Management and technology: KEDGE Business School introduces its Executive MSc programme in Business Engineering at its Paris campus

The Business Engineering programme (MSC / bac+5 approved) offered by KEDGE, which has been recognised and endorsed by companies for its initial training for 30 years, will have an Executive Education Programme format available at the KEDGE Paris campus as of February 2018. The programme offers a combination of technological and managerial expertise through educational immersion in an innovative, B2B environment.

“KEDGE has decided to extend its specialised programmes to its Paris campus so as to offer executive education programmes dedicated to professionals and suited to the demands of major companies,” says José Milano, Director General at KEDGE. “The MSc. in Business Engineering, initially offered at KEDGE Toulon and one of our reference programmes, is endorsed by our graduates and the largest companies in the industrial sector.”

Intended for scientific and technological profiles, the Business Engineering programme aims to develop high-level commercial and managerial skills, in order to build skills in business strategy and management of innovative projects. Delivered in the heart of Paris, training takes place in a setting dedicated to professionals and facilitates exchange between companies, research professors and professional experts.

“Business engineering is highly sought after by innovative companies, and meets the challenges faced by industries with high added value,” says Agnès Pagnon, Head of the MSc. Business Engineering programme at KEDGE. “Our teaching method aims to expose learners to a range of professional scenarios, with a multi-sector technological approach and an international scope. They have been developed with partner companies and with the professional expertise of our teaching staff: case studies, projects, simulations, tenders, role play, etc.”

The programme offers 4 blocks of skills to be validated:

- Develop and implement a business development strategy on an international scale
- Manage complex projects
- Establish innovation strategies
- Guide the company through new challenges

Practical information about the Executive MSc in Business Engineering programme:

- Admission requirements: BAC +5 with 3 years’ professional experience or BAC + 3/2 with 5 years’ professional experience
- Duration: 13 months part-time, 60 training days (420 hours)
- Eligible for CPF and CIF
- Threelfold recognition: Approved BAC+5 diploma, Level I of the RNCP, MSc. recognised by the Conférence des Grandes Ecoles
- Start: 19 February 2018
Campus: Paris

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About KEDGE Business School:
KEDGE is a leading French business school with four campuses in France (Paris, Bordeaux, Marseilles and Toulon), three abroad (Shanghai, Suzhou and Dakar) and three partner campuses (Avignon, Bastia and Bayonne). The KEDGE community is made up of 12,600 students (including 25% coming from abroad), 183 professors (including 44% coming from abroad), 275 international academic partners and 55,000 alumni around the world. KEDGE offers 32 programmes in management, designed for students and industry professionals. It also provides tailor made educational programmes for businesses at national and international levels. KEDGE Business School is AACSB, EQUIS and AMBA-accredited, and is a member of the Conférence des Grandes Ecoles. It is also recognised by the French government, with labelised programmes, and has obtained the EESPIG label. KEDGE was ranked 33rd by the Financial Times in the European Business School ranking and 37nd globally in its Executive MBA ranking.

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