.

Since its creation, SKEMA has taken up the challenge of being a globalised school through its multi-campus structure. The school's identity reflects its DNA and values.

SKEMA'S DNA

COMPRISES THREE THEMES PERTAINING TO THE KNOWLEDGE ECONOMY:

- ▶ Internationalisation
- ▶ Sustainable performance
- ▶ Entrepreneurship and innovation

SKEMA'S VALUES

ARE REFLECTED IN THE SCHOOL'S POSITIONING:

- ▶ Multiculturalism and diversity
- ▶ Long life learning and personal development
- ▶ Entrepreneurial attitude
- ▶ Humanism
- ▶ Excellence

AN INNOVATIVE EDUCATIONAL MODEL WITH STRONG VALUES

VISION

SKEMA aims to be the global business school, located on the five continents with a unique international strategy, training management leaders in the knowledge economy.

WHO

Global knowledge economy talents. Students and participants prepared for multicultural working, able to manage diversity in all contexts (cultural, social and societal) committed to sustainable performance, entrepreneurship and innovation.

WHERE

In all parts of the world where knowledge is created – technology parks with academic knowledge and management practice cross-fertilisation, places of innovation, fast-growing regions (South America, Asia, eastern Europe, Africa).

HOW

- ▶ A multi-site school with campuses located within research parks
- ▶ A unique model designed to manage students' movements based on balance and diversity, differentiating SKEMA from the international strategy of other schools
- ▶ Multi-site educational programmes offering mobility and professional expertise (in technology and in management)
- ▶ Scientific territorial synergies: synthetic indicator of innovation, digitalising of economies and markets, globalisation of economies, financing of growth
- ▶ Contribution to the community (economic, academic and social) and to the regions where the school is located.

SKEMA'S MISSION

To educate and guide high-achieving students and practitioners from a variety of backgrounds in their professional and personal development so that, while respecting ethical and responsible principles and practices they can:

- ▶ Evolve successfully in a multicultural context and in a globalised knowledge economy in organisations of any size, in any country
- ▶ Contribute to the development and the sustainable performance of their organisations through their ability to innovate, their technical skills and their cross-disciplinary and international culture

To this end, the school emphasises:

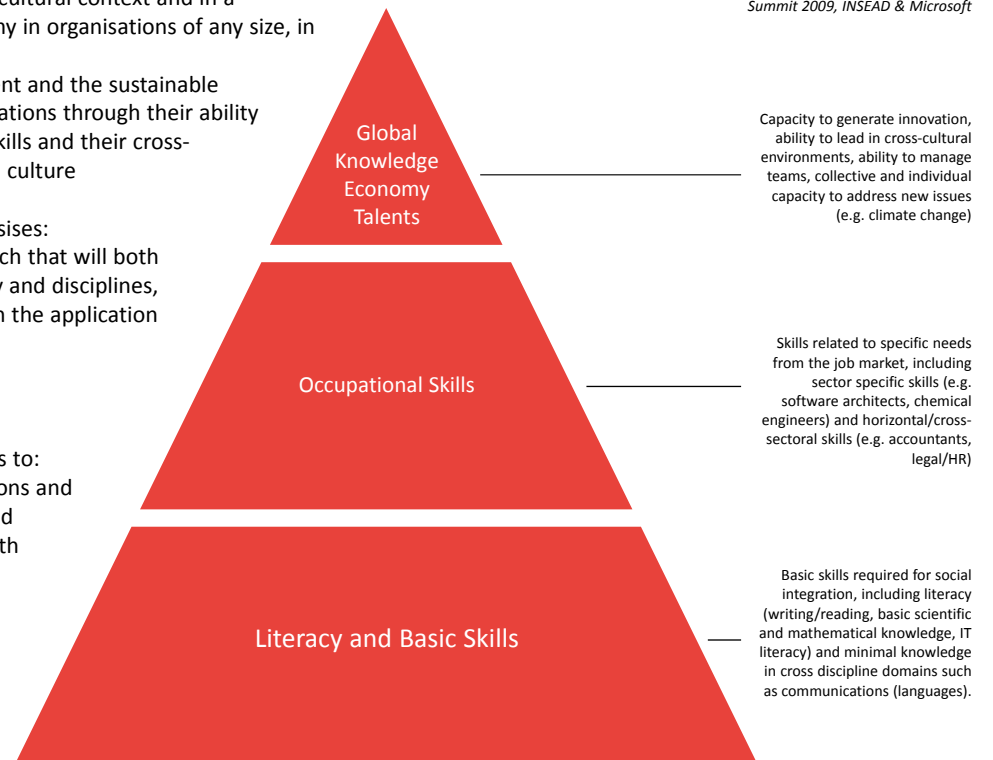
- ▶ Academic and applied research that will both advance management theory and disciplines, that assist global managers in the application of best practices
- ▶ Pedagogical innovation
- ▶ A multi-campus strategy

The school thereby contributes to:

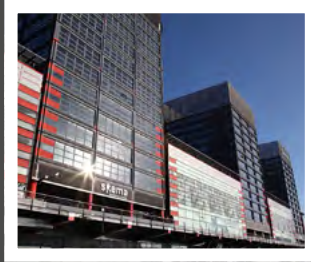
- ▶ The development of the regions and countries in which it is located
- ▶ The development of firms with which it has links

EUROPE'S SKILLS PYRAMID ▶ DEFINITIONS

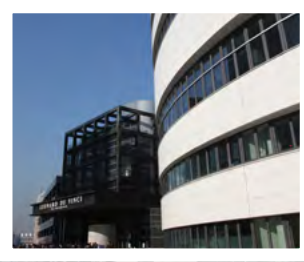
Source: Providing the skills for an innovative and sustainable Europe, Background paper prepared for the European Business Summit 2009, INSEAD & Microsoft



A MULTI-CAMPUS, INTERNATIONAL STRUCTURE



▲ Lille



▲ Paris La Défense



▲ Sophia Antipolis



▲ Suzhou



▲ Raleigh



▲ Belo Horizonte

SKEMA BUSINESS SCHOOL OPERATES FROM SIX DIFFERENT SITES: IN FRANCE (LILLE, PARIS LA DÉFENSE AND SOPHIA ANTIPOLIS), CHINA (SUZHOU), THE USA (RALEIGH, NC) AND BRAZIL (BELO HORIZONTE, MG). THE CAMPUSES ARE LOCATED IN WELL-KNOWN SCIENCE PARKS OR BUSINESS CENTRES AND OFFER STUDENTS EXCEPTIONAL OPPORTUNITIES AND CAREER PROSPECTS. SKEMA'S FOREIGN CAMPUSES ALL HAVE THE SAME GOAL: TO COMBINE INTERNATIONAL ACADEMIC AND PROFESSIONAL EXPERIENCE. AT SKEMA, THE GENUINE INTERNATIONAL EXPERIENCE THAT STUDENTS RECEIVE INVOLVES MORE THAN JUST THE CREATION OF A LOCAL SCHOOL. SKEMA WILL CONTINUE ITS INTERNATIONAL DEVELOPMENT OVER THE NEXT FEW YEARS..

LILLE, THE HUB OF EUROPE

The Nord-Pas de Calais region is the youngest and most highly populated region of France. Lille is the biggest and the most thriving student city outside Paris. Northern France offers a dynamic business environment and hosts the largest number of headquarters of leading companies after Paris. The Nord-Pas de Calais is also the biggest centre for the mail-order industry in Europe; the region attracts the most foreign investment, is the second biggest area for insurance companies, and the third biggest financial market in France. It has a highly developed textile industry and is the third most important in France for exports and the automotive industry. Lille is the cradle of mass retailing and hosts many world famous companies.

This 20,000-square-metre modern, functional campus is located in the heart of the city's business centre, a stone's throw from the old town and Lille's Grand Place. It is conveniently situated between two TGV stations with Paris only an hour away, Brussels 38 minutes and London 1 hour 20.

PARIS, THE "CITY OF LIGHTS"

Paris continues to be one of the most stimulating cities in the world as a centre of cultural and economic activity. At the heart of French business, intellectual and cultural life, Paris hosts millions of visitors year-round who come to marvel at the wealth of history, art and entertainment the city has to offer. Competitive industries, business innovations, high-level education, and tourism have turned Paris into the favourite city of business professionals and young graduates. For career-oriented young people, Paris is the place to be and SKEMA's Paris campus gives students the chance to work and learn in a city of unlimited opportunities.

The campus is located in the Pôle Léonard de Vinci in the heart of La Défense. This modern area is only a 10-minute metro ride from the Champs-Élysées, or 20 minutes from the Eiffel Tower.

La Défense is home to a population of 20,000, with 1,500 companies (15 of which are among the world top 50) employing 150,000 people. Many companies especially banks and insurance companies have left their former neighbourhoods to set up here.

We live in a global economy. The future of education lies in breaking down barriers and engaging with other cultures. Future decision-makers will need to be mobile managers who network and engage with different cultures and are able to master culture-specific practices with the same skill as a native. While SKEMA plans to continue its programme of international exchanges, it has developed a new, more direct policy of opening campuses abroad, where the economy of tomorrow will be created.

SOPHIA ANTIPOLIS, AT THE HEART OF THE FRENCH RIVIERA

The campus lies at the heart of Europe's best known science park whose success is directly linked to its quality of life and exceptional environment. The area offers not only its natural beauty, but also a high level of cultural and social life enriched by the diversity of its population. Sophia Antipolis is home to several higher education institutes and university departments which have created a vibrant student community of over 5,000. SKEMA's immediate environment also includes over 1,300 companies in sectors such as information and communications technology or biotechnology. Here, 21st century companies have become part of a knowledge community and the SKEMA 5-hectare state-of-the-art campus fits harmoniously with this environment.

SUZHOU (CHINA)

Suzhou has been called the Venice of the East because of its many canals, beautiful natural environment and traditional gardens. However, this ancient city is one of the most advanced centres of technology across the globe; it is home to 118 of the top 500 companies in the world. Suzhou is just one hour from Shanghai, China's second largest centre of industry and top destination for foreign investment. This makes it an ideal recruitment centre for graduates seeking an international career. The Suzhou campus is 3,500 m² and 20 staff work there.

RALEIGH (NORTH CAROLINA - USA)

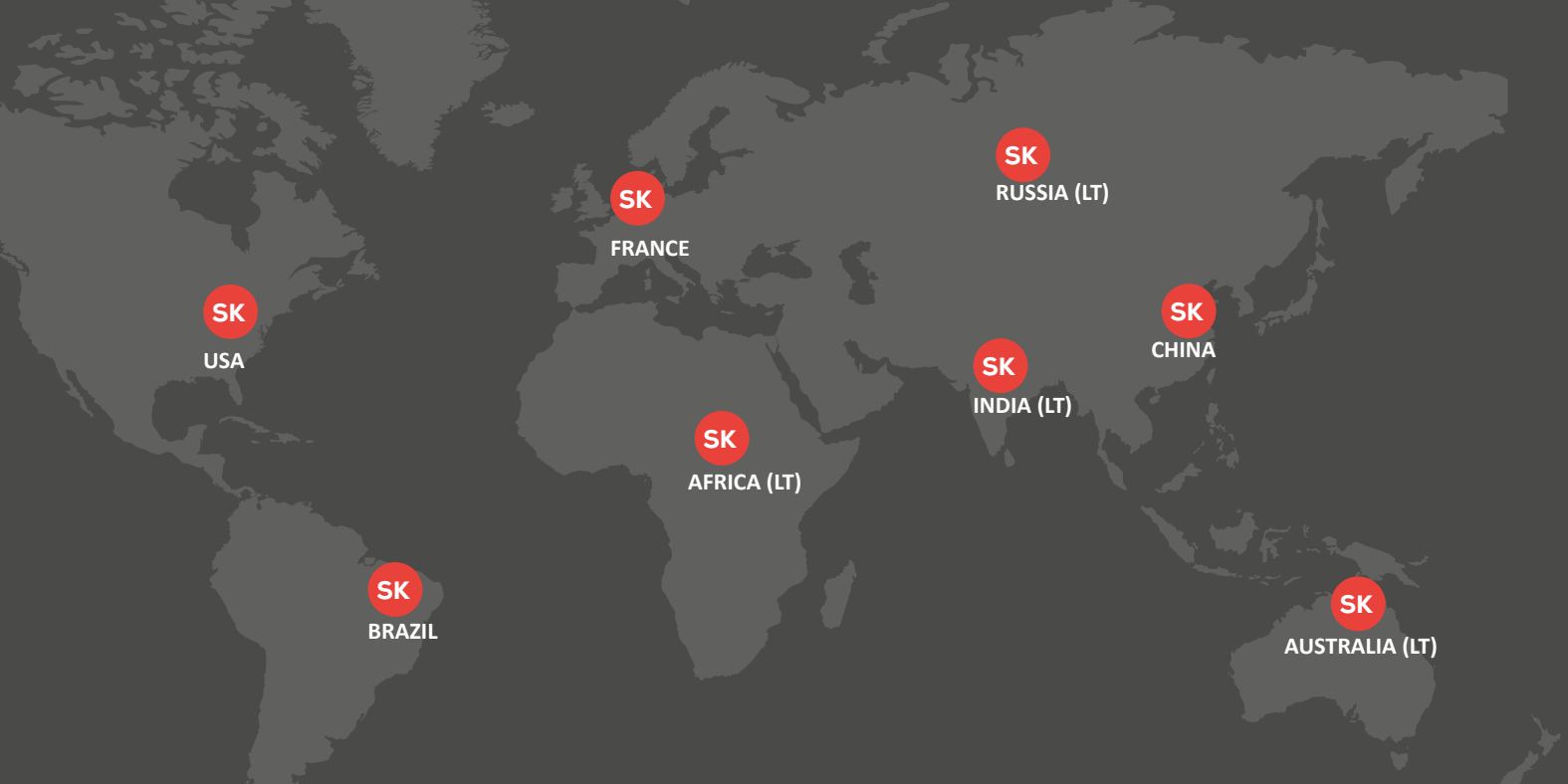
The SKEMA campus is located within the Centennial Campus at North Carolina State University. Raleigh is close to the largest technology research park in the United States (Research Triangle Park) and hosts a wide range of innovative companies and research laboratories. SKEMA students have the opportunity to mix with American students and international students from around the world,

and to get involved with these local businesses.

The students are able to use all the services provided by NC State University: a vast multimedia resource centre, extensive sports facilities, catering, accommodation, healthcare system... The Raleigh campus is 2,500 m² and 10 staff work there.

BELO HORIZONTE (MINAS GERAIS - BRAZIL)

SKEMA is set within the magnificent campus of Fundação Dom Cabral in Nova Lima (20 km from Belo Horizonte) and has nearly 400 m² for its students (lecture hall, classrooms, video conference room and student centre). Students will also have access to all FDC facilities spread over 40,000 m² (library, cafeteria ...) and classrooms in the centre of town. Belo Horizonte, Brazil's third most important city for business, is located in a region with a booming economy. In September 2015, the first 100 students began their Brazilian adventure doing courses related to "Doing Business in Latin America".



WHAT MAKES A GLOBAL BUSINESS SCHOOL

40 000

graduates throughout the world

145 COUNTRIES



- ▶ 6th worldwide Master in Finance 2017
- ▶ 35th worldwide Master in Management 2017

IN THE TOP 10 OF FRENCH RANKINGS (2017)

- ▶ 9th L'Etudiant
- ▶ 9th Le Point
- ▶ 7th Le Parisien
- ▶ 7th Challenges

8 000 students



160 PROFESSORS



OVER 260 ACADEMIC AND PRACTITIONER CONTRIBUTIONS SINCE 2016



CAMPUSES WORLDWIDE

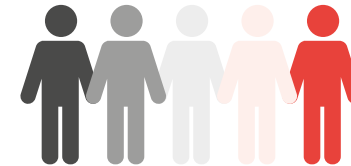
France, China, USA, Brazil

- ▶ 1st contingent of students from a French business school in China and the USA (the only French school to have obtained Licensing)

6

120+

nationalities on SKEMA's campuses



450+

employees on all sites

ACADEMIC ACCREDITATIONS



PROFESSIONAL ACCREDITATIONS AND CERTIFICATIONS

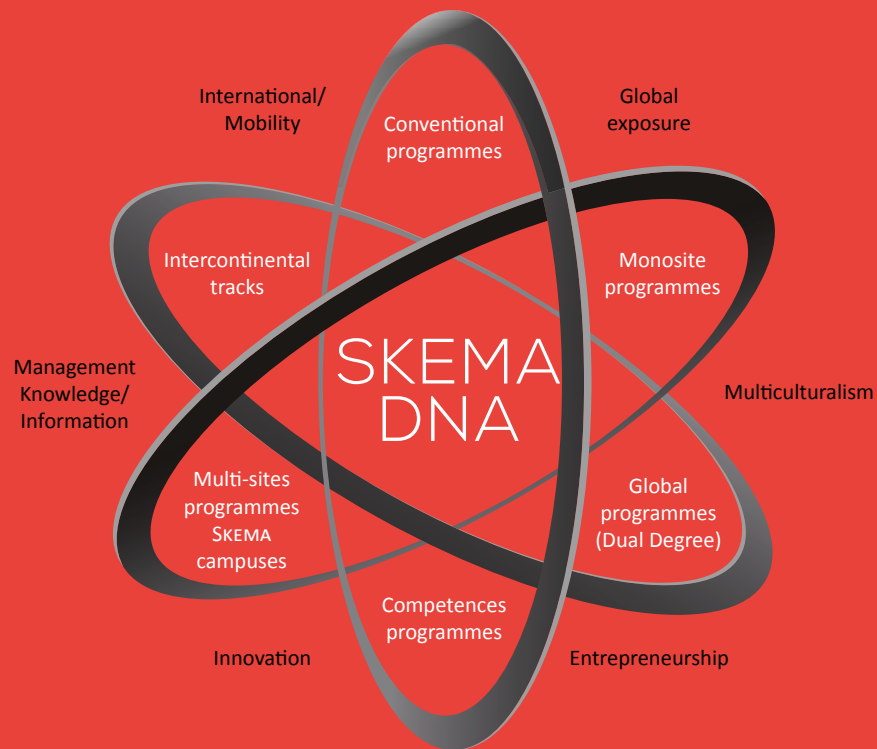


CLOSE TO 100 PARTNERSHIPS WITH FOREIGN UNIVERSITIES

73% of which are accredited

- ▶ AACSB
- ▶ AMBA
- ▶ EQUIS/EPAS

THE PROGRAMME PORTFOLIO



SKEMA OFFERS FOUR TYPES OF PROGRAMME IN ACCORDANCE WITH THE BOLOGNA REFORM AS WELL AS CONTINUING EDUCATION PROGRAMMES.

UNDERGRADUATE PROGRAMMES

- ▶ ESDHEM: Preparatory school in collaboration with ULCO, Lille 2 and ISEM-Nice Sophia Antipolis universities (3 years)
- ▶ BBA in Global Management (4 years)
- ▶ BBA in International Business (4 years)

MASTERS PROGRAMMES

- ▶ Grande Ecole programme (Master in Management)
- ▶ Masters of Science (MSc)
- ▶ Mastères Spécialisés® (MS): specialised masters

DOCTORAL PROGRAMMES

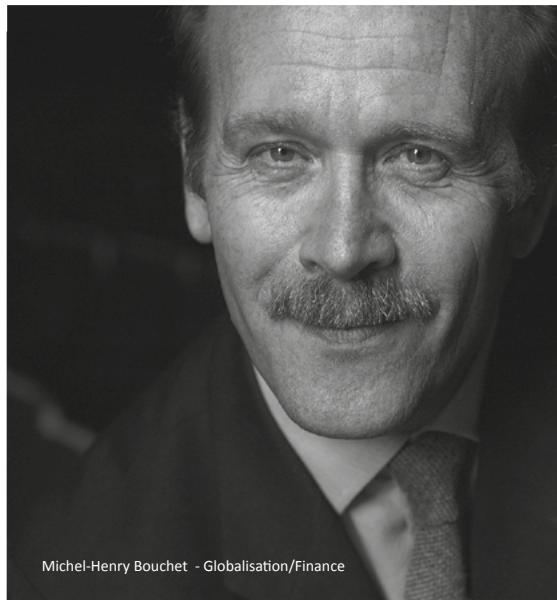
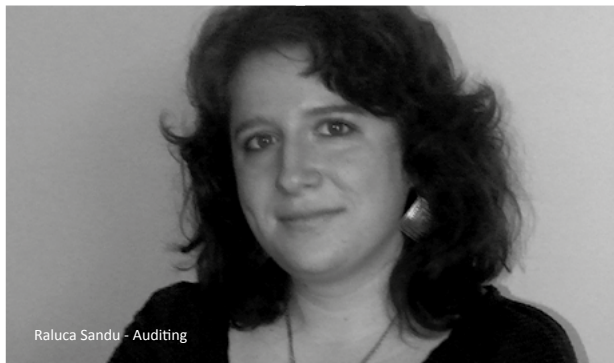
- ▶ Knowledge Technology & Organisation (KTO) PhD in Management
- ▶ PhD in Corporate Finance
- ▶ DBA in Project and Programme Management

SKEMA EXECUTIVE

- ▶ Executive MBA
- ▶ Executive MS
- ▶ Customised, Open and Diploma programmes

PEDAGOGY AND RESEARCH AT THE HEART OF SKEMA'S TEACHING

SOME MEMBERS OF OUR FACULTY



SKEMA

has a permanent faculty of 160. Permanent professors dedicate all their working time to SKEMA. Courses are also given by numerous practitioners who are experts in their field, as well as by visiting professors from partner universities abroad. Faculty members not only teach and provide students with personal career guidance for the future, they also carry out scientific research in areas closely related to the professional environment. Their mission is fourfold: pedagogy (teaching, supervising student projects, tutoring) research, representing the School in academic and professional organisations and participating in the life of the school.

SKEMA

keeps abreast of pedagogical developments, renewing course content and formats each year and seeking to integrate the teaching and learning opportunities offered by new technologies. SKEMA's main concern is preparing students for tomorrow's world. Our knowledge centre is a learning laboratory for pedagogical innovation where SKEMA faculty members are encouraged to share experience and ideas resulting in new courses, programmes and teaching methods.

SKEMA

invests heavily in research. Faculty is supported in its efforts to this end – the fruit of this support is the many research articles and books produced each year, as well as conferences hosted by SKEMA or attended by faculty members. This investment in research attests to the school's strong involvement in knowledge creation. It also has positive repercussions for students: courses based on the latest research allow them to be one step ahead of the crucial questions that companies will be asking in the near future.

SKEMA

faculty work with partners from many institutions. SKEMA is a founder member of the Université Côte d'Azur and participates actively in its research network. Some SKEMA researchers also work in partnership with the Université de Lille and with the OFCE (Observatoire Français des Conjonctures Economiques).

THE FACULTY OF SKEMA

is distributed among six academic Departments:

- ▶ Finance and Accounting
- ▶ Languages
- ▶ Management, Law & Organisation
- ▶ Management of projects, Information Systems and Supply Chains
- ▶ Marketing and Sales
- ▶ Strategy, Entrepreneurship and Economics

Naturally, at the heart of a multi-campus Business School devoted to the knowledge economy, there lies an uncommonly talented faculty. SKEMA faculty members teach on all our campuses in very different environments. With over 20 nationalities, our professors have developed unique skills: used to teaching multi-cultural groups, they integrate international business references into their courses and work hard to keep their teaching in line with the school's ADN and values.

The diversity of campus locations has encouraged innovation particularly in technological applications to pedagogy that connect our five campuses.

SKEMA faculty members publish articles in top ranked academic journals; they also author books for the business community thus contributing to develop the local areas where our campuses are situated. With its innovative model, SKEMA attracts high-level international professors who will ensure our rapid transformation. Our current policy will make sure that SKEMA achieves its ambitious development strategy and offers students one of the best global experiences in the world.

RESEARCH AT SKEMA

Faculty members produce high-level research publications and other types of intellectual contribution with the aim of "Sharing Knowledge Forward" with our different communities: academics, practitioners, students and policy-makers. Our research is carried out at the highest international level but we are still at pains to ensure that it is also relevant nationally and locally. We carry out innovative research in all business disciplines and we have significant expertise in novel areas such as Fintech, Women in Business, Regional Clusters and Dynamics and Digital Migrants (Generations Z and Y). Our research is recognised by the international academic community – over the last five years, SKEMA faculty have published over 300 papers in ranked academic journals and over 70 books.



Helen Bollaert
Director of research



160 PROFESSORS 6 DEPARTMENTS 5 RESEARCH CENTRES

DEPARTMENTS

- ▶ Finance & Accounting
- ▶ Languages
- ▶ Marketing and Sales
- ▶ Management, Law & Organisation
- ▶ Management of projects, Information Systems and Supply Chains
- ▶ Strategy, Entrepreneurship and Economics

RESEARCH CENTRES

- ▶ Finance & Accounting Insights on Risk and Regulation (FAIRR) Research Centre
- ▶ Knowledge, Technology, and Organisation (KTO) Research Centre
- ▶ Marketing, E-commerce, Retailing, Consumption and Ubiquity (MERCUR) Research Centre
- ▶ Sharing Research with Pleasure (ShaRP) Research Centre
- ▶ Strategy Research Centre

RESEARCH AT SKEMA BUSINESS SCHOOL

SKEMA'S INTERNATIONAL LEVEL RESEARCH PROVIDES NEW INSIGHTS IN BUSINESS AND MANAGEMENT

RESEARCH AT SKEMA IS ORGANISED INTO FIVE RESEARCH CENTRES:

► The FAIRR (Finance & Accounting Insights on Risk and Regulation) research centre is dedicated to promoting top level research and best practices in corporate finance, market finance (investment) and accounting. FAIRR's research activities encompass three broad research themes: accounting and society; international financial markets and risk; and corporate governance, regulation and entrepreneurial finance. It has given rise to publications in the top finance journals..

► The KTO (Knowledge, Technology, and Organisation) research centre is an interdisciplinary team of researchers. KTO seeks to contribute to academic and policy debates about economic and management challenges in a knowledge-based global economy. Our core focus is on the study of innovation and knowledge in organisational, industrial and regional contexts. The KTO research centre also hosts the Corporate Gender Diversity Observatory.

► The MERCUR (Marketing, E-commerce, Retailing, Consumption and Ubiquity) research centre reflects many of the concerns of retail firms in the Lille area. MERCUR's main objective is the study of the market dynamics occurring between consumers and companies, in particular to develop an understanding of the meanings and importance attributed by consumers to their experiences with brands, products, services and points of sale.

► The ShaRP (Sharing Research with Pleasure) research center comprises researchers from different research fields (Education, Information Systems, Knowledge Management, Law, Project Management, Scientometrics, Statistics, Supply Chain, etc.) who enjoy doing research and sharing their research forward. We aim for our academic research and research programmes to be guided by public societal concerns or by private firm requirements.

► The Strategy Research Centre is based in the Paris campus and includes SKEMA professors located in Paris, Lille, and Sophia Antipolis. The areas of expertise of its members are various and cover topics such as Business Strategy & Business Models, Business Ethics, Entrepreneurship, International Strategy, Mergers and Acquisitions and Strategic Leadership. Members have published in many well-known and internationally recognised journals.



SOME OF THE BOOKS PUBLISHED BY SKEMA'S PROFESSORS

SKEMA CORPORATE RELATIONS

Employability depends on the right combination of personality, curriculum vitae and career plans. The SKEMA Corporate Relations Department helps students and SKEMA graduates identify their career goals and then develop the action plans to achieve them. The department develops relationships between the school and employers, locally, nationally, and internationally.

The Career Centre's mission is to generate, manage and develop relationships with businesses that serve the interests of businesses, students, the school and the local community. Its work is designed to meet the needs of:

- ▶ Companies, primarily in terms of recruitment, but also in terms of training (alongside SKEMA Executive) and expertise (alongside the Research Centres and the Academic Departments)
- ▶ Students, in terms of internships, apprenticeships and employment, as well as career guidance
- ▶ The school, in terms of reputation and image among businesses, but also in terms of funding and donations (in conjunction with the fundraiser).
- ▶ Local community, in terms of dynamism and attractiveness.

EMPLOYMENT KEY FIGURES

- ▶ **€49K AVERAGE SALARY THREE YEARS AFTER GRADUATION**
- ▶ **EMPLOYABILITY SIX MONTHS AFTER GRADUATION:**
 - ▶ Grande Ecole: 96%
 - ▶ MSc: 93%
 - ▶ BBA: 100%
 - ▶ MS: 89%
- ▶ **INTERNATIONAL MOBILITY:**
 - ▶ Grande Ecole: 31%
 - ▶ MSc: 56%
 - ▶ BBA: 52%
 - ▶ MS: 43%
- ▶ **MORE THAN 2,500 PARTNER COMPANIES**
- ▶ **MORE THAN 20,000 INTERNSHIP AND JOB OFFERS/ YEAR**
- ▶ **MORE THAN 400 APPRENTICESHIP CONTRACTS IN FRENCH CAMPUSES**
- ▶ **A NETWORK OF 40,000 ALUMNI**
- ▶ **A STRATEGIC ADVISORY BOARD COMPOSED OF TOP MANAGERS FROM MAJOR COMPANIES**

EXAMPLES OF RECRUITERS FOR OUR RECENT ALUMNI

Accenture, Airbus, Altran, Alten Amadeus, Areva, Azamara Club Cruises, AXA Investment Managers, Beauté Prestige International, Bang & Olufsen, Bouygues Bâtiment International, BNP Paribas, Bongrain, CATS Motors Inc., Capgemini, Chanel, China State Construction, Cofidis, Crédit Agricole, Danone, Deloitte, Décathlon, EADS, EDF, Emirates Group, Eurodisney, Ernst & Young, Façonnable, Fragonard, FIDAL, Gemalto, Groupama, Groupe Auchan, Groupe Belles Rives, Guess, Hewlett Packard, HSBC Private Bank, Hyatt Corporation, IATA, IBM, Inès de la Fressange, Jara Productions, JC Decaux, John Galliano, Kraft foods, KPMG, Lloyds Banking Group, La Redoute, L'Oréal, LVMH, Marks and Spencer, Mazars, MCI group, Mercedes Benz, Michael Page, Moët et Chandon International, NetASQ, Nexity, United Nations, Orange, Publicis, Robertet, PricewaterhouseCoopers, PSA Peugeot Citroën, Saint Gobain, SNCF, Samsung Electronics, Shanghai Flowinvest, Sopra, Société Générale Private Banking, Virbac, Thales, Unilever, Unite, Valeo, Vinci, Volkswagen, World Economic Forum...



A GLOBAL NETWORK OF OVER 40,000 ALUMNI

SKEMA Alumni is a network of over 40 000 graduates in key positions located in 145 countries all over the world. Its vocation is to generate business and career opportunities amongst SKEMA graduates, to contribute to their professional success and to bolster pride in belonging to one of the biggest alumni communities in the world.

MAIN MISSIONS OF SKEMA ALUMNI

- ▶ Build up the network by strengthening links between the association, the school, students and graduates
- ▶ Develop the network internationally, by encouraging contact amongst graduates all over the world (clubs)
- ▶ Promote the school's reputation and that of its network among economic actors
- ▶ Offer graduates and students the services that are relevant to their careers
- ▶ Contribute to the life of SKEMA through initiatives for students, students' clubs and societies, faculty and school services.

ORGANISATION AND ACTIVITIES

To promote the graduate community all around the world, SKEMA Alumni offers each graduate

- ▶ access to its platform: alumni.skema.edu
- ▶ career services at each stage of one's career (workshops, personal coaching, job offers...)
- ▶ invitations to networking and professional events
- ▶ access to the online directory
- ▶ access to professional and local groups and discussions on social networks.

SKEMA ALUMNI IS A RELIABLE NETWORK OF TALENTS

Some of our alumni:

- ▶ Didier Bonnet, (MIM 1983)
SVP & global practice leader digital transformation, Capgemini Consulting
- ▶ Jean-Philippe Courtois (MIM 1983)
EVP and president, Microsoft Global Sales, Marketing & Operations
- ▶ Julien Codorniou (MIM 2002)
director, Facebook at work
- ▶ Alain Dinin (MIM 1975)
CEO, Nexity
- ▶ Olivier Dufour (MIM 2001)
Executive Director Page Personnel, Brussels, President of SKEMA Alumni
- ▶ Véronique Gautier, (MIM 1983)
CEO Giorgio Armani Fragrance, L'Oréal
- ▶ Geraldine Le Meur, (MIM 1995)
Co-founder & general partner, The Refiners, San Francisco
- ▶ François Mollard (MIM 1983)
Vice president, industrial sector, IBM France
- ▶ Jean-Paul Picard (MIM 1974)
Chairman of the Board at Deloitte CIS

Some of our recent graduates:

- ▶ Josselin ROULET (MSc 2013)
International Client Service Director – Asia, JCDecaux China, Shanghai
- ▶ Mahel Abaab Fournial (MIM 2012)
Account director for Africa and Middle East - ASCOM - Dubaï
- ▶ Pauline Foessel (MIM 2012)
Director Magda Danysz Gallery – Shanghai (contemporary art)
- ▶ Aymeric de Condé (MSc FMI 2012)
Senior analyst for Chappuis Halder & Co
- ▶ Alexandra Whitaker (MSc IMBD 2011)
Media manager for YouTube - Google Amsterdam
- ▶ Laurie Venet (MSc IMBD 2011)
International sales analyst & key user for Red Bull, Austria
- ▶ Audrey Lieutaud (MIM 2007)
Company founder Mon petit bikini.com, n°1 swim-wear website in France

A FEW FIGURES

- ▶ 40 000 graduates worldwide
- ▶ 31% of graduates live outside of France
- ▶ Over 150 events per year (professional conferences, afterworks, networking activities, gala evening)



SKEMA BUSINESS SCHOOL

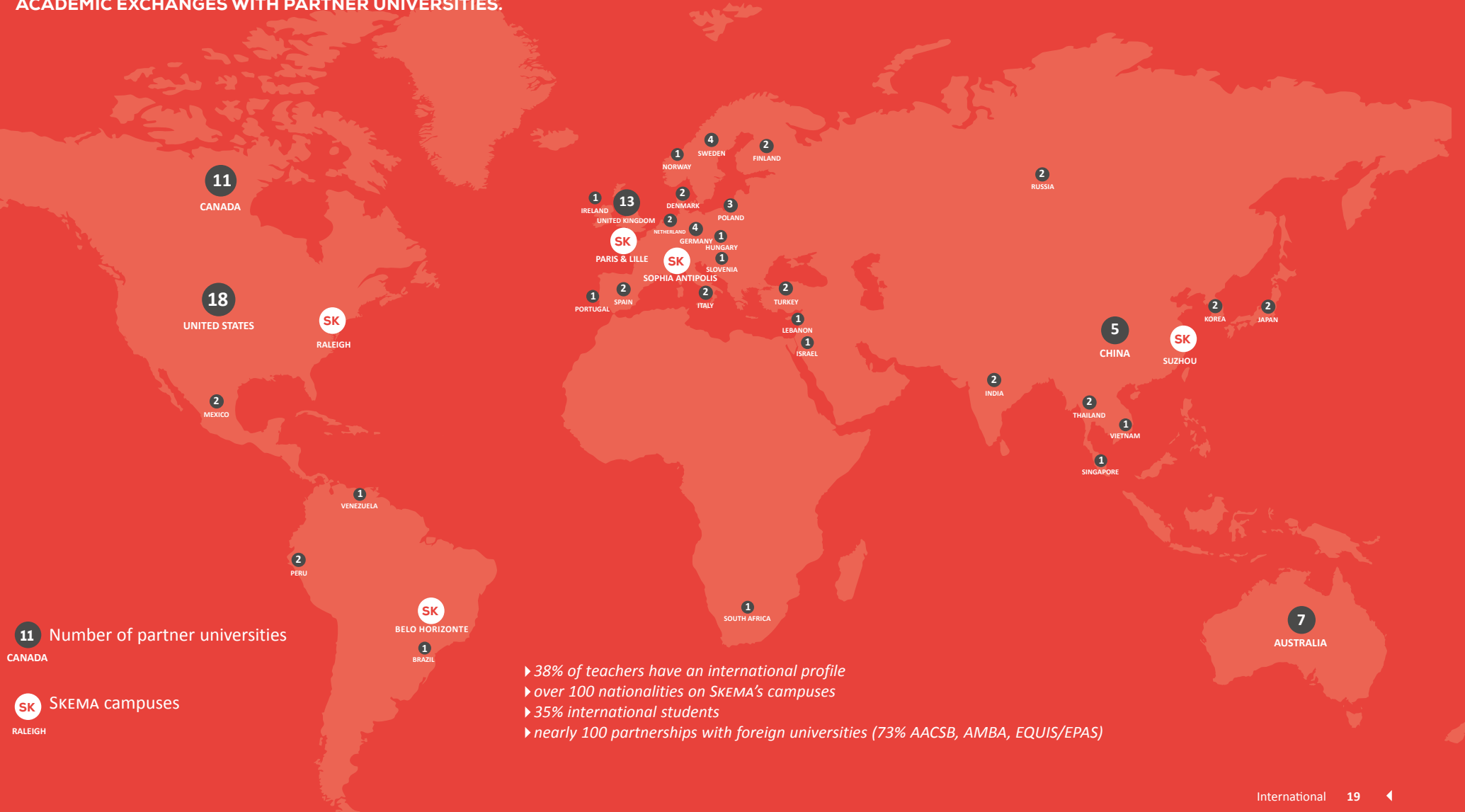
DESIGN YOUR FUTURE



skema
BUSINESS SCHOOL

INTERNATIONAL

THERE IS NO ESCAPING THE CURRENT INTERNATIONAL AND INTERCULTURAL NATURE OF THE BUSINESS WORLD AND THE ECONOMY. TOMORROW'S DECIDERS MUST BE ABLE TO ADAPT TO DIFFERENT, RAPIDLY CHANGING CONTEXTS, CULTURES AND PROCESSES. THAT IS WHY SKEMA HAS PUT INTERNATIONAL EXPERIENCE AT THE HEART OF ITS PEDAGOGY, BOTH THROUGH DEVELOPING SKEMA'S FOREIGN CAMPUSES AND BY ENCOURAGING ACADEMIC EXCHANGES WITH PARTNER UNIVERSITIES.



11 Number of partner universities
CANADA

SK SKEMA campuses
RALEIGH

- ▶ 38% of teachers have an international profile
- ▶ over 100 nationalities on SKEMA's campuses
- ▶ 35% international students
- ▶ nearly 100 partnerships with foreign universities (73% AACSB, AMBA, EQUIS/EPAS)



SKEMA BUSINESS SCHOOL

DESIGN YOUR FUTURE



SOCIAL AWARENESS

SKEMA BUSINESS SCHOOL IS A MAJOR ACTOR WITH REGARD TO SOCIAL AND ENVIRONMENTAL RESPONSIBILITY (SER); THE SCHOOL IS COMMITTED TO PROMOTING SER WHEREVER IT OPERATES.

Social Responsibility and Sustainable Development are one of the school's main strategic aims; they lie at the heart of SKEMA's DNA, underpinning its mission, values and educational ambitions. SER and SD have a strong impact on our training programmes and research; they inform the way we guide students in the activities of their associations and personal career plans; SER and SD also run through our policy for social diversity, responsible campus management and our contribution to the local community.

IN OUR TRAINING PROGRAMMES

Our goal is to train mobile, adaptable, talented managers who are able to deliver sustainable performance, make a valuable contribution to social, societal and economic debates and challenges, network, work remotely and push the boundaries of knowledge and innovation - managers who are comfortable with, and show respect for, multicultural and social diversity... 21% of our courses are devoted to SD and SER: they give students essential awareness of the challenges of Sustainable Development (Sustainable Marketing, SER, Sustainable Finance etc.) encouraging them to analyse the social, economic and environmental risks of their projects and decisions.

SKEMA has also developed programmes specialised in SD/SER:

- ▶ Bachelor programme: Management of the Marine Environment & Sustainable Development
- ▶ MSc Entrepreneurship & Innovation, with focus on business models for a sustainable growth and social entrepreneurship
- ▶ Specialised Master "Business Modèles Durables". These programmes develop students' hard and soft skills, enabling them to create ad hoc organisations and/or help other organisations to become competitive in a sustainable and responsible manner.

IN OUR RESEARCH

Our SD/SER research contributes to developing the local economy and encourages students to use their initiative and respond creatively.

SKEMA creations include: the International Observatory of Sustainable Finance (OIFD); the Corporate Gender Diversity Observatory; the Isma 360 Method for implementing innovation; working group "Economie de la fonctionnalité" (The functional economy) as part of the programme "La troisième révolution industrielle dans le Nord-Pas de Calais"; MoviLab, an incubator supported by the Minister of Ecology, Sustainable Development and Energy and the PACA region (it focuses on sustainable lifestyles combining open source and sustainable development). Finally, a key example of SER and diversity, the observatory of the feminisation of companies created by Professor Michel Ferrary; this observatory analyses the percentage of women and female executives in the largest French private companies and how this impacts corporate performance.

In total SKEMA has four incubators: one in Sophia, one in Lille and two in Suzhou (China). Students are involved in carrying out our various missions and studies for the research projects above. They acquire sound research methods as well as knowledge of the field and know-how in applying specific innovative research tools.

IN STUDENT PROJECTS

Our aim is to guide students in their career plans and projects whether these be company creations or humanitarian and/or association activities. Several projects from students, students on gap-year or recent graduates have been developed successfully: a study on management of waters, working in partnership with an NGO, helping

school students from culturally deprived backgrounds, protecting the marine environment, renovating a village school in Cameroon...

IN OUR MANAGERIAL AND ENVIRONMENTAL POLICY

We are striving for a responsible campus that sets an example to our students and personnel regarding their own socially responsible behaviour. Thus, our system of governance, our staff satisfaction surveys, our policy of social diversity, waste recycling and energy saving, improvement of infrastructures ...reflects our commitment.

THE SUSTAINABLE INNOVATION CHALLENGE

(Défi d'Innovation Durable et Societal): a cross campus orientation seminar to raise awareness of SD/SER. It takes place at the start of the academic year for each programme and plunges students into current problematic issues: social and societal innovations, solidarity and intergenerational projects, social entrepreneurship, risk analysis of the impacts of globalisation, novel socially responsible business models. The seminar is an exercise in active learning. The most interesting projects are developed and promoted within MOVILAB, an incubator for sustainable life-style projects.

A STIMULATING ENVIRONMENT FOR RENOWNED EVENTS

Being as close as possible to its environment, participating to the public debate, and bringing private and public speakers as well as our students close together, such are the goals pursued by the school, a backcloth for many different events:

CONFERENCES OF INNOVATION AND KNOWLEDGE CYCLE

More than 100 conferences have taken place since its inception in September 2007, designed for business owners, executives and managers of businesses in the school territories, working in small monthly luncheons. Since 2012, the cycle has been based on the general theme "Innovation, Growth and International Development" and was deployed on the three French SKEMA campuses (Lille, Paris and Sophia-Antipolis).

INTERNATIONAL ACADEMIC CONFERENCES

- ▶ EFMD Annual Conference: nearly 350 Deans and top managers of business schools from all over the world (Australia, USA, China, Latin America, ...)
- ▶ The "Transformative Consumer Research Conference" crossed the Atlantic, bringing together consumer researchers in the heart of Europe!
- ▶ EDEN Seminar: sixty participants (PhD students, researchers, world-renowned international speakers) representing a dozen different nationalities shared and worked on this year's theme: "Perspectives on Projects: Great Projects"
- ▶ EMAEE (European Meeting on Applied Evolutionary Economics): international conference in partnership with OFCE (Observatoire Français des Conjonctures Economiques) for junior researchers (PhD and Postdocs) giving them the opportunity to discuss the latest insights and methods in the field of applied evolutionary economics with leading international scholars.



▲ EFMD 2012 Conference in Sophia Antipolis



▲ Denis Payre (French entrepreneur, co-founder of "Business Objects")



▲ Arnaud Mulliez (President of Auchan France)



▲ Christine Lagarde (Head of the International Monetary Fund -IMF)



▲ Patrick Artus (Director of Research and Studies at Natixis and Hervé Morin (Minister of Defence in 2007)



▲ Valérie Pécresse (Minister for Higher Education and Research in 2007)



▲ Anne Dorte Riggelsen (Danish Ambassador to France)



▲ Yandong Liu (China's Vice Premier- July 2016)



▲ Pascal Nègre (CEO Universal Music France)



▲ Sylvie Bermann (French Ambassador to China)



▲ Nicolas Sarkozy (President of France from 2007 till 2012)



▲ Alain Dinin (CEO of Nexity)



▲ Michel Anglietta (French economist)



▲ Francisco Villar (Spanish Ambassador to France)



▲ Niklas Zennström (Co-founder of Skype)



▲ Jean-Paul Fitoussi (French economist)



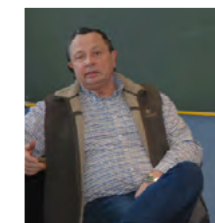
▲ Christian Estrosi (Former Minister of Industry and Mayor of Nice).



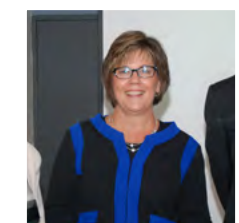
▲ IEKM (Challenge Intelligence Economique & Knowledge Management) 2015 with Alain Bauer, Alain Juillet & Renaud Prouveur, (French personalities)



▲ Didier Bonnet (Senior Vice President & Global Practice Leader - Caggemini Consulting)



▲ Henryk Klaba (President and co-founder OVH)



▲ Kristi Savacool (Chief Executive Officer of AON HEWITT)

