

UNIQUE NEWS N°4 - January 2025



**Editorial by Florence LEGROS**

While it is perhaps a little late to wish everyone in the ICN community a Happy New Year for 2025, we should nevertheless take time to celebrate the school's news and plans for this year and beyond.

New in Berlin: ICN has had to leave its Q207 campus due to major building work, and has therefore relocated. The Berlin campus, which will be fully completed in May and inaugurated in the Autumn, will occupy 2 floors within a complex featuring a hotel, a variety of restaurants and a promenade on the banks of the River Spree in a green and dynamic district of central Berlin.

The two floors include a cafeteria with a patio, a knowledge hub, a Bloomberg room, spaces for both students and staff and, of course, classrooms.

All alumni from Berlin (and beyond!) are welcome to contact us to arrange a visit of the new campus.

This means that we are quadrupling our current surface area in order to welcome a large number of students, particularly international, but also from our new degree programme - the 4-year international bachelor's degree (see below).



**Expanding ICN's influence beyond France**

As part of its international expansion, ICN BS has decided to join the select group of business schools offering a post-baccalaureate BBA program, with the **International Bachelor of Business (IBBA)**.

This **4-year** programme is designed to prepare future professionals for international management positions. Societal, geopolitical, technological and environmental transformation is at the core of the programme.

**Internationalisation in full swing!**

ICN has been strongly committed to internationalisation for several years. It offers students a window on the world and access to multicultural values.

Today, **38% of the school's students** are foreign nationals, as are half of its teaching staff.

The school has a network of **128 partner schools** in 46 countries, a network which evolves and is strengthened each year in order to extend the international offering of the school.

Every year, ICN welcomes students from foreign partner universities who come to spend a semester at ICN or prepare for a degree at the school. Every year, ICN students go on academic placements in one of our partner universities.

In addition, ICN has signed **double degree agreements** with renowned institutions such as HEC Liège, Galway in Ireland and Hanyang in South Korea.

This development of academic partnerships throughout the world contributes to the development of the school's international appeal. It strengthens the visibility of ICN and its Art, Technology and Management philosophy internationally.

**A new chapter at the start of the new school year!**

The IBBA, which will be offered to new students from September, is based on 3 fundamental pillars: academic excellence, international immersion and professionalisation.

ICN's ambition through this course is to train future professionals able to take up managerial positions in an international context. The curriculum is anchored in the reality of today's world and focuses on current and future transitions. Responsibility and sustainability are key features of the IBBA and the teaching methods used are designed to meet learning objectives that can be summed up in 6 key words:

*Anticipate - manage - open up - adapt - co-create - commit*

The IBBA is aimed at students with a baccalaureate or 1 year of higher education or equivalent. They can start their course in Berlin or Paris, before joining one of ICN Business School's selected partner universities in their 3rd year, and then continuing in their 4th year with work experience in a long-term internship or work-study programme.

**Key advantages:**

Like all ICN BS programmes, the IBBA has been designed to offer students a wide range of options. This means that each student can personalise their pathway and choose their specialisation according to their aspirations.

In addition to constant international academic exposure (courses and academic placements), the IBBA combines academic training with **professional experience**.

Like all ICN courses, the IBBA emphasises the need for an **inter-disciplinary** approach in order to grasp the complex issues faced by business professionals. Open-mindedness and curiosity are at the heart of Art, Technology and Management teaching. Students will be required to work on projects that call on a range of skills from different disciplines.



*The IBBA is undoubtedly the main driver in the school's ambitious international strategy, and an invaluable tool for raising the school's profile well beyond France.*

*From the start of the new academic year, the school is preparing to welcome more international students as part of this programme!*

**Alice DUFOUR**  
Director of the Bachelor's programme

**THE MANDARIN HOURS**

**TALK n°3 : France, a low-cost economic and welfare model**  
**27 March 2025 from 7 - 8.30 pm Conference Space, 6<sup>th</sup> floor étage, ICN Business School Paris La Défense**

Has France become a low-cost economic and welfare model? Come and join the debate on French debt and understand what it tells us about our relationship with money, work, debt and welfare rules. With:

- Patrick ARTUS (Natixis)
- Bruno PALIER (Sciences Po)

To register 🗨

[Click here !](#)

**Goodbye 2024, hello 2025: You have a gift for changing things!**

In 2024, the ICN BS endowment fund raised €155,917 (of which the graduates' portion represents 3.47%). Thanks to the generosity of our individual and corporate sponsors, the fund has been able to make commitments in order to:

- Promote social inclusion by distributing 12 grants to students enrolled in the Bachelor and Grande Ecole programmes
- Support our student entrepreneurs by awarding 3 prizes (CSR category, Innovation category and Art technology and management category)
- Support international events such as the *International Creative Partner Club Week* which brings together international universities that share the same educational philosophy as ICN
- Support an event focusing on new technologies for finance, such as 'Blockchain Night', an event created by ICN 2 years ago.
- Promote research by grouping together chairs such as the 'people leadership' chair in social protection, funded by major figures in French social protection and provident funds, which hosts a Cifre doctoral student and is run by three research professors.

**READ FOR YOU**

by Anne Lavigne, professor of economics at the university of Orleans

**Ethical perspectives and creativity: a winning alliance in R&D teams**



Based on the article by Stéphane Gangloff, Klaus-Peter Schulz and Kamel Mnisri entitled 'The interplay between moral and creativity: examples from R&D institutions' in the *International Journal of Technology Management*, May 2024.

[Read more](#)

**And always ...**

Recruit **your future talent** for the development of your business, whether in France or abroad, by taking part free of charge in the next ICN forums dedicated to apprenticeships, internships and 1st jobs:

- Thursday 27 March 2025 from 2 to 6 pm, Station A, Nancy Campus (in-person)
- Thursday 3 April 2025 from 2 to 6 pm, Paris La Défense Campus (in-person)
- From 2 to 4 April 2025 from 8.30 am to 6.30 pm, virtual sessions on Seekube

[Register now](#)

You can also publish you offers with our **Career Center**, for positions both in France and abroad.

Find out more about courses and periods of internship and apprenticeship [here](#) 🗨

For all questions concerning recruitment nad your recruitment needs : [Valentine Buchler](#)



ICN Business School  
88 rue du Sergent Blandin  
54000 Nancy

ICN Business School  
70 Route de la Jette-Lise - Les Collines de l'Arche  
92800 Putaux

ICN Business School  
Quartier 207, Friedrichstraße 74-78  
10177 Berlin, Allemagne

TRIPLE ACCREDITÉE



