



ICD International Business School

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1. General overview

ICD is part of IGS Group, a leading education group in France representing more than 66,000 graduates, 13,200 students per year and 140 programs in different fields: Business, Computer Sciences, Human Resources Management, Real Estate, Journalism, Finance and Strategy. Since 1980, ICD has been developing significant expertise in International Business, Business Development and Marketing.

THREE CORE VALUES:

Humanism, Entrepreneurship and Professionalism. ICD's programs give students the benefit of broad cultural awareness and a Humanities-focused education throughout their studies. Dedicated workshops and cultural conferences held yearly, cultural partnerships with the *Comédie Française*, an abundance of associative life work, a week of cultural diversity activities, a week of sustainable development activities, a mandatory Arts, Culture and Sports unit, which teaches and promotes educational projects throughout the IGS Schools, as well as a full week each year devoted to student artistic productions, are all part of the dynamic cultural life that encourages students to embrace the idea of humanism, learn «good conduct» principles and develop a sense of human relationships and tolerance towards others.

2. University strengths / key projects

- Nombre d'étudiants : 1500 + étudiants étrangers : 80
- Nombre d'enseignants : 40
- Nombre d'écoles doctorales/unités de recherche : 1 LARA
- Nombre d'entreprises partenaires : 5500
- Nombre de programmes disponibles en anglais : 4

3. International strategy

For 15 years now, the sales function has been transformed by the considerable internationalization of markets. The geographical expansion of trade and the speed at which it is conducted have changed the skills required for professionals in sales positions. This change has thus necessitated a more systemic understanding of the environment.

ICD has therefore placed international activity at the heart of its educational project, developing associate sites abroad, obligatory semesters of study abroad, preferred partnerships with dual diplomas, specialisations administered entirely in English, and specific international courses of study.

As part of exchange agreements signed with over 85 foreign universities, ICD requires students in all courses to spend a mandatory 2 semesters abroad (1 semester in ICD Campus in Dublin and another exchange semester). For those who wish to do so, or who choose the dual diploma options available in the 3rd or 4th year, these study visits may be for 4 semesters.

4. Research

LaRA laboratory. Each professor contributes to furthering knowledge in their areas of expertise: their role is not so much the transmission but the creation of knowledge in the form of the ideas, tools and concepts that they deliver in their teaching activity.

Research professors are involved in coordinating challenges intended to promote professionalization (Auchan, Projet Chronopost, La Poste, Les Négociales Challenge, etc.). As part of these projects, students are supervised by experienced professors and experts in the domain concerned by the challenges (negotiation, distribution, marketing, etc.). These projects are an integral part of the teaching of the Grande Ecole programme and help to foster knowledge transfers between students.

The Research Professors are involved in the pedagogical conceptualization of the Grande Ecole programme. Regular meetings are held between the LaRA teaching team and the directors of studies of the Master and Bachelor courses to ensure the consistency of their academic content. Close links with the professional world, created through the research carried out by Research Professors, make it possible to offer educational content that is responsive and adapts to the needs of businesses.

To strengthen the link between teaching and research, a new scientific organization has been established for some of the programmes offered by ICD. Each specialization of the Grande Ecole programme is placed under the scientific responsibility of a researcher whose research themes are related to the specialisation. The researcher is responsible for designing and adjusting the programme to meet corporate needs. He or she also oversees the quality of the team of participants.

Dissemination of research

a/ For professionals, ICD has initiated a cycle of monthly conferences, the "ICD professional meetings," intended for the business world. These conferences bring research professors and professionals together around the LaRA laboratory's research themes. These interactions between the academic and professional worlds are essential for the development of knowledge in the fields of marketing, business development, distribution, etc.

b/ The school has published a new document : "ICD Position Papers" to communicate the results of its research. Intended for the school's stakeholders, the papers discuss ICD's research topics and present the ICD faculty's standpoint on a topical issue. The objective of the "ICD Position Papers" is to translate the articles published in academic journals into a clear and simplified format, in order to foster dialogue between the business world and research on the themes being studied at the LaRA laboratory.

Entrepreneurship

Since its inception, the peculiarity of ICD is its conviction that no organization, of whatever kind, can achieve sustainable performance without balancing economic performance and social performance. Constructive and calm human relations must be the basis of corporate life. This is why the values of ICD, as applied throughout all its programmes, reside in learning the professionalism and vocational skills required to meet the needs of businesses, coupled with the development of teaching related to the humanities, arts and educational projects requiring teamwork, and social entrepreneurship.