

SKEMA Business School

CORPORATE BROCHURE

SK

skema
BUSINESS SCHOOL



SKEMA
FOUNDER
MEMBERS

CERAM BUSINESS SCHOOL
NICE - SOPHIA ANTIPOLIS
PARIS LA DÉFENSE - SUZHOU

ESC Lille
SCHOOL OF MANAGEMENT - LILLE AND PARIS

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SKEMA's ambition is to be a global business school which, through its research and teaching programmes, trains and educates the talented individuals that 21st century businesses require.

"With SKEMA, we have created the necessary material and human resources to deliver an educational programme that perfectly reflects the global economic environment. Our goal is to train mobile, adaptable, talented managers who are able to deliver sustainable performance, make a valuable contribution to social, societal and economic debates and challenges, network, work remotely and push the boundaries of knowledge and innovation - managers who are comfortable with, and show respect for, multicultural and social diversity.

Our multi-site, international structure, with sites in Asia, Europe and America, means that we can remain perfectly in tune with our economic environment and the world of international higher education. Our campuses are more than simple satellite training centres. They are located within large, expanding research parks, where cooperation and partnership come together to create the innovations and technologies of the future. Our teaching staff and students enjoy a relationship based on mutual enrichment, with both classroom-based and in-company activities and strong, permanent connections between the different sites, which offer complementary training programmes.

The programmes at SKEMA Business School are aimed at students who want to be part of a globalised training community that is perfectly suited to the challenges of the modern environment. As graduates of the school, they will go on to work towards a collective goal with a common vision: to create the right conditions for a sustainable knowledge-based economy."

Alice Guilhon
Dean of SKEMA Business School



HISTORY

SKEMA was born from the merger of ESC Lille and CERAM Business School



CERAM Business School

- 1963 › Created by the French Riviera Chamber of Commerce and Industry in the centre of NICE.
- 1978 › A new name: CERAM (Centre for Education and Research Applied to Management), and a new location in the Sophia Antipolis Technology Park.
- 2006 › Strategic Advisory Board created
› Research Advisory Committee created
- 2007 › EQUIS accredited
› AACSB: pre-eligibility status obtained
- 2008 › Paris La Défense campus opened
› International Advisory Board launched
› New student residence constructed in Sophia Antipolis, including a new student centre of 2000 m²
- 2009 › Suzhou campus (Jiansu province) launched in China

ESC LILLE

- 1892 › Created by the Lille Chamber of Commerce
- 1937 › The Lille Chamber of Commerce closed the school.
- 1946 › School re-opened with the help of the Académie de Lille
- 1995 › School set up in Euralille
- 2005 › 3000 m² added to the Lille campus
- 2006 › EQUIS accreditation
- 2007 › Lille School of Management Research Centre created by merging the ESA research centre with that of ESC Lille.

SKEMA BUSINESS SCHOOL



- July 2009 › Merger of ESC Lille and CERAM Business School
- November 2009 › New name launched and new entity officialised in law.
- June 2010 › First graduation ceremony held in common
- September 2010 › Raleigh campus opened
- January 2011 › Suzhou campus new premises
- December 2011 › Equis re-accreditation
- April 2013 › Certification ISO 9001 for SKEMA's French campuses
- January 2014 › AACSB accreditation

On 30th June 2009, after a vote by the General Assembly of the French Riviera CCI and the Board of Directors of ESC Lille, the two schools announced the launch of an educational project for the first time in France with the merger of CERAM Business School and ESC Lille.

GOVERNANCE

SKEMA Business School is a private establishment of graduate-level business education recognised by the state. It is run according to the 1901 French law governing non-profit-making associations. The association was founded by ESC Lille and CERAM Business School in 2009.

› The Board and the General Assembly

The Board is the executive arm of the school. The members are appointed among the General Assembly's members.

The chairman of the Board is Bernard Lecomte. The vice-chairman is Dominique Estève, president of the Provence Alpes Côte d'Azur CCIR (Regional Chamber of Commerce).

Three consultative committees contribute to decision making in SKEMA:

› The Strategic Advisory Board (SAB)

› The International Advisory Board (IAB)

› The Research Advisory Committee (RAC)

The Board, the General Assembly and the committees are made up by managers, representatives of the regions where SKEMA is rooted, alumni as well as French and international professors.



↗ Bernard Lecomte
Chairman of the Board, deputy general manager of Dalkia. (SKEMA alumnus 1964)



↗ Jean-Philippe Courtois
Chairman of the Strategic Advisory Board, president of Microsoft International (SKEMA alumnus 1983)

DNA & VALUES

The name SKEMA, School of Knowledge Economy and Management, defines the school's ambition: to be the point of reference among business schools internationally. SKEMA Business School is a learning community committed to the creation and transmission of knowledge and practices in management. The vision, mission, DNA and values on which the strategy is based are completely in keeping with the world's economic evolution, the globalisation.

Since its creation, SKEMA has taken up the challenge of being a globalised school through its multi-campus structure.

The school's identity reflects its DNA and values.

SKEMA'S DNA

comprises three themes pertaining to the Knowledge Economy:

- › Internationalisation
- › Sustainable performance
- › Entrepreneurship and innovation

SKEMA'S VALUES

are reflected in the school's positioning:

- › Multiculturalism and diversity
- › Long life learning and personal development
- › Entrepreneurial attitude
- › Humanism
- › Excellence

AN INNOVATIVE EDUCATIONAL MODEL WITH STRONG VALUES

VISION

SKEMA aims to be the global business school, located on the five continents with a unique international strategy, training management leaders in the knowledge economy.

Who

Global knowledge economy talents. Students and participants prepared for multicultural working, able to manage diversity in all contexts (cultural, social and societal) committed to sustainable performance, entrepreneurship and innovation.

Where

In all parts of the world where knowledge is created – technology parks with academic knowledge and management practice cross-fertilisation, places of innovation, fast-growing regions (South America, Asia, eastern Europe, Africa).

How

- > A multi-site school with campuses located within research parks
- > A unique model designed to manage students' movements based on balance and diversity, differentiating SKEMA from the international strategy of other schools
- > Multi-site educational programmes offering mobility and professional expertise (in technology and in management)
- > Scientific territorial synergies: synthetic indicator of innovation, digitalising of economies and markets, globalisation of economies, financing of growth
- > Contribution to the community (economic, academic and social) and to the regions where the school is located.

SKEMA'S MISSION

To educate and guide high-achieving students and practitioners from a variety of backgrounds in their professional and personal development so that, while respecting ethical and responsible principles and practices they can:

- > Evolve successfully in a multicultural context and in a globalised knowledge economy in organisations of any size, in any country
- > Contribute to the development and the sustainable performance of their organisations through their ability to innovate, their technical skills and their cross-disciplinary and international culture

To this end, the school emphasises:

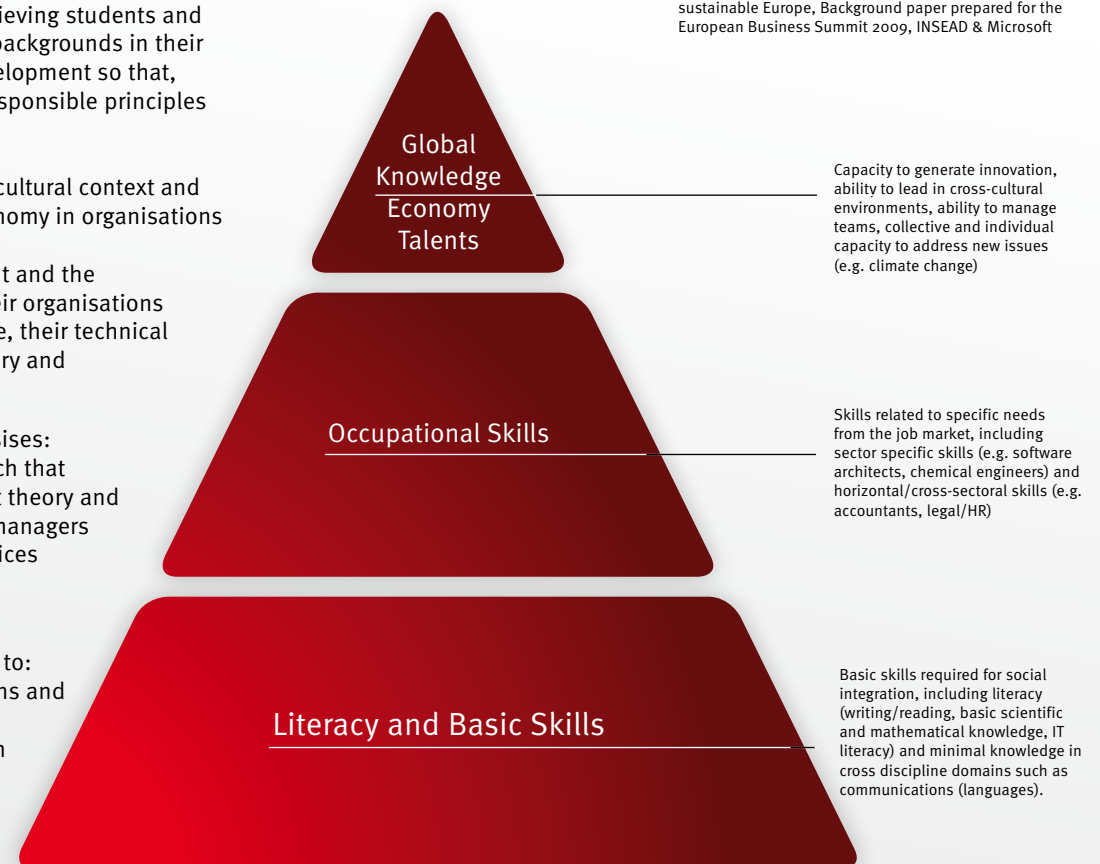
- > Academic and applied research that will both advance management theory and disciplines, that assist global managers in the application of best practices
- > Pedagogical innovation
- > A multi-campus strategy

The school thereby contributes to:

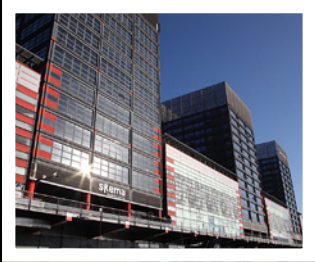
- > The development of the regions and countries in which it is located
- > The development of firms with which it has links

Europe's Skills Pyramid: definitions

Source: Providing the skills for an innovative and sustainable Europe, Background paper prepared for the European Business Summit 2009, INSEAD & Microsoft



A MULTI-CAMPUS, INTERNATIONAL STRUCTURE



^ Lille



^ Paris La Défense



^ Sophia Antipolis



^ Suzhou



^ Raleigh

SKEMA Business School operates from five different sites: in France (Lille, Paris La Défense and Sophia Antipolis), China (Suzhou), and the USA (Raleigh, NC). The campuses are located in well-known science parks or business centres and offer students exceptional opportunities and career prospects. SKEMA's foreign campuses all have the same goal: to combine international academic and professional experience. At SKEMA, the genuine international experience that students receive involves more than just the creation of a local school. Other international campuses, based on the same criteria, will be opened over the next few years.

Lille, the hub of Europe

The Nord-Pas de Calais region is the youngest and most highly populated region of France. Lille is the biggest and the most thriving student city outside Paris. Northern France offers a dynamic business environment and hosts the largest number of headquarters of leading companies after Paris. The Nord-Pas de Calais is also the biggest centre for the mail-order industry in Europe; the region attracts the most foreign investment, is the second biggest area for insurance companies, and the third biggest financial market in France. It has a highly developed textile industry and is the third most important in France for exports and the automotive industry. Lille is the cradle of mass retailing and hosts many world famous companies.

This 20,000-square-metre modern, functional campus is located in the heart of the city's business centre, a stone's throw from the old town and Lille's Grand Place. It is conveniently situated between two TGV stations with Paris only an hour away, Brussels 38 minutes and London 1 hour 20.

Paris, the "City of Lights"

Paris continues to be one of the most stimulating cities in the world as a centre of cultural and economic activity. At the heart of French business, intellectual and cultural life, Paris hosts millions of visitors year-round who come to marvel at the wealth of history, art and entertainment the city has to offer. Competitive industries, business innovations, high-level education, and tourism have turned Paris into the favourite city of business professionals and young graduates. For career-oriented young people, Paris is the place to be and SKEMA's Paris campus gives students the chance to work and learn in a city of unlimited opportunities.

The campus is located in the Pôle Léonard de Vinci in the heart of La Défense. This modern area is only a 10-minute metro ride from the Champs-Élysées, or 20 minutes from the Eiffel Tower.

La Défense is home to a population of 20,000, with 1,500 companies (15 of which are among the world top 50) employing 150,000 people. Many companies especially banks and insurance companies have left their former neighbourhoods to set up here.

We live in a global economy. The future of education lies in breaking down barriers and engaging with other cultures. Future decision-makers will need to be mobile managers who network and engage with different cultures and are able to master culture-specific practices with the same skill as a native. While SKEMA plans to continue its programme of international exchanges, it has developed a new, more direct policy of opening campuses abroad, where the economy of tomorrow will be created.

Sophia Antipolis, at the heart of the French Riviera

The campus lies at the heart of Europe's best known science park whose success is directly linked to its quality of life and exceptional environment. The area offers not only its natural beauty, but also a high level of cultural and social life enriched by the diversity of its population.

Sophia Antipolis is home to several higher education institutes and university departments which have created a vibrant student community of over 5,000. SKEMA's immediate environment also includes over 1,300 companies in sectors such as information and communications technology or biotechnology. Here, 21st century companies have become part of a knowledge community and the SKEMA 30-hectare state-of-the-art campus fits harmoniously with this environment.

Suzhou (China)

Suzhou has been called the Venice of the East because of its many canals, beautiful natural environment and traditional gardens. However, this ancient city is one of the most advanced centres of technology across the globe; it is home to 118 of the top 500 companies in the world.

Suzhou is just one hour from Shanghai, China's second largest centre of industry and top destination for foreign investment. This makes it an ideal recruitment centre for graduates seeking an international career.

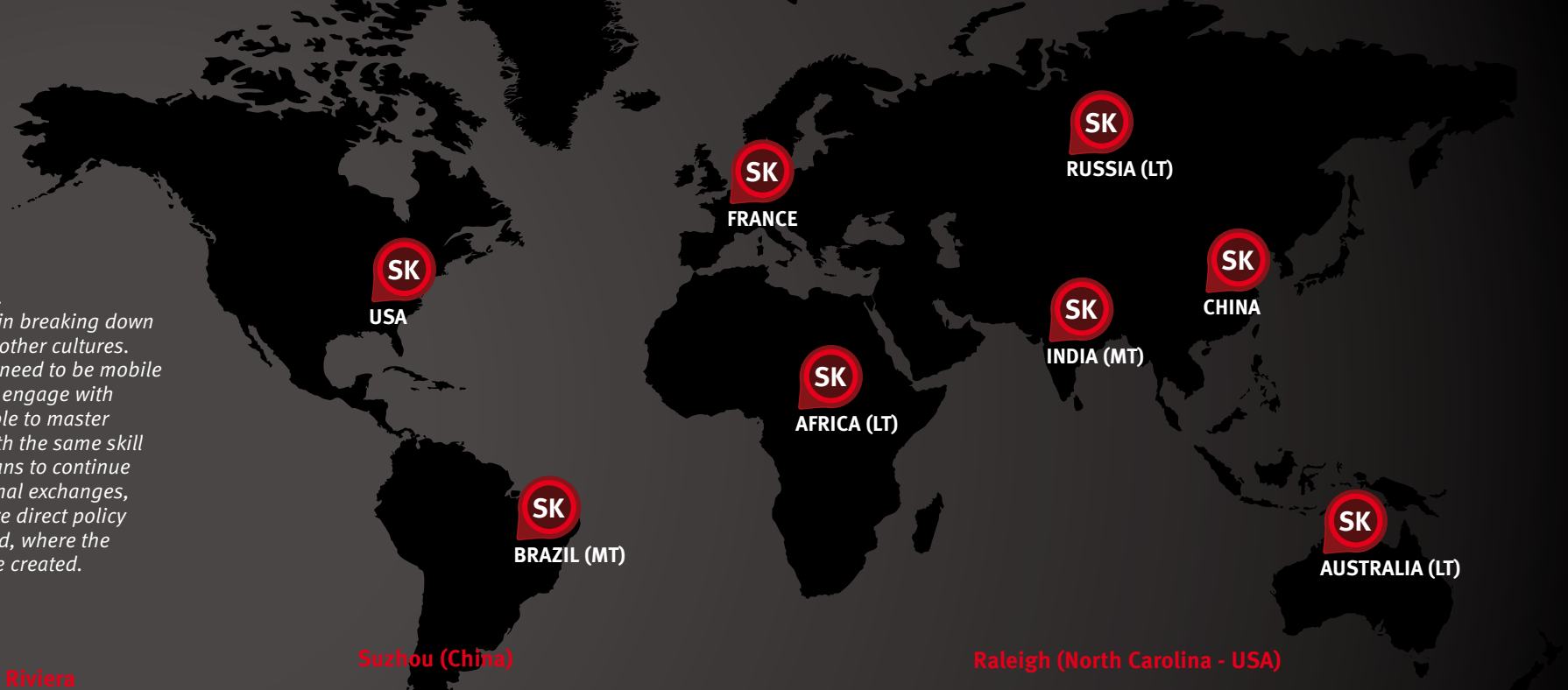
The Suzhou campus is 3,500 m² and 20 staff work there.

Raleigh (North Carolina - USA)

The SKEMA campus occupies about 2500m² within the Centennial Campus at North Carolina State University. Raleigh is close to the largest technology research park in the United States (Research Triangle Park) and hosts a wide range of innovative companies and research laboratories. SKEMA students have the opportunity to mix with American students and international students from around the world, and to get involved with these local businesses.

The students are able to use all the services provided by NC State University: a vast multimedia resource centre, extensive sports facilities, catering, accommodation, healthcare system...

The Raleigh campus is 2,500 m² and 10 staff work there.



KEY FIGURES

➤ 6 700 students more than 100 nationalities

➤ 32 000 graduates
2 400 new graduates each year

➤ 160 Faculty members
38% international

➤ 450 employees on all the sites

➤ 367 publications
350 CNRS stars since 2010

➤ 100 agreements
with partner universities, 65% of which are accredited
(AACSB, AMBA, EQUIS/EPAS)

➤ 5 campuses: 3 in France (Lille - Paris - Sophia),
1 in China (Suzhou), 1 in the USA (Raleigh)

1st

contingent of French students in China and the USA (the only French school to have obtained Licensing)

Academic Accreditations



Professional Accreditations and certifications



SKEMA in the FT International rankings:



10th worldwide Master in Finance 2014

28th worldwide Master in Management 2014 (2nd International Exposure)

57th Best European Business School 2013

80th worldwide in the Executive Education ranking 2014

THE PROGRAMME PORTFOLIO

SKEMA offers four types of programme in accordance with the Bologna Reform as well as continuing education programmes.

Undergraduate programmes

- › ESDHEM: Preparatory school in collaboration with ULCO and Lille 2 universities (3 years)
- › International Bachelors (4 years)

Masters programmes

- › Grande Ecole programme (Master of Science in Management)
- › Mastères Spécialisés (MS): specialised masters accredited by the French “Conférence des Grandes Ecoles”
- › Masters of Science (MSc)

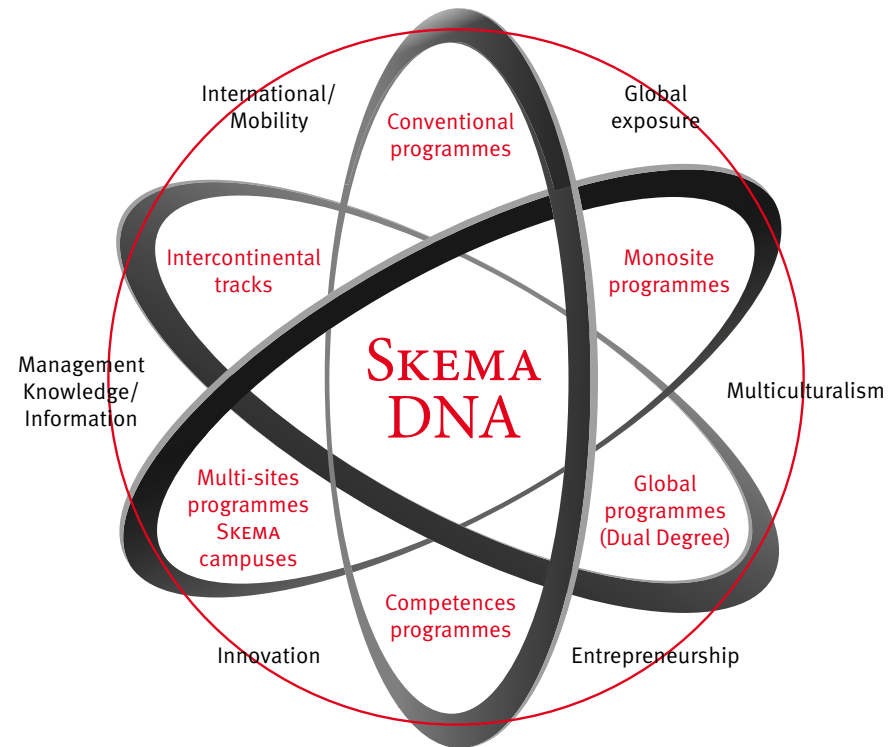
Doctoral Programmes

- › Academic PhD
- › DBA

Continuing Education

- › Customised programmes
- › Open programmes
- › Diploma programmes
- › Executive MBA

Programme portfolio coherence



Pedagogy and research at the heart of SKEMA's teaching

Some members of our faculty



› Dominique Jolly - Strategy



› Stefano Borzillo
Knowledge Management



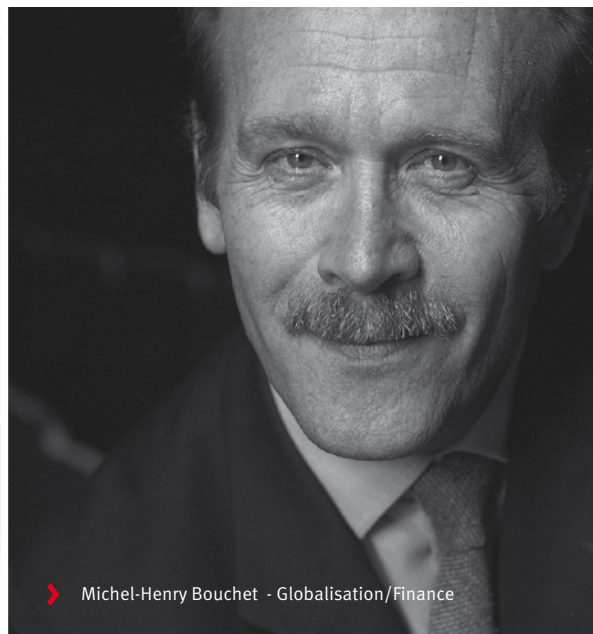
› Laubie Li - International Business



› Isabelle Soscia - Marketing



› Raluca Sandu - Auditing



› Michel-Henry Bouchet - Globalisation/Finance



› Helen Bollaert - Finance



› Stéphanie Chasserio
Management/Organisation



› Diane de Saint-Affrique - Business Law



› Olivier Bertrand - Strategy
International Business/Economics

SKEMA

has a permanent faculty of 160. Permanent professors dedicate all their working time to SKEMA. Courses are also given by numerous practitioners who are experts in their field, as well as by visiting professors from partner universities abroad. Faculty members not only teach and provide students with personal career guidance for the future, they also carry out scientific research in areas closely related to the professional environment. Their mission is fourfold: pedagogy (teaching, supervising student projects, tutoring) research, representing the School in academic and professional organisations and participating in the life of the school.

SKEMA

keeps abreast of pedagogical developments, renewing course content and formats each year and seeking to integrate the teaching and learning opportunities offered by new technologies. SKEMA's main concern is preparing students for tomorrow's world. Our knowledge centre is a learning laboratory for pedagogical innovation where SKEMA faculty members are encouraged to share experience and ideas resulting in new courses, programmes and teaching methods.

SKEMA

invests heavily in research. Faculty is supported in its efforts to this end – the fruit of this support is the many research articles and books produced each year, as well as conferences hosted by SKEMA or attended by faculty members. This investment in research attests to the school's strong involvement in knowledge creation. It also has positive repercussions for students: courses based on the latest research allow them to be one step ahead of the crucial questions that companies will be asking in the near future.

SKEMA's

research professors work with researchers from partner institutions including the Université Lille 2 and the OFCE (Observatoire Français des Conjonctures Economiques).

FACULTY

is distributed among six academic Departments:

- Strategy, Entrepreneurship and Economics
- Marketing
- Languages
- Management, Leadership & Organization
- Management of projects, Information Systems and Supply Chains
- Finance and Accounting



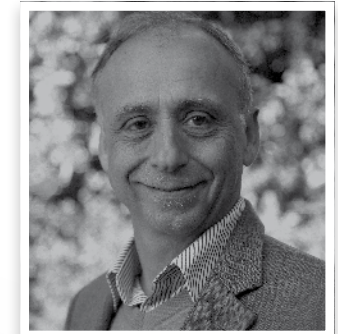
Pascal Grandin
Director of research

With nearly a hundred active researchers, SKEMA's research laboratory is made of four research centres which nourish ambitious, internationally competitive programmes, leading to major innovations in all management fields. Research is also conducted in the school's expertise centres and observatories. Globally, over the last three years, more than 300 articles have been published in academic journals by SKEMA's researchers and over 60 books have been released. A great deal of research results are transferable directly to professional practice and many companies are associated to this activity.

Naturally, at the heart of a multi-campus Business School devoted to the knowledge economy, there lies an uncommonly talented faculty. SKEMA faculty members teach on all our campuses in very different environments. With over 20 nationalities, our professors have developed unique skills: used to teaching multi-cultural groups, they integrate international business references into their courses and work hard to keep their teaching in line with the school's ADN and values. The diversity of campus locations has encouraged innovation particularly in technological applications to pedagogy that connect our five campuses.

SKEMA faculty members publish articles in top ranked academic journals; they also author books for the business community thus contributing to develop the local areas where our campuses are situated.

With its innovative model, SKEMA attracts high-level international professors who will ensure our rapid transformation. Our current policy will make sure that SKEMA achieves its ambitious development strategy and offers students one of the best global experiences in the world.



Michel Bernasconi
Director of faculty



160 PROFESSORS
6 DEPARTMENTS
4 RESEARCH CENTERS

DEPARTMENTS

**Strategy, Entrepreneurship
and Economics**

Marketing

Languages

**Management, Leadership
& Organization**

**Management of projects,
Information Systems
and Supply Chains**

Finance & Accounting

RESEARCH CENTERS

**European Center for Corporate
Control Studies**

**Innovation & Competition
Research Center**

**Knowledge, Technology and
Organization Research Center**

**Marketing , Consumption and
Retailing Research Center**

RESEARCH AT SKEMA BUSINESS SCHOOL

SKEMA's research has an international dimension and leads to major innovations in the field of management science.

Four research centres make up the laboratory:

▶ The European Centre for Corporate Control Studies (ECCCS) is dedicated to promoting top level research and best practices in corporate control in the European context. The ECCCS' fields of expertise include mergers and acquisitions, LBOs, interactions between firms and financial markets and financial intermediation.

▶ The Innovation and Competition Research Centre (ICRC) aims to understand the circumstances that encourage competition between companies and innovation in a variety of industries, and how the dynamics of industries affect the evolution of the economy, both in the short and long run. The centre's research is supported by our partnership with the OFCE.

▶ The Knowledge Technology & Organisation Centre (KTO) dedicates its research to helping decision makers better understand and handle the challenges of the knowledge economy. The research interests deals with a number of interrelated areas such as entrepreneurial innovation, management of technology, organisation, knowledge and information systems management and international business in the knowledge economy.

▶ The Market, Exchange, Retailing, Consumption and Ubiquity Research Centre (MERCUR) is organised around two main areas :

- Consumption, Culture, Identity
- Consumer Behaviour and Retailing in a Multichannel Context.



Some of the books published by SKEMA's professors

SKEMA

CORPORATE RELATIONS

Employability depends on the right combination of personality, curriculum vitae and career plans. The SKEMA Corporate Relations Department helps students and SKEMA graduates identify their career goals and then develop the action plans to achieve them. The department develops relationships between the school and employers, locally, nationally, and internationally.

The Career Centre's mission is to generate, manage and develop relationships with businesses that serve the interests of businesses, students, the school and the local community. Its work is designed to meet the needs of:

- › Companies, primarily in terms of recruitment, but also in terms of training (alongside SKEMA Executive) and expertise (alongside the Research Centres and the Academic Departments)
- › Students, in terms of internships, apprenticeships and employment, as well as career guidance
- › The school, in terms of reputation and image among businesses, but also in terms of funding and donations (in conjunction with the fundraiser).
- › Local community, in terms of dynamism and attractiveness.

Employment

- **€49k average salary three years after graduation**
- **Employability six months after graduation:**
 - › Grande Ecole: 90%
 - › MSc: 92%
 - › Bachelors: 97%
 - › MS: 87%
- **International mobility:**
 - › Grande Ecole: 28%
 - › MSc: 53%
 - › Bachelors: 52%

Key Figures

- **More than 2,500 partner companies**
- **More than 20,000 internship and job offers/year**
- **More than 400 apprenticeship contracts in French campuses**
- **A network of 32,000 alumni**
- **A Strategic Advisory Board composed of top managers from major companies**

EXAMPLES OF RECRUITERS FOR OUR RECENT ALUMNI

Accenture, Airbus, Altran, Alten Amadeus, Areva, Azamara Club Cruises, AXA Investment Managers, Beauté Prestige International, Bang & Olufsen, Bouygues Bâtiment International, BNP Paribas, Bongrain, CATS Motors Inc., Capgemini, Chanel, China State Construction, Cofidis, Crédit Agricole, Danone, Deloitte, Décathlon, EADS, EDF, Emirates Group, Eurodisney, Ernst & Young, Façonnable, Fragonard, FIDAL, Gemalto, Groupama, Groupe Auchan, Groupe Belles Rives, Guess, Hewlett Packard, HSBC Private Bank, Hyatt Corporation, IATA, IBM, Inès de la Fressange, Jara Productions, JC Decaux, John Galliano, Kraft foods, KPMG, Lloyds Banking Group, La Redoute, L'Oréal, LVMH, Marks and Spencer, Mazars, MCI group, Mercedes Benz, Michael Page, Moët et Chandon International, NetASQ, Nexity, United Nations, Orange, Publicis, Robertet, PricewaterhouseCoopers, PSA Peugeot Citroën, Saint Gobain, SNCF, Samsung Electronics, Shanghai Flowinvest, Sopra, Société Générale Private Banking, Virbac, Thales, Unilever, Unite, Valeo, Vinci, Volkswagen, World Economic Forum...

A GLOBAL NETWORK OF OVER 30,000 ALUMNI

SKEMA Alumni is a network of over 30 000 graduates in key positions located in 125 countries all over the world. Its vocation is to generate business and career opportunities amongst SKEMA graduates, to contribute to their professional success and to bolster pride in belonging to one of the biggest alumni communities in the world.

MAIN MISSIONS OF SKEMA ALUMNI

- › Build up the network by strengthening links between the association, the school, students and graduates
- › Develop the network internationally, by encouraging contact amongst graduates all over the world (clubs)
- › Promote the school's reputation and that of its network among economic actors
- › Offer graduates and students the services that are relevant to their careers
- › Contribute to the life of SKEMA through initiatives for students, students' clubs and societies, faculty and school services.

ORGANISATION AND ACTIVITIES

To promote the graduate community all around the world, SKEMA Alumni offers each graduate

- › access to its platform: alumni.skema.edu
- › career services at each stage of one's career (workshops, personal coaching, job offers...)
- › invitations to networking and professional events
- › access to the online directory
- › access to professional and local groups and discussions on social networks.

SKEMA ALUMNI IS A RELIABLE NETWORK OF TALENTS

Some of our alumni:

Marianna Bonechi (MSc 2004), vice president, Nova Capital Partners

Didier Bonnet, (PGE 1983), senior vice president, global head of practices, Capgemini Consulting

Jean-Philippe Courtois (PGE 1983), president, Microsoft International

Alain Dinin (PGE 1975), CEO, Nexity

Fanny Houlliot (MS 2005), senior management (general & business unit) / Strategy, KPMG

Chiheb Ben Mahmoud (MSc 2005), executive vice president, Jones Lang Lasalle Hotels

François Mollard (PGE 1983), vice president div. PME-PMI & Solutions Entreprises, IBM France

Jean-Paul Picard (PGE 1974), President of the Board, Deloitte CIS

Mathilde Thomas (PGE 1994), CEO of Caudalie

Audrey Lieutaud (PGE 2007), Company founder Mon petit bikini.com, n°1 swim-wear website in France

Amandine Azencott (Bachelor 2002), Founder of the cosmetics brand Codage



alumni.skema.edu

Olivier Dufour
SKEMA alumni president

Some of our recent graduates:

Mahel Abaab Fournial (PGE 2012)

Account director for Africa and Middle East - ASCOM - Dubai

Pauline Foessel (PGE 2012)

Director Magda Danysz Gallery - Shanghai (contemporary art)

Aymeric de Condé (MSc FMI 2012)

Senior analyst for Chappuis Halder & Co

Alexandra Whitaker (MSc IMBD 2011)

Media manager for YouTube - Google Amsterdam

Laurie Venet (MSc IMBD 2011)

International sales analyst & key user for Red Bull, Austria

A FEW FIGURES

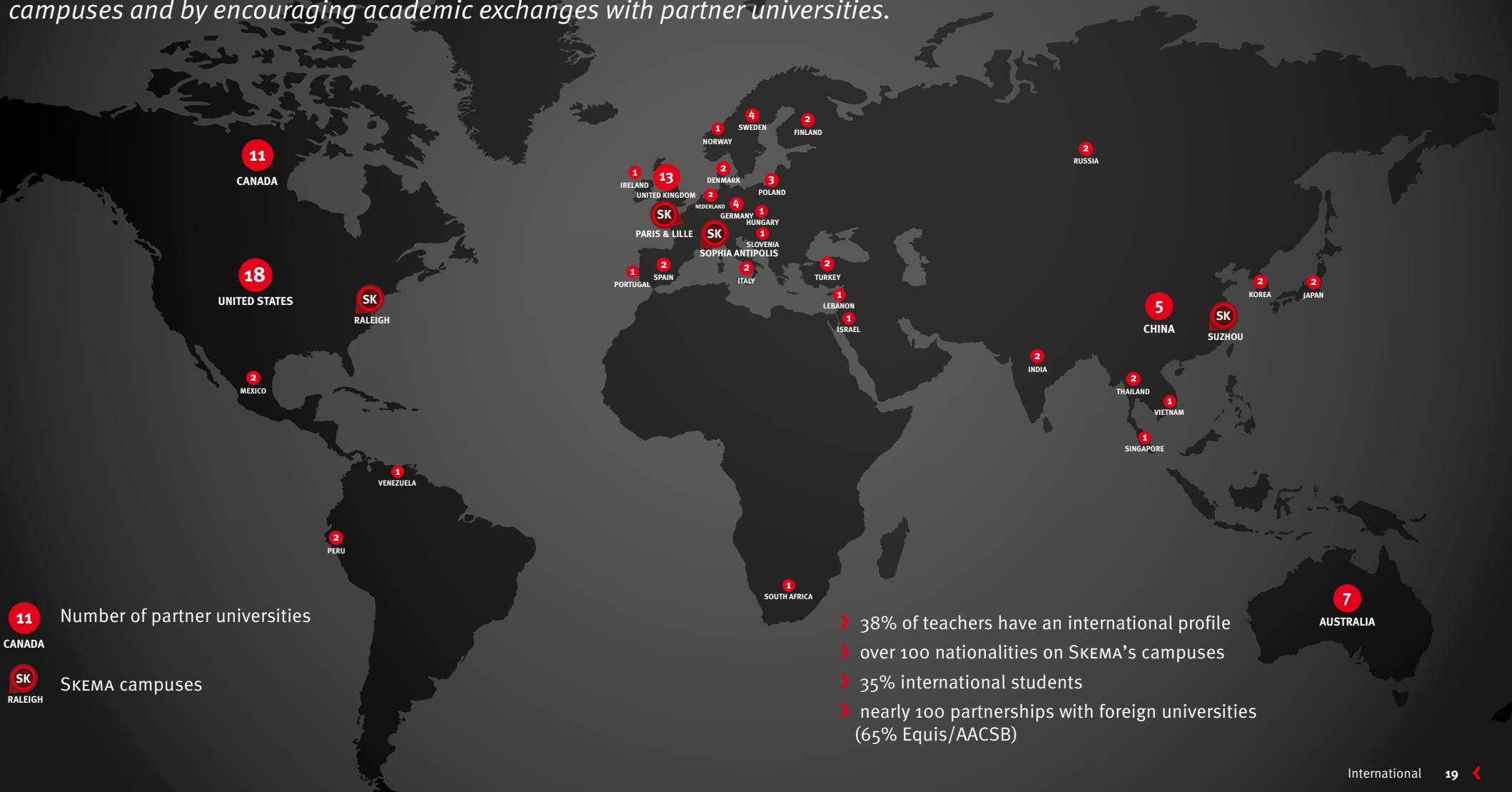
- › 32 000 graduates worldwide
- › 20% of graduates live abroad
- › Over 120 events per year (professional conferences, afterworks, networking activities, gala evening)

AT HOME WORLDWIDE



INTERNATIONAL

There is no escaping the current international and intercultural nature of the business world and the economy. Tomorrow's deciders must be able to adapt to different, rapidly changing contexts, cultures and processes. That is why SKEMA has put international experience at the heart of its pedagogy, both through developing SKEMA's foreign campuses and by encouraging academic exchanges with partner universities.



11 Number of partner universities
CANADA

SK SKEMA campuses
RALEIGH

- > 38% of teachers have an international profile
- > over 100 nationalities on SKEMA's campuses
- > 35% international students
- > nearly 100 partnerships with foreign universities (65% EQUIS/AACSB)



Social Awareness

SKEMA Business School is a major actor with regard to Social and Environmental Responsibility (SER); the school is committed to promoting SER wherever it operates.

Social Responsibility and Sustainable Development are one of the school's main strategic aims; they lie at the heart of SKEMA's DNA, underpinning its mission, values and educational ambitions. SER and SD have a strong impact on our training programmes and research; they inform the way we guide students in the activities of their associations and personal career plans; SER and SD also run through our policy for social diversity, responsible campus management and our contribution to the local community.

› In our training programmes

Our goal is to train mobile, adaptable, talented managers who are able to deliver sustainable performance, make a valuable contribution to social, societal and economic debates and challenges, network, work remotely and push the boundaries of knowledge and innovation - managers who are comfortable with, and show respect for, multicultural and social diversity...

21% of our courses are devoted to SD and SER: they give students essential awareness of the challenges of Sustainable Development (Sustainable Marketing, SER, Sustainable Finance etc.) encouraging them to analyse the social, economic and environmental risks of their projects and decisions.

SKEMA has also developed programmes specialised in SD/SER:

- Bachelors programmes: Management of the Marine Environment & Sustainable Development
- MSc Entrepreneurship & Innovation, with focus on business models for a sustainable growth and social entrepreneurship
- Specialised Master "Business Modèles Durables". These programmes develop students' hard and soft skills, enabling them to create ad hoc organisations and/or help other organisations to become competitive in a sustainable and responsible manner.

› In our research

Our SD/SER research contributes to developing the local economy and encourages students to use their initiative and respond creatively.

SKEMA creations include: the International Observatory of Sustainable Finance (OIFD); the Corporate Gender Diversity Observatory; the Isma 360 Method for implementing innovation; working group "Economie de la fonctionnalité" (The functional economy) as part of the programme "La troisième révolution industrielle dans le Nord-Pas de Calais"; MoviLab, an incubator supported by the Minister of Ecology, Sustainable Development and Energy and the PACA region (it focuses on sustainable lifestyles combining open source and sustainable development).

In total SKEMA has four incubators: one in Sophia, one in Lille and two in Suzhou (China). Students are involved in carrying out our various missions and studies for the research projects above. They acquire sound research methods as well as knowledge of the field and know-how in applying specific innovative research tools.

› In student projects

Our aim is to guide students in their career plans and projects whether these be company creations or humanitarian and/or association activities. Several projects from students, students on gap-year or recent graduates have been developed

successfully: a study on management of waters, working in partnership with an NGO, helping school students from culturally deprived backgrounds, protecting the marine environment, renovating a village school in Cameroon...

› In our managerial and environmental policy

We are striving for a responsible campus that sets an example to our students and personnel regarding their own socially responsible behaviour.

Thus, our system of governance, our staff satisfaction surveys, our policy of social diversity, waste recycling and energy saving, improvement of infrastructures ...reflects our commitment.

THE SUSTAINABLE INNOVATION CHALLENGE

(Défi d'Innovation Durable et Societal): a cross campus orientation seminar to raise awareness of SD/SER. It takes place at the start of the academic year for each programme and plunges students into current problematic issues: social and societal innovations, solidarity and intergenerational projects, social entrepreneurship, risk analysis of the impacts of globalisation, novel socially responsible business models. The seminar is an exercise in active learning. The most interesting projects are developed and promoted within MOVILAB, an incubator for sustainable life-style projects.

A stimulating environment for renowned events

Being as close as possible to its environment, participating to the public debate, and bringing private and public speakers as well as our students close together, such are the goals pursued by the school, a backcloth for many different events:

› Conferences of Innovation and Knowledge Cycle:

81 conferences have taken place since its inception in September 2007, designed for business owners, executives and managers of businesses in the school territories, working in small monthly luncheons. Since 2012, the cycle has been based on the general theme “Innovation, Growth and International Development” and was deployed on the three French SKEMA campuses (Lille, Paris and Sophia-Antipolis).

› International Academic Conferences:

- EFMD Annual Conference: nearly 350 Deans and top managers of business schools from all over the world (Australia, USA, China, Latin America, ...)

- The “Transformative Consumer Research Conference” crossed the Atlantic, bringing together consumer researchers in the heart of Europe!

- EDEN Seminar: sixty participants (PhD students, researchers, world-renowned international speakers) representing a dozen different nationalities shared and worked on this year’s theme: “Perspectives on Projects: Great Projects”

- EMAEE (European Meeting on Applied Evolutionary Economics): international conference in partnership with OFCE (Observatoire Français des Conjonctures Economiques) for junior researchers (PhD and Postdocs) giving them the opportunity to discuss the latest insights and methods in the field of applied evolutionary economics with leading international scholars.



1 - EFMD Annual Conference



2 - Denis Payre



3 - Arnaud Mulliez



4 - Christine Lagarde



5 - Patrick Artus and Hervé Morin



6 - Valérie Pécresse



7 - Anne Dorte Riggelsen



8 - Eric Woerth



9 - Pascal Nègre



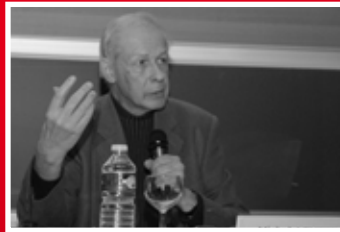
10 - Sylvie Bermann



11 - Nicolas Sarkozy



12 - Alain Dinin



13 - Michel Aglietta



14 - Francisco Villar



15 - Niklas Zennström



16 - Jean-Paul Fitoussi



17 - Christian Estrosi

› The school campus also regularly hosts renowned personalities:

1- EFMD 2012 Conference in Sophia Antipolis, 2- Denis Payre (French entrepreneur, co-founder of «Business Objects»), 3-Arnaud Mulliez (President of Auchan France), 4-Christine Lagarde (Head of the International Monetary Fund -IMF), 5-Patrick Artus (Director of Research and Studies at Natixis) and Hervé Morin (Minister of Defence in 2007), 6-Valérie Pécresse (Minister for Higher Education and Research in 2007), 7-Anne Dorte Riggelsen (Danish Ambassador to France), 8-Eric Woerth (Minister of Budget in 2007 and of Labour in 2010) 9-Pascal Nègre (CEO Universal Music France), 10-Sylvie Bermann (French Ambassador to China), 11-Nicolas Sarkozy (President of France from 2007 till 2012), 12-Alain Dinin (CEO of Nexity), 13-Michel Aglietta (French economist), 14-Francisco Villar (Spanish Ambassador to France), 15-Niklas Zennström (Co-founder of Skype), 16-Jean-Paul Fitoussi (French economist), 17-Christian Estrosi (Former Minister of Industry and Mayor of Nice).

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