

UNIQUE NEWS N°2 - October 2024

**From the School: GEDU (Global Education),  
a project for ICN**

The 'From the School' section takes pride of place on the front page of this Unique newsletter, given the current situation at ICN, which has a project to serve its development, students, graduates, staff and all its partners. This project is being carried out in accordance with the prerogatives of the CSE.

**Some background information**

ICN, which stands for 'Institut Commercial de Nancy', was founded in 1905 as part of the University of Nancy, which has since become the University of Lorraine. The School then became ICN Business School in 2003, a private school 'attached to the University of Lorraine', before entering into an association agreement with the University of Lorraine in April 2016, when the School was granted EESPIG status (private higher education establishment of general interest).

Although the school was highly 'ranked' in the 80s and 90s, it has to be said that its image deteriorated sharply in the years 2000 and 2010. It very quickly became clear that to counter this downgrading, we needed to join the exclusive club of 'triple crowned' schools, which we did in 2020. All this was achieved by investing heavily. We had to close costly and/or low-quality peripheral sites such as Dakar, Nuremberg, Algiers and Metz, and stop further professional training in China. Instead, a clear geographical strategy has enabled us to set up a campus in Paris, now at Collines de l'Arche, and a campus in Berlin.

Paris la Défense gives the School undeniable visibility and welcomes students on apprenticeships close to their families. Berlin is the capital of creativity, a word dear to ICN, with its start-ups and cultural businesses. At the same time, the ATM pedagogy (Art Technology Management) has been developed, following in the footsteps of Artem.

**The situation today**

ICN, which boasts a triple crown and a wealth of national degrees, along with its own specific identity and campuses reflecting a strong strategy, is back in the limelight, and the rankings speak for themselves. We are also at a crossroads. The sector is facing strong national and international competition. We are seeing:

- A bidding war for premises and equipment, both in France and internationally
- A bidding war for research professors, with salaries that far exceed what a school like ICN can pay
- Accelerating competition from the top and the bottom, making it increasingly difficult to recruit. The schools at the top of the table are increasing their intake capacity and taking money from the schools in the middle of the table; they are creating bachelor's degrees, which is depleting the number of preparatory classes. Further down the table, manufacturers of RNCP qualifications (professional, vocational qualifications) are springing up all over the place, funding neither research nor permanent teaching researchers, and offering apprenticeships from the first year onwards, which diverts post-baccalaureate students away from accredited management schools.

ICN has a clear strategic development plan, which is the only way to ensure the long-term future of the School and the value of its qualifications, and it needs to be backed by a strong entity. The priorities that guided us in our choice of investor were: shared values, quality, student support, maintaining the triple crown, independence and ambition.

**GEDU, a major player in international higher education**

Part of a British education group based in Greenford in the United Kingdom, GEDU (Global Education) was set up in 2010 and is run by its founder, Dr Vishwajeet RANA. In summary, GEDU is:

- **60,000 full-time students** in finance, banking, accounting, entrepreneurship, construction management, education sciences, digital technology, health, hospitality, international relations and diplomacy, and sustainable development management.
- A presence in **12 countries across 4 continents**: USA, Canada, UK, Ireland, Germany, France, Spain, Malta, UAE, India, Saudi Arabia, Australia.
- **Schools**: Schiller international university - MLA college (Plymouth) - APAC, Australian Performing Arts Conservatory (Australia) - GBS, Global Banking School (London, Birmingham, Manchester, Leeds) - GBS Dubai - GBS Malta - Global Banking Training (London) - Western Atlantic University School of Medicine - Ecole de management appliqué (Paris) - Global U (online) - Lokmani (India) - EP, English path - MetaGedu Apprenticeship.
- **A student satisfaction rating of over 91%** across the board.

**Global Education emerged as a preferred partner for a number of reasons:**

- It is not a financial investor, but an educational group, and therefore a partner that knows the academic world and does not seek to make a profit that would be unsustainable.
- It is proposing a major investment in ICN, including the use of its international network for recruitment and location.
- The project would have no impact on current locations.
- Synergies could be developed: we can imagine a successful establishment of our EMBA abroad, strengthening our ATM dimension, internationalising continuous education, using their leadership in digital education and their know-how in continuous education.
- We share the same values: commitment, team spirit, openness, diversity, striving for performance, entrepreneurial spirit and student support.
- It is a group which is committed to academic excellence and qualitative growth, as we are.

**This project is a new adventure for ICN, your school. The strategy is solid, the ambitions are strong, and everything is in place to succeed, especially with you.**

PROGRAMMES

**An Executive MBA to gain new perspectives**

ICN Business School's Executive MBA is a comprehensive 18-month programme aimed at experienced managers. It is designed to offer a global vision of business management and focuses on creativity, innovation, sustainable development and personal development. The programme goes beyond traditional approaches, with cross-disciplinary modules such as the Hackathon and a consultancy project, which are real springboards for integrating strategic skills.

The EMBA programme offers three international seminars (in Germany, the United States and China) to provide a context for learning in innovative ecosystems. For the third seminar, which will take place in China, the programme is based on a partnership initiated in 2023 with one of China's most renowned universities: **UIBE** (University of International Business and Economics), which has three EQUIS, AACSB and AMBA accreditations. Through this partnership, students benefit from lectures by top-level professors such as **Baocheng LIU**, Director of the Business Ethics Centre, **Zhu ZHANG**, a specialist in the internationalisation of Chinese companies) and visits to emblematic companies in the region: Alibaba, Baidu and 58.com.

One of the strengths of ICN Business school's EMBA is the option to tailor the programme to your requirements. Three specialisations are offered: **Digital Marketing, Human Resources and Legal**. From the start of the new academic year, the programme will evolve to include **artificial intelligence and data**. The Executive MBA boasts a top-notch teaching staff and highly motivated experts in the field, which has enabled it to renew its AMBA accreditation, making it one of just 300 MBAs in the world to be awarded this prestigious label.

**Testimonial from a graduate**



**Yannick WELLENREITER**  
Executive MBA 2022  
Head of the Walter recruitment agency

*"I trained as an engineer and have held a number of positions in industry. To become an industrial director, I realised that I needed to master the financial and strategic management of a company. These are the skills I sought in the Executive MBA at ICN Business School.*

*Strict personal and professional organisation is key, but my efforts paid off, because when I graduated, I joined Arcelor Mittal as industrial director with responsibility for 160 people and a turnover of 70 million euros.*

*In addition to the specific objectives that I had set myself in finance and corporate strategy, during my training I acquired skills in HR, marketing and change management that are still very useful to me today as head of Walter. The EMBA at ICN Business School is a real toolbox for dealing with the different professional situations you encounter.*

*As a recruitment professional, I know that employers are increasingly looking for senior executives who can make decisions in a climate of uncertainty. In this respect, EMBA is an invaluable course!"*

THE MANDARIN HOURS

**TALK n°2: The future of welfare: privatisation, taxation, or "can do better" ?**  
5 December 2024 from 7 pm to 8.30 pm 17 Conference Area, 6th floor, ICN Business School Paris La Défense

Is social protection already in private hands? For decades, we've heard talk of a two-tier health system, of saving for retirement from an early age, of VAT taxation, and of an ever-growing deficit, to name but a few issues. What is the true story? The deficit will reach €10 billion in 2024, as against nearly €40 billion in 2020, in the midst of the health crisis. Reducing the deficit is a major challenge, but who really governs social protection? The State or the administrators at Bercy, lobbyists, trade unionists or the MEDEF, militant insurers, solidarity mutuals, etc.? And what about policyholders?

These will be the questions addressed at this conference, which will be led by people who are passionate about both social protection and lively debate:

- **Guillaume Sarkozy**, former CEO of a large social insurance group (10 years) and former vice-president of Medef (8 years), now head of a single family office.
- **Hervé Le Bras**, demographer, director of studies at EHESS and emeritus researcher at the Institut d'Etudes Démographiques (INED)
- **Amélie de Montchalin**, French ambassador to the OECD, former Minister for Transformation and the Civil Service (to be confirmed).

Sign up

[For more information about Talk n°1: The business of football?](#)

FOCUS

**ICN's corporate lab, what's next?**

Philippe Albani, the ICN Director of Corporate Relations, describes **'giving companies the benefit of expertise and a fresh perspective on major issues affecting their organisation or development'**.

**The case of nudge music management, a discipline that is revolutionising customer experience!**

ICN Business School is the only management school in France to teach nudge music management. To put nudge music management into practice during their studies, students work on real cases submitted by companies to the Corporate Lab. At the crossroads of neuroscience and behavioural science, nudge music management is a new approach to meeting the challenges facing companies. The idea is to use sound and music to address issues such as quality of life at work and customer relations.

SNCF Voyageurs is working with ICN via its Corporate Lab' and has entrusted students with the task of designing sound tools to improve the safety of train users and compliance with safety instructions. The students on the Grande Ecole marketing specialisation programme, supervised by experts and teacher-researchers, drew up several proposals which they submitted and defended to the SNCF Voyageurs senior management team.

They all had to convince the jury members of their choice of music, voices, colours and rhythm. Creativity and customer experience were the order of the day! SNCF Voyageurs selected several proposals, which are currently being tested!

**If you too would like to take advantage of the Corporate Lab' scheme to meet future challenges for your companies, contact us!**

**A question about the Corporate Lab ?**

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Find information on our web site

READ FOR YOU

Or deciphering research articles published by ICN research professors

**Beyond aesthetics: contemporary art as a response to criticism of arts-based methods in organisations**



Based on the article by Thomas BLONSKI.

Published under the title « **Beyond Aesthetics: Contemporary Art as an Answer to Critics Towards Arts-Based Methods in Organizations** ».

In The Journal of Arts Management, Law and Society, May 2024.

Read more

AND STILL MORE

**If you have not yet used your apprenticeship tax balance, here is the latest information!**

For the 2024 campaign, the **SOLTÉA platform** offers new functionalities:

- **For companies with multiple establishments**: since 13 June, you can group together your different SIRETS (company registration numbers) into a single group of SIRETS and spread your payments all at once.
- **Enhance your relationship with ICN**: You can create a number of personal contacts. This will enable us to thank you even more and to get in touch with you to keep you informed of our actions and to enrich our partnership with you!

Assign your tax