

Nancy, November 26, 2024

Strategy

ICN Business School opens a new chapter of its history with GEDU (Global EDUcation)

On November 26, ICN Business School announced a strategic partnership with GEDU, a key player in international higher education. This alliance aims to ensure the school's sustainability while strengthening its model of academic excellence. The partnership will support the school's growth and influence both in France and internationally, reinforcing its achievements and opening new opportunities for its students, faculty, and staff.

ICN at a crossroads: A robust model in an increasingly competitive environment

The market for business schools, both in France and globally, is more competitive than ever. Rising investments in infrastructure and the increasing globalization of student mobility make strategic reinforcement essential for schools striving to remain among the best.

Since transitioning to a private status in 2003, ICN has continually reinvented itself, securing its position as a leading business school. Achieving the prestigious triple crown of EQUIS, AMBA, and AACSB accreditations in 2020 placed ICN among the elite 1% of business schools worldwide. The school's consistent growth in student numbers—an 8% increase this year—also underscores the strength of its innovative ATM pedagogy (Art, Technology, Management) and its overall attractiveness.

In today's increasingly complex economic landscape, ICN must equip itself with the necessary resources to ensure its development and reinforce its academic excellence to maintain its standing among the top French and international business schools.

A Strategic Partnership with GEDU to Strengthen ICN's Future and Global Reach

To achieve these goals, ICN has partnered with GEDU, a leading British higher education group, to support its growth and preserve its core values. GEDU operates in 12 countries and teaches over 60,000 students. It is a recognized player in international higher education, with a strong academic model and expertise in digital learning and executive education. ICN and GEDU share fundamental values of commitment, teamwork, openness, diversity, a pursuit of performance, an entrepreneurial spirit, and student support, prioritizing academic excellence and qualitative growth.

This partnership addresses the significant structural and economic challenges ICN faces by providing financial and strategic support to ensure its development while remaining true to its values and model of excellence. ICN will benefit from GEDU's global network, expertise in international student recruitment, and synergies with partner institutions.

This partnership will allow ICN to maintain its 3 campuses in Nancy, Paris, and Berlin—a crucial factor for its triple crown accreditations—while enabling program expansion to other locations without compromising the quality of its education. Plans are already in place to expand the ICN Executive MBA program, which celebrates its 20th anniversary this year, to London, Singapore, and Dubai. The school's academic model, built on the ATM pedagogy, will remain a core pillar of its identity.

A Structural Evolution for a Sustainable and Promising Future for ICN

This partnership will result in a legal and organizational evolution. ICN will become a minority association within a commercial entity structured as a simplified joint-stock company (SAS) while retaining its autonomy. All administrative and teaching staff employment contracts will be transferred to this new entity without altering working conditions. The sector's collective labor agreement and social benefits will remain unchanged.

This strategic shift marks a pivotal moment in ICN Business School's history. By partnering with GEDU, the school is enhancing its development capabilities while staying true to its commitments: academic excellence, innovative pedagogy, autonomy, and support for its faculty and administrative teams. This will enable ICN to address future challenges, ensure the sustainability of its campuses, maintain the excellence of its programs, and continue offering enriching international opportunities for its students.

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.

ABOUT GEDU:

A member of a major British education group based in Greenford, United Kingdom, GEDU was founded in 2010 and is currently led by Dr. Vishwajeet RANA.

GEDU in numbers:

- 60,000 full-time students in fields such as finance, banking, accounting, entrepreneurship, construction management, educational sciences, digital technology, healthcare, hospitality, international relations and diplomacy, and sustainability management.
- Presence in 12 countries across 4 continents: USA, Canada, UK, Ireland, Germany, France, Spain, Malta, UAE, India, Saudi Arabia, and Australia.
- Institutions under GEDU: Schiller International University - MLA College (Maritime) - APAC, Australian Performing Arts Conservatory (Australia) - GBS, Global Banking School (London, Birmingham, Manchester, Leeds) - GBS Dubai - GBS Malta - Global Banking Training (London) - Western Atlantic University School of Medicine - École de management appliqué (Paris) - Global U (online) - Lokmani (India) - EP, English Path - MetaGedu Apprenticeship
- Student satisfaction rate: Over 91% globally.

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