

Press release

ESSEC BUSINESS SCHOOL & TELECOM ParisTech launch

“The Executive Advanced Master’s in Information System and Telecom Business Management”

Cergy, 16 June, 2008

The Telecom and Information Systems sector is currently going through a sustained period of dynamism on a worldwide scale, especially so in Europe.

It is in the interests of all figures within the industry to complete their range of products and solutions with a more rational utilization of networks, increased use of software and services, and a greater concentration of commercial strategy on key accounts.

In response to these new requirements, companies are now looking to recruit engineers who are qualified in both business management *and* technical engineering.

In order to meet this new demand, **TELECOM ParisTech and ESSEC BUSINESS SCHOOL** have joined forces to create a new, specialized training program: the Executive Advanced Master’s in Information System and Telecom Business Management.

As leaders in their respective areas, both schools have chosen to combine their skills in order to devise a top-level training program targeting the professions of product and service sales, relating to telecommunications and information system networks and designed for major accounts and companies.

Honing technical *and* commercial skills

The Executive Advanced Master's has been devised in response to the demands of the market, and is designed around three main operational areas:

- Revising/introducing the main technical subjects.
- Developing commercial performance in a strongly competitive situation.
- Enhancing managerial skills in order to build up the ability to communicate and persuade, in a multicultural environment.

Via this varied structure, the two participating schools will be able to equip participants with the know-how required by their particular industry or position:

- Identifying and prioritizing the needs of customers, expanding upon these needs, offering adapted solutions, and negotiating and securing invitations to tender.
- Participating in the setting-up and finalization of technical offers, and adopting the right attitude in order to work effectively in complicated technical and human environments.
- Implementing and adjusting ways of working in order to become the chosen interface with a customer, in tandem with all the teams involved.

Program organization and duration

The Executive Advanced Master's program comprises a teaching section lasting 60 days spread over 10 months, in sandwich course format, and including a full-time placement within a company (following the teaching section of the program) lasting a minimum of 4 months.

The teaching section

This takes place from early-October to late-September of the following year. It comprises a series of courses and pieces of work related to the preparation of the "*fil rouge*" pedagogical projects (*a transversal project enabling participants to apply directly the knowledge acquired by placing them in real situations within partner companies*).

Teaching sessions are held on approximately 5 to 6 days per month. Nearly 20% of courses are delivered in English.

The company placement and professional thesis

According to the individual case, the placement normally takes place in the company chosen for the sandwich course. In some cases, it may take place in a different company.

The placement follows the teaching section of the program, and runs from early-October to late-March the year after. Participants must write a professional thesis on the subject, which is then defended by viva before a panel of teachers from TELECOM ParisTech and ESSEC, and company heads.

The guarantee of varied career opportunities

According to the amount of experience of each participant, graduates of the Executive Advanced Master's program may access a variety of commercial positions:

- Positions involving direct contact with the customer: business engineer, key account operational manager, head of customer sector, customer value development director, bid program manager, supply manager.
- Positions involving indirect contact with customers: techno-commercial engineer, customer project director, customer satisfaction manager, head of customer service.
- Marketing positions: head of marketing studies, operational marketing director, business development manager.

Recruitment criteria and admissions procedure

Professionals currently in employment, job seekers, students continuing their studies and holders of a diploma equivalent to a Master's (including an Engineering diploma, 2-year Master's, postgraduate degrees such as the DEA and DESS etc.) are all eligible to apply.

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Advanced Master's degrees

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Advanced Master's degrees

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About ESSEC and TELECOM ParisTech Advanced Master's degrees

Created in 1985, Advanced Master's degrees enjoy a reputation for excellence amongst students and companies. The high regard in which they are held is primarily a result of their excellent academic level (recruitment standards, selectivity, expertise of participating professors), their direct relevance to the corporate world (contribution of professionals to the selection of students, quality and content of teaching, the 4 to 6-month company placement and professional thesis), and their renown in the economic world (excellent employment prospects upon graduation). In addition, smooth integration into the graduate network represents a significant career boost.