

# istec

BUSINESS SCHOOL . PARIS

*Grande École – The Ivy League of Business Schools in France*



Master of Business Administration

# MBA

Marketing

[istec-me.org](http://istec-me.org)



# SUMMARY

1. **Presentation of ISTECH Business School** 
2. **Accreditation and Labels** 
3. **Academic Focus: Marketing** 
4. **Program Overview and Curriculum** 
5. **Academic Excellence Starts with Exceptional Faculty** 
6. **10 Compelling Reasons to Pursue a Master's Degree at ISTECH Business School** 
7. **Empower Your Next Move** 

# Welcome to ISTEC Business School. Paris

At ISTE, we don't just teach management—we empower you to master it. Our Bachelor's program is built to sharpen your ability to think strategically, understand business dynamics, and adapt to an ever-changing world.



**LAURENT PLOQUIN**  
Director General of ISTE Business School

At ISTE, we don't just teach management—we empower you to master it. Our Bachelor's program is built to sharpen your ability to think strategically, understand business dynamics, and adapt to an ever-changing world.

Our commitment to academic excellence is reflected in our learning-by-doing methodology, which ensures that students can seamlessly integrate management theories into practical business applications.

What sets ISTE apart? Real-world immersion from day one. Through our learning-by-doing approach, you won't just learn management, you'll apply it in professional settings, gaining the expertise to lead and innovate with confidence.

ISTE offers a unique advantage among Grandes Écoles (CGE). With 80% of our students actively engaged in work-study, ISTE remains committed to providing industry-relevant education and career readiness.

Choosing ISTE means embracing a rigorous, immersive, and future-focused academic experience that enhances professional success.

## ISTE, A School of the Imparare Group

**IMPARARE**, through its schools—ISTE, EEMI, Skale, and Skillogs—redefines education with an innovation-first approach that prepares students to lead in a fast-changing world.

**Our MISSION** is to fuse advanced technology with hands-on learning, ensuring students gain the practical expertise and strategic vision needed to excel in modern industries.

**Our VISION** is to make future-focused, multidisciplinary education accessible to all, empowering learners from diverse backgrounds to thrive in an increasingly digital and interconnected economy.

We are committed to reshaping higher education with a bold, forward-thinking model that blends academic excellence, industry relevance, and groundbreaking digital innovation.

# ISTEC's Journey of Excellence: Milestones & Achievements

1961

Establishment of ISTECE, the Higher Institute of Science, Technology, Economics, and Commerce.

1978

Official recognition by the French government, affirming ISTECE's academic standing.

1986

ISTEC's diploma approved by the Ministry of Higher Education, Research, and Innovation

2013

The Bachelor's degree receives official accreditation from the Ministry of Higher Education.

2018

ISTEC joins the Conférence des Grandes Écoles (CGE), an elite network of France's top engineering and business schools.

2020

The French Ministry of Higher Education officially approves the Diplôme Visé Bac+5 (Master's degree).

2021

Formation of the Imparare Group and the ISTECE x EEMI Incubator, fostering multidisciplinary innovation and entrepreneurship.

2022

ISTEC becomes a member of AACSB, marking the start of its international accreditation process

2023

ISTEC joins EFMD Global and further strengthens its accreditation efforts. The school also receives the "Bienvenue en France" label, recognizing its commitment to welcoming international students.

2024

ISTEC expands its global footprint with the opening of its first campus in Chongqing, China.

2025

2025 - Earns a state-accredited MBA, certified at Bac+5 level (RNCP Level 7) and officially recognized by the French Ministry of Higher Education, Research and Innovation.

- ISTECE partners with the UAE-based ATMS Education Group to expand its BBA and MBA offerings in the Middle East.

## Our Values

### SOLIDARITY

Mutual aid. Collaboration.  
Kindness.

### BOLDNESS

Imagination. Anticipation.  
Decision.

### CURIOSITY

Openness. Astonishment.  
Innovation.

### RESPECT

Listening. Tolerance.  
Humility.

### ENGAGEMENT

Involvement. Initiative.  
Responsibility.



ISTEC has seen significant growth, with a diverse student body and numerous recognized programs. The school is part of a larger educational group, enhancing its reach and resources.



3500 partner COMPANIES

91.7 % of the Grande Ecole Program graduates found employment within 6 months\*

100% net employment rate for Bachelor's graduates\*

\*CGE 2022 survey conducted on 2021 graduates

## Pedagogical Positioning

A Dynamic, Human-Centered Learning Approach

At ISTEC, we are committed to fostering individual growth and success, ensuring students gain the knowledge, skills, and perspective to thrive in an ever-evolving world.

Our educational approach is built on collaboration, innovation, and ethical leadership, shaping tomorrow's business leaders through four key pillars:

-  **New Business Models:** Students explore alternative business strategies, gaining the expertise to design, launch, and manage innovative, resilient enterprises.
-  **Global Issues:** We cultivate a profound understanding of environmental and economic challenges, equipping students with the knowledge and skills to create innovative, sustainable business solutions.
-  **People & Organizations:** Leadership starts with people. We emphasize responsible management, equity, and the creation of inspiring workplaces.
-  **Humanities:** Beyond business, we integrate languages, philosophy, and history to refine critical thinking and broaden perspectives.

Our faculty is a dynamic mix of renowned researchers and industry experts, blending academic excellence with practical insights. Through hands-on learning, real-world applications, and an immersive curriculum, ISTEC equips students to shape the future's economic, social, and inclusive progress.

# Accreditation

Since 2024, ISTECH has been eligible for the EFMD accreditation process.



## Labels

In the process of accreditation

The **ISTEC Business School MBA** is a flagship executive education program designed to develop ambitious leaders with a global outlook. Aligned with the provisions of French education law, this program is recognized at the **BAC+5 level**, equivalent to a master's degree in the **French higher education system**. Upon graduation, students are eligible to pursue doctoral-level studies such as the **DBA** or **EDBA**.

Graduates of the **ISTEC MBA** program earn **90 ECTS (European Credit Transfer and Accumulation System)** credits, ensuring the degree is recognized across European universities. This underscores the academic value, mobility, and international credibility of the **ISTEC MBA**.

ISTEC, a proud member of Campus France, received the "**Bienvenue en France**" label in **2023**, highlighting its commitment to creating a welcoming and supportive environment for international students.



**ISTEC Business School** is proud to be part of France's prestigious Grande École system, an exclusive group of top universities known for strong academics, competitive admissions, and a long-standing reputation for excellence. Often compared to leading institutions like the Ivy League in the U.S., these schools offer exceptional learning environments, strong industry connections, and access to powerful alumni networks.

Officially recognized by the **French Ministry of Higher Education** and accredited by the CEFDG to confer the **Grade de Master (Bac+5)**, ISTECH is ranked among the country's leading business schools, preparing graduates for leadership roles in management and entrepreneurship on a global scale.



**Qualiopi** certification acknowledges training providers that meet the government and regional quality standards, ensuring excellence in education for trainees.

ISTEC has been awarded this quality certification for the following areas:

- Training programs
- Experience validation initiatives
- Apprenticeship training

This recognition reinforces ISTECH's commitment to delivering high-quality, impactful education tailored to professional success.



Accreditations and labels serve as key benchmarks of excellence, signifying a business school's quality and global recognition. Awarded after rigorous evaluation, they assess the institution's education standards, research impact, and strategic vision. These distinctions enhance credibility, helping business schools stand out in a competitive landscape and attract both students and recruiters.

# Academic Focus: Marketing

## Shape Markets. Lead Brands. Drive Success.

The MBA in Marketing is designed to equip students with a comprehensive understanding of marketing principles, strategic decision-making, and business management. It emphasizes the integration of analytical skills, leadership capabilities, and digital marketing strategies to prepare graduates for competitive global markets. By fostering innovation and consumer-centric thinking, the program enables professionals to create impactful marketing solutions that drive business growth and brand success.

### What You Will Gain:

- **Develop Strategic Marketing Expertise** – Gain proficiency in Marketing Management to craft effective strategies that align with business goals and market dynamics.
- **Enhance Research and Analytical Skills** – Utilize Research Methods to conduct market analyses, consumer behavior studies, and make data-driven decisions.
- **Cultivate Leadership and Managerial Acumen** – Strengthen Leadership abilities to inspire teams, drive innovation, and manage organizational change.
- **Master Financial and Operational Decision-Making** – Apply Financial Management and Operations Management principles to optimize resource allocation and business efficiency.
- **Refine Communication and Negotiation Skills** – Develop persuasive communication and negotiation techniques to foster strong business relationships and successful deal-making.
- **Understand Economic and Technological Influences** – Leverage Managerial Economics and Management Information Systems to assess market trends and integrate digital solutions into marketing strategies.
- **Foster Entrepreneurial and Global Marketing Perspectives** – Explore Entrepreneurship and International Marketing to identify business opportunities and expand market reach across borders.
- **Analyze Consumer Behavior and Service Marketing Strategies** – Examine Buyer Behavior and Services Marketing to tailor marketing efforts that enhance customer engagement and satisfaction.

The MBA in Marketing provides a well-rounded foundation in marketing strategy, leadership, financial acumen, and global business perspectives. By integrating research, communication, and digital transformation, graduates are prepared to navigate complex market environments, drive business growth, and lead innovative marketing initiatives. This program empowers professionals to make data-driven decisions, adapt to evolving consumer trends, and create impactful marketing campaigns that resonate with diverse audiences.



# Program Overview

## MBA in Marketing

The MBA in Marketing is designed to equip students with a strategic understanding of marketing principles, business management, and leadership. This program integrates analytical thinking, consumer insights, and digital transformation to prepare graduates for competitive global markets. Students will develop expertise in market research, branding, negotiation, financial decision-making, and entrepreneurship, ensuring they can drive business growth and innovation.

### Program Structure

This three-semester program provides a comprehensive foundation in marketing, leadership, and business operations:

#### Semester 1: Business Foundations

This semester establishes a strong foundation in leadership, financial management, and entrepreneurial innovation. Students develop essential communication and negotiation skills while exploring economic principles and technology-driven business solutions.

#### Semester 2: Marketing & Strategic Management

Students dive into advanced marketing strategies, consumer behavior, and global business dynamics. They refine research skills, master international marketing approaches, and develop expertise in operations and project management to ensure strategic business success.

#### Semester 3: Practical Application and Industry Exposure

Students apply their knowledge in real-world scenarios, gaining practical insights to prepare for leadership roles in marketing and business management.

## Why Choose This Program?

- **Shape Strategic Narratives and Brand Identities** - A Marketing MBA equips you to craft persuasive brand stories, build trust, and position products meaningfully in an oversaturated market, turning ideas into influence.
- **Lead Growth in High-Impact Industries** - Marketing professionals are increasingly at the forefront of business transformation. With an MBA, you gain the leadership acumen to drive innovation across dynamic sectors like tech, retail, and digital media.
- **Master Data-Informed Strategy** - From consumer insights to campaign analytics, you'll learn to interpret data that guides smarter, faster marketing decisions—translating numbers into strategy.
- **Thrive Across Borders and Sectors** - Marketing is universally relevant. Whether you're in consulting, entrepreneurship, or product development, this specialization gives you the agility to adapt and lead in a globalized world.
- **Champion Customer-Centric Innovation** - At its core, marketing is human. A specialized MBA sharpens your ability to understand audiences, anticipate their needs, and create emotionally resonant, culturally aware campaigns.

In essence, an MBA in Marketing empowers professionals to lead with insight, creativity, and strategic vision, transforming market challenges into opportunities for innovation and growth. It's not just a specialization; it's a catalyst for impactful leadership in a brand-driven world.

# Program Curriculum

Build Your Journey

- Award: **Master of Business Administration in Marketing**
- Credits: 90 ECTS
- Duration: 12-15 months / 3 semesters

## Semester 1 & 2 (60 ECTS)

### Semester 1:

1. Communication and Negotiation Skills
2. Entrepreneurship & Innovation
3. Financial Management
4. Organizational Behaviour & Leadership
5. Management Information System
6. Managerial Economics

### Semester 2:

7. Marketing Management
8. Operations & Project Management
9. Research Methods
10. International Marketing
11. Buyer Behavior
12. Services Marketing

## Semester 3: Capstone & Practical Exposure – 30 ECTS

1. Capstone Project / Thesis
2. Internship Report

## Your Faculty: Leaders in Business & Academia

ISTEC's faculty comprises experienced academics and industry professionals who bring a blend of theoretical expertise and real-world insights. Their commitment to quality education and innovation ensures students gain the skills needed to excel in global business



Mr. Daniel Pearce



Dr. Colm Hickey



Dr. Gabriella



Dr. Jean Philippe Serbera



Mr. Sean Kemp



Dr. Peter Stokes



Dr. Ioannis Dermitzakis



Mr. Kees Smeets



Mr. Adam Raman



Dr. David Gordon



Dr. Clayton Davies



Ms. Catherine Bone



Dr. Alex Tziamalis



Mr. Matthew Rogers  
Draycott



Dr. Henry Sidsap

# MBA Class at ISTEC Business School



Virtual Live class



Assignment



Business Presentation



Western-qualified Faculty



Group Discussion



Class Activity



Interdisciplinary Approach



Diverse Peer Group

## 10 Compelling Reasons to Pursue a Master's Degree at ISTEC Business School

- International Prestige with Official Recognition - Earn a globally respected degree accredited by the French Ministry of Higher Education, ensuring academic excellence and international recognition.
- Elite Business School in Central Paris - Join a Grande École of Management located at the heart of Paris, Europe's center for business, culture, and opportunity.
- Accredited and Government-Recognized Programs - Graduate with a state-controlled Visa diploma and RNCP Level 7 title, providing both national validation and international relevance.
- Industry-Aligned Curriculum - Programs are developed in close consultation with employers to reflect the latest market needs and practices.
- Expert Faculty with Real-World Insight - Learn from an accomplished mix of academic scholars and seasoned professionals with practical experience and deep subject expertise.
- Tailored Specializations - Choose from 15 career-focused tracks designed to equip you for leadership roles in evolving industries.
- Entrepreneurial Focus - Strengthen your innovation, leadership, and strategic thinking to succeed in entrepreneurial or intrapreneurial environments.
- Inclusive and Accessible Education - Study in an environment that prioritizes equity, affordability, and diverse learning pathways.
- Global Alumni Community - Tap into an active international network of graduates making an impact in business and beyond.
- Career-Centered Learning Experience - Benefit from strong industry connections, real-world projects, and dedicated career support that align your studies with long-term goals.

# Empower Your Next Move

## Program Flexibility

Empowering Professionals to Learn on Their Terms

ISTEC Business School recognizes the evolving needs of today's professionals, demanding flexibility without compromising academic quality. Its MBA program is designed to adapt to diverse lifestyles, providing a globally accessible, structured learning experience.

### 100% Online Format - Study anytime, anywhere.

ISTEC's advanced digital platform enables students to:

- Access recorded lectures for on-demand learning
- Participate in interactive discussions and assignments
- Join live sessions with faculty and peers
- Receive personalized academic support and guidance

Whether managing a business, traveling frequently, or balancing professional responsibilities, students benefit from a seamless, high-quality learning journey that transcends time zones and geographic boundaries.

### Non-term Enrollment - Begin when it suits your schedule.

With rolling admissions and a non-term academic model, ISTEC offers:

- Immediate enrollment upon application acceptance
- Flexible commencement dates
- Customizable academic calendars
- Self-paced program progression

Students may complete their MBA in as little as 12 months or extend to 18 months, aligning their studies with professional ambitions and personal commitments.





## MBA Admissions

Empowering Professionals to Drive Meaningful Change

ISTEC Business School's MBA program is tailored for ambitious professionals committed to advancing their careers and making an impact within their industries. The admissions process takes a holistic approach, evaluating both academic credentials and leadership potential.

### Admission Criteria

To be considered for the MBA program, applicants must meet the following requirements:

- A bachelor's degree from a recognized institution (in any discipline)
- Relevant professional work experience

### Academic Counselor Guidance - Personalized Support from Enquiry to Enrollment.

From the initial enquiry to program enrollment, each applicant is guided by a dedicated academic counselor. ISTEC's experienced counselors provide:

- Personalized consultations to clarify career goals.
- Support in selecting the program format and specialization aligned with individual aspirations.
- Assistance in preparing the application and required documentation.
- Step-by-step guidance through the enrollment process.

This personalized support helps every student start the program with a clear understanding of what to expect and how it fits with their goal, whether they're aiming to lead teams, start a business, or take the next step in their career.

# 2025 Fee Structure:

Registration Fee: **AED 2,500**

Course Fees: **AED 3,500 x 12 = AED 42,000**

Administration Fee: **AED 6,000**

**Total Fees: AED 50,500**

- Convocation/Graduation Ceremony Fee - To be informed later
- Certificate Attestation: AED 2500
  
- 5% VAT exclusive
- Refer to the Course Fee Contract for other charges.
- Any fees paid are non-refundable under any circumstances



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