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## Executive Education

# 20 Years of Excellence and Innovation for ICN Business School's Executive MBA

On October 17, the 20th cohort of ICN Business School's Executive MBA began their academic year on the Nancy campus. This prestigious program allows professionals from diverse backgrounds to strengthen their strategic and managerial skills each year. Spotlight on a highly regarded program that has adapted to changes in its environment to offer ever more effective support.



For 20 years, ICN Business School has welcomed around 30 professionals annually who choose to return to school. Their objective? To boost their careers by developing new skills, expanding their networks, and preparing to tackle new challenges. Regardless of their original sector, all participants share the ambition to bring new momentum to their professional journeys.

### Focus on the 20th Cohort of the Executive MBA

The new cohort, consisting of 29 students, boasts an **average of 17 years of professional experience** and an **average age of 41**. Notably, the cohort achieves a near-perfect gender balance, **with women making up 51% of participants**. The program also attracts **international professionals, who represent 20% of the group**.

Participants include CEOs, a regional director, a business owner, a plant manager, a financial controller, a military officer, an international advisor, an R&D director, an HR director, and a client satisfaction manager. Renowned companies such as Luxair, PwC Luxembourg, Siemens, and Caisse d'Épargne Grand Est Europe are represented among the students.

### Constant Adaptation to Emerging Challenges

To ensure the program stays aligned with current and future trends, the EMBA curriculum has evolved significantly over its 20 years of existence. **Sustainable development and Corporate Social Responsibility (CSR)** have been integrated into all courses, not only reflecting the school's core values but also meeting the demands of participants. *"When asked what they're looking for in the Executive MBA, prospective students emphasize both disciplinary expertise and sustainable, personal development aspects,"* explains Zineb AOUINI, Executive MBA Program Director. In recent years, ICN Business School has also enhanced modules on artificial intelligence, ensuring graduates are well-equipped to manage transformations driven by this technology. The 20th cohort will attend a 20-hour course on **artificial intelligence** applied to marketing.

### A Strategic Network

Quand ils intègrent l'Executive MBA, les étudiants ne sont pas seulement des apprenants : ils deviennent également des **membres actifs d'un réseau de haut niveau**. La diversité des profils au sein des promotions – entrepreneurs, directeurs financiers, responsables des ressources humaines, experts en fusions et acquisitions, architectes, militaires, médecins et bien d'autres – favorise des échanges riches et des synergies. Les nouveaux étudiants bénéficient également **d'une mise en relation avec les promotions précédentes**, ce qui multiplie leurs opportunités de renforcer leurs réseaux. Les anciens de l'EMBA se retrouvent plusieurs fois par an pour des échanges, et aussi des visites d'entreprises qui leur permettent de continuer à se challenger ensemble pour développer leur vision stratégique et managériale.

Executive MBA students are not just learners; they also become active members of an elite network. The diversity of profiles within each cohort—entrepreneurs, financial directors, HR managers, M&A experts, architects, military officers, doctors, and more—encourages rich exchanges and synergies. New students are also connected with alumni from previous cohorts, multiplying opportunities to grow their professional networks. EMBA alumni regularly meet for discussions and company visits, providing opportunities to challenge each other and continue developing their strategic and managerial vision.

*"Even after just a few months, I can only say positive things about the Executive MBA," shares Dominique LO SARDO, Executive Leader at Openfield and a 2018 EMBA graduate. "This program transformed me and my business. [...] It encouraged me to engage with professional networks. Within two years, I had built a vast network of large companies, local authorities, and elected officials. This was possible thanks to the Executive MBA; I wouldn't have approached the market the same way without this training. [...] The EMBA gave me a clear vision of today's landscape."*

### 20 Years of Success and Plans for the Future

With growing demand, the Executive MBA plans to expand internationally. The program will soon be offered in three additional cities: London, Singapore, and Dubai. It will also diversify its destinations, with the 21st cohort set to conduct their Asian seminar in India for the first time in the program's history.

ICN Business School also aims to strengthen the personal development aspect of the program by offering more coaching and increased interactions with industry professionals, better preparing students for their future careers.

To learn more about the program and admission requirements for the Executive MBA, click here:

<https://www.icn-artem.com/formation-pro/emba/>

### ABOUT ICN BUSINESS SCHOOL :

Triple accredited by AACSB, AMBA, EQUIS, and a member of CDEFM within the Conference of Grandes Écoles, ICN Business School trains its students and executives to foster innovation through creativity within companies. The school offers a pedagogy focused on #ArtTechnologyManagement across its three campuses. The ICN community is driven by three fundamental values: openness, commitment, and teamwork.

- 3 300 students, including 38% international students;
- 89 permanent professors and 27 affiliated professors;
- 3 campuses: Nancy, Paris La Défense (France), and Berlin (Germany) ;
- 10 representative offices abroad: in China, Russia, Senegal, India, North Africa, Sub-Saharan Africa, Latin America, Taiwan, Vietnam, and the Middle East;
- Over 130 partner universities worldwide;
- 30 student associations ;
- 150 corporate partners;
- 23 000 Graduates.

Founded in 1905 within the university, ICN became ICN Business School as a private institution in 2003. The school is a private higher education establishment recognized by the state, qualified EESPIG. It awards a degree granting a bachelor's degree for its Bac+3 programs (Bachelor in Management) and a master's degree for its Grande École program, Bac+5.

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