



# ESSCA

## Press release

30 January 2025

### ESSCA creates a Master in Management and Business Engineering aimed at science and engineering students, in tandem with Dassault Systèmes and IBM

Faced with the growing need of companies for talents offering a blend of technical expertise and strategic vision, ESSCA is rolling out a new Master in Management and MSc double degree: the Master in Management and Business Engineering. The programme will be launched in September 2025 on the School's Lyon campus, comprising a 16-month accelerated training designed specifically for French and international engineering and scientific profiles.

Devised in tandem with top industry figures such as Dassault Systèmes and IBM, the programme meets a dual objective: to provide students with the keys to navigate complex environments and meet the requirements of companies.

With the launch of this new curriculum, ESSCA continues to respond to the main challenges of companies, economic and industrial sovereignty and transitions.

#### **An intensive set-up designed to train hybrid talents**

This programme is aimed at graduates with three years of post-secondary studies from scientific educational backgrounds such as engineering, who have obtained 180 ECTS credits and with international projects in mind. By joining directly the fourth year of ESSCA's Masters in Management programme, engineering students will benefit from an intensive learning schedule over 12 months, alternating between theoretical classes, the study of practical cases, and then an in-company internship.

The programme combines:

- **12 months of courses:** classes in management, strategy and leadership specially tailored to industrial and technological issues and taught in English. Students develop project management, decision-making, communications and organisational skills, whilst consolidating their understanding of technical environments and engineering management.
- **An end-of-study internship:** lasting a minimum four months, the internship enables students to put into practice the knowledge already acquired within corporate partners.



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This dual skillset, which is especially sought after in sectors such as aeronautics, automobile and cutting-edge technology, prepares future graduates for key positions such as industrial project manager, business analyst and head of innovation.

Franck Gavaille, Director of ESSCA's Master in Management, declares: "by launching this programme, ESSCA is appealing to students with advanced scientific skills, for example engineers looking to hone their ability to manage projects and teams and take strategic decisions for senior positions. These multi-talented profiles are highly sought after."

### **A programme devised with highly renowned companies**

Dassault Systèmes and IBM have contributed directly to designing the teaching content of the programme, ensuring that it responds to current technological and managerial issues. These companies will be able to participate in numerous ways, such as providing guest lecturers and case studies or receiving students on internships, thereby strengthening their employability and their transition into working life. In turn, students will be able to take advantage of the IBM SkillsBuild scheme, a free education programme that helps apprentices develop the most sought-after digital skills on the employment market (AI, Cybersecurity, Data Science, Sustainable Development...) and obtain digital certificates.

"We are supporting ESSCA's programme as we believe that innovation is a result of the blending of science and management. This degree trains leaders capable of grasping technical challenges whilst mastering the fundamentals of management," underlines Philippe Besse, Managing Director, EUROWEST (France, Spain, Portugal, Africa, Middle East), Dassault Systèmes.

"This collaboration is perfectly aligned with IBM's commitment to society in support of education and access to digital technologies for all; our aim is to train 30 million people around the world by 2030. We are delighted to be joining forces with ESSCA to achieve this goal" stated Armelle Baumard, CSR Leader for Academia, IBM France.

### **Lyon – a local setting for an international ambition**

ESSCA's Lyon campus has been chosen to host the programme in its capacity as a major European industrial and technological hub. Students benefit from immediate access to a dynamic economic ecosystem offering job prospects in such diverse sectors as aeronautics, automobile, cutting-edge technology and energy.

Following completion of the training, graduates are awarded two degrees: an MSc in Business Engineering and the ESSCA Master in Management, which carry official Masters status and enjoy intentional recognition thanks to AACSB, EQUIS and AMBA accreditation. These confirmations of excellence position this new curriculum among the most prestigious management programmes in the world.

### **A new generation of graduates to support the growth of companies**

Each year, the programme will train around 40 graduates capable of combining strategic vision with technical expertise. These hybrid profiles will prove a major asset for industrial and technological companies who are preparing to tackle future business challenges.

Graduates will join the ESSCA Alumni network, which already totals 21,500 members around the world, bolstering the regional and international scope of the School.



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### About ESSCA

Based on its rich 115-year history, ESSCA School of Management is a renowned and firmly established French and European institution. A pioneering school in terms of teaching innovation and social and economic inclusion, it has striven to evolve on a permanent basis to incorporate the demands and challenges of the modern world with a will to train responsible leaders and assist organisations undergoing change.

A private higher education institution of common interest built upon a not-for-profit associative structure and a member of the Conférence des Grandes Ecoles, ESSCA School of Management delivers an officially recognised 5-year post-secondary Master degree and also offers a fully accredited Bachelor in International Management degree programme, an MBA Business & Technology and Master of Science programmes. The school also offers a range of training programmes designed specifically for senior executives, managers, and operational teams, with degree-awarding training (including an Executive Master in Global Management) and custom programmes. ESSCA is also developing on-line designed by ESSCA online campus.

Thanks to its AACSB, AMBA and EQUIS triple crown accreditation, a status held by only 1% of business schools around the world, the School is an internationally renowned institution. It features in the top 100 Masters in Management programmes in the world in the 2023 Financial Times ranking.

Strengthened by a multicampus identity that helps consolidate its appeal to local regions and the showcasing of French expertise in the areas of higher education and research, ESSCA can call upon a network of almost 21,500 alumni working all across the world and currently welcomes over 500 faculty and administrative staff and 7,000 students on its campuses in France (Aix-en-Provence, Angers, Bordeaux, Lyon, Paris and Strasburg), Hungary, China and most recently in Spain and Luxemburg.

[www.essca.eu/en](http://www.essca.eu/en)

### About IBM SkillsBuild

**IBM SkillsBuild** is a free education program focused on underrepresented communities in tech, that helps adult learners, and high school and university students and faculty, develop valuable new skills and access career opportunities. The programme includes an online platform that is complemented by customized practical learning experiences delivered in collaboration with a global network of partners.

The open version of IBM SkillsBuild is an online platform which offers over 1,000 courses in 20 languages on artificial intelligence, cybersecurity, data analysis, cloud computing and many other technical disciplines — as well as in workplace skills such as Design Thinking. Most important, participants can earn IBM-branded digital credentials that are recognized by the market.

The enhanced partner version of IBM SkillsBuild may also include workshops, expert conversations with IBM coaches and mentors, project-based learning, access to IBM software, specialized support from partners through the learning process, and connection to career opportunities. To find out more, visit [skillsbuild.org](https://skillsbuild.org)

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