

# Master of Science

TELECOM  
Ecole de  
Management



#BeTheNextOne

## Information and Communications Technology Business Management

### OBJECTIVES - ENVIRONMENT

The merging of telecommunications and computing technologies, under the name of Information and Communication Technology (ICT) illustrates the convergence between the Telecommunications, Computing, Media and Content industries. This increasingly global ICT-based industry needs managers, analysts and researchers who are able to understand the interaction between technical systems, public policies business activities, and customer behaviour. They must also be able to make analysis and decisions, taking into account both the local and the global dimensions of business.

The MSc in ICT Business Management is aimed at training students who will be able to integrate the ICT sector dimension with the Business Management dimension. Target positions are management positions, analyst positions, and researcher positions for the global ICT-based industry (i.e. Telecom, Computing, Media, and Content provision).

### COURSE AIMS

#### FIRST YEAR

##### 1<sup>st</sup> semester : Core Courses in Business Management

- Accounting and Finance
- Principles of Marketing Management
- Managerial Economics
- Strategic Management
- International Business Law
- Operations Management
- Human Resources Management
- Management of Information Systems
- French as a Foreign Language

##### 2<sup>nd</sup> semester

- Management Control of Systems and Men
- Business Plan Challenge
- Managerial Finance
- Relational Databases
- Law for Communication and IT
- Project Work
- French as a Foreign Language
- + 2 electives courses - for instance :

- A Cellular Society
- European and US Law of E-business
- Economics of telecom and internet

#### SECOND YEAR

##### 1<sup>st</sup> semester

##### Specialisation Courses in Business Management applied to ICT

- Policy and Regulation of ICT in Europe
- Market Research and Intelligence
- Data Analysis
- Business Modelling and ICT
- Platforms and Digital Ecosystems
- Global Telecommunications
- Media and Convergence
- Mobile Telecommunications Business Simulation
- Advanced BtoB Marketing in Telecommunications
- Customer Relationship Management
- Innovation Project Management and Marketing
- Hot Issues
- Workshop and Project Presentation
- Project Works (180 hours of student work)
- French as a Foreign Language

##### 2<sup>nd</sup> semester : Master's thesis

Based on company assignment or research project

Optional : Between 1<sup>st</sup> year and 2<sup>nd</sup> year, students may decide to carry out a one-year internship in a company, in France or abroad.

#### ADMISSION REQUIREMENTS

Bachelor's (or equivalent undergraduate) Degree. Official test results of GMAT (code number VKQ-C1-36)

#### APPLYING

Online, full application file – go to the website: [www.telecom-em.eu](http://www.telecom-em.eu)

#### PROGRAM

24 months : full-time course program based on in-depth management education, a unique specialisation, and completed by validation of a thesis.

#### KEY WORDS

Management / Marketing  
Strategy / Convergence  
Information and Communications  
Technology / Telecoms / Computing  
Media

#### STRONG POINTS OF THE PROGRAM

This program is unique in providing to students integration capabilities between the ICT sector dimension and the management dimension. It is based on a distinctive competence of the faculty and of instructors in research, student education and executive education, in the field of marketing of ICT-based products and services, strategy of ICT industry companies, economics and regulation of the ICT industry, e-business and management information systems.

#### SCHOOL PROPOSING THE MASTER

Telecom Business School is an AACSB accredited school.

#### LANGUAGE REQUIREMENTS

TOEFL 600  
CBT 235  
IBT 90  
IELTS 6.0

#### LOCATION

Telecom Business School  
9 rue Charles Fourier, Evry, France.

#### PARTNERS

Altran, Ericsson, Bouygues Telecom, StreamWIDE, BNP Paribas, SFR, Orange, Alcatel Lucent, Accenture, Sopra.

## DIVERSITY IS A KEY TO THE PROGRAM

- Diversity among students : over sixty nationalities are represented on campus;
- Diversity on the campus : where “managers” study with “engineers” from Telecom SudParis, its sister school in engineering;
- A small entering class allows students to study closely with faculty (faculty – student ratio is 1:10).

## COMPETENCES ACQUIRED

The in-depth education in management allows students to work in all management functions of the firm. In particular, they acquire competences identified as crucial for high-technology companies in a converging and highvelocity environment. They learn how to assess the capabilities offered by technological systems from a market and financial point of view and design new business models and business plans. Students learn to make decisions taking into account the opportunities and constraints of public policies and regulations. Thanks to their understanding of customer buying and use behaviour, and to their ability to design products, services and solutions, they are trained to deal with the fierce market-led competitive environment of the ICT industry. They gain knowledge of the interactions between firms and other organisations in order to generate innovations, design new solutions and market them thanks to various cooperation modes, such as R&D agreements, strategic alliances, complementary product partnerships, or value-added reseller partnerships.

## LODGING

Located at the heart of the campus, the “Maison des élèves” (MAISEL) has 730 comfortable bedrooms and studio flats providing accommodation for all students

who wish to live on-campus.

The monthly rate varies depending on the type of accommodation.

Students may be able to claim housing benefit subject to certain conditions.

Services included :

- Private bathrooms
- Shared kitchens
- Washing machines and tumble-dryers
- Ironing rooms
- TV / Games rooms
- Access to the Telecom & Management SudParis (ex INT) IT network with internet access.
- Phone line in each bedroom

## DETAILS OF SCHOOL

Telecom Business School is part of the Institut Telecom. Institut Telecom brings together a foundation and five schools among which both Telecom Business School and its sister engineering school, Telecom SudParis, share the same campus in Evry, under the name Telecom & Management SudParis.

The synergy between Telecom Business School and its sister school, Telecom SudParis, provides a mutual enrichment for the school’s research and academic programs, which combine information technology with management sciences, making Telecom & Management SudParis a unique institution in France.

Telecom Business School is a highly competitive, public school of management, offering programs designed to meet today’s global challenges. An original approach, which integrates information and communication sciences and technologies, makes the school unique in its field.

The full potential that IT brings to the various fields of management, be it marketing, logistics, organization, or finance, remains to be fully exploited.

These domains are inherently multicultural and justify the school’s strong international orientation.

## LANGUAGE OF TEACHING

English

## COST

15 000€

## SCHOLARSHIPS

Available through Télécom Scholarships for Excellence

## CALENDAR

Three semesters of classes and a one-semester student internship.

## CONTACT

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