

## **Télécom Ecole de Management becomes Institut Mines-Télécom Business School and reaffirms its unique position amongst the *Grande Ecole* business schools in France.**

Founded in 1979 and at the heart of the leading group of French engineering schools, IMT's business school is changing its name as it continues to implement its strategic development plan. The only business school to offer a genuine dual culture of management and engineering, the school is reaffirming its expertise in the digital economy. As the only management school within Institut Mines-Télécom, the public *Grande Ecole* business school, based in Evry (Essonne), will use this change of branding to accelerate their development and highlight their unique value at a time when more and more companies are embarking upon their digital transformations.

At the same time, the school is launching a brand-new website: [www.imt-bs.eu](http://www.imt-bs.eu)

At the heart of the 'Class of 2020' strategy, presented to the media in March 2017, this brand change responds to the issue of reputation, as well as clearly identifying the school as IMT's very own school of management. Institut Mines-Télécom Business School is therefore more clearly establishing itself as the management school of choice to lead major transitions within society, primarily in corporate digital transformations. The school is reaffirming its mission **to make each individual talent a key player in collective transformations for a more responsible world.**

The 'Class of 2020' strategy has been extended to 2022 so as to align with IMT's overall strategic program, which was launched last January as part of the 'IMT 2018-2022' plan. By this time, the school plans to grow its student body by 25% compared with 2015 (1,800), increase its budget (€23m) by doubling its own resources (€10m), and triple its international accreditations.

### **Denis Guibard, Institut Mines-Télécom Business School Director:**

"More and more business schools are positioning themselves on the digital frontline. They're launching programs that include the world 'digital', ensuring that digital transformation figures in their teaching, as well as creating partnerships with engineering schools. But they're not going deep into the understanding of the digital economy, nor into the technical and human aspects. And that is exactly what sets our school apart - digital expertise since our creation, along with a real hybrid of management and engineering learning, guaranteed through the sharing of our campus with our sister school, Télécom SudParis, a renowned engineering school on digital issues". He goes on to explain, "our students live, eat, study, party, get involved in student groups and develop startup projects together with students from Télécom SudParis, and soon with other IMT schools, too. Recruiters can't be fooled, they know full well that our students are trained in all aspects of business through a digital lens. It is them, and only them, who will be able to quickly get to work alongside technical teams on digital projects. They're an essential asset for any company embarking on their digital transformation".

“Telecommunications are no longer just another digital component”, Denis continues. “Digital is transforming every economic sector, particularly those within Institut Mines-Télécom schools’ areas of expertise, such as energy, health care and future industries. Our name change reflects this changing world.

Digital, it’s not just about technology. It’s also about the challenges we face as a society. Faithful to its core values (boldness, excellence, openness and responsibility), the school is becoming **Institut Mines-Télécom Business School** to continue training managers rooted in a digital world, but where our human concerns remain the central focus where ethics, ecological priorities and social responsibilities will guide their decisions”.

### **Being IMT’s business school**

Changing the school’s name is part of IMT’s 2018-2022 master plan and will contribute to establishing its brand. Several schools have recently merged or adopted the IMT name: IMT Atlantique (following the merger of Télécom Bretagne and Mines de Nantes), IMT Lille-Douai (following the merger of Télécom Lille and Mines de Douai), but also IMT Mines Albi-Carmaux and IMT Mines Alès. This brings fresh momentum to a number of already close partnerships in research and teaching innovation with the majority of IMT schools, reinforcing the desire to involve all IMT schools with the collaboration developed on the Evry campus with Télécom SudParis.

As a result, dual engineering-management degrees are becoming more widespread, involving partner schools and schools associated with IMT. Two projects on teaching innovation within the IMT family have received ‘Disrupt Campus’ status and financing, involving a range of tools launched at Institut Mines-Télécom Business School and Télécom Sud Paris. Through three of its schools, including Institut Mines-Télécom Business School, IMT is a founding member of DATAIA, the convergence institute run by Université Paris Saclay, which focuses on ‘data sciences, artificial intelligence and society’.

Institut Mines-Télécom Business School also provides leadership on key projects at the heart of IMT’s new strategy, particularly on future industries and topics on leadership in research and innovation, as well as international development, particularly in Africa.

### **Philippe Jamet, IMT Managing Director:**

“Engineers, managers and doctors will be the key players in the digital transformation of the 21<sup>st</sup> century, whether that’s digital, industrial, in energy, ecology or education. The human factor remains fundamental in translating these developments into corporate organizations. Furthermore, humanities and management sciences are essential to the strategy of a group like IMT. The strong ‘engineering’ identity of our group is considerably strengthened by working closely with our *Grande Ecole* business school. Innovative contributions from Institut Mines-Télécom Business School on several flagship strategic projects, such as future industries, are helping to build synergies with significant added value between the group’s various schools”.

## A new visual identity and a 'Uniting Skills' hallmark

At the same time as taking on a new name, the school is adopting a new visual identity, demonstrating its ambitions as a school, its strengths and its unique selling points. The logo is part of IMT's branding, but differentiates itself from all the other schools with its unique business school status. The graphic branding is organized around 3 key elements. Creating a 'tangram' comes directly from being part of the IMT brand parent group. The combination of filters and shades, both violet (the school's color) and turquoise (IMT's color), symbolizes the business school's immersion into the world of a large global technology institution. Finally, the white separation represents transition, a bridge between technology and people, but also the necessary multidisciplinary features of our digital world.

The school's hallmark is the synthesis of its position and crystallizes the very essence of its rhetoric and fundamental aims. *Uniting Skills* is primarily about reaffirming one of the key strengths that sets the school apart: the close relationship between engineers and managers, facilitated and encouraged since the school was founded. It's also the shared watchword among students, the faculty and all the school's partners: engaging and working together with a range of complementary skills so that each individual talent becomes a key player in collective transformations.

Branding and communications agency **bear ideas** supported the school in designing its brand identity and new communications. The website was designed and produced by **TheBackYard** agency.

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### About Institut Mines-Télécom Business School – [www.imt-bs.eu](http://www.imt-bs.eu)

A public, socially inclusive graduate school working in close proximity to engineering schools, Institut Mines-Télécom Business School trains responsible, innovative managers and business people with an international outlook who will steer organizations through the key transitions towards tomorrow's society, encompassing digital, energy and the environment, the economy, and industry. With highly-relevant research and training programs, support for innovation and entrepreneurship, as well as close relationships with businesses and the local region, Institut Mines-Télécom Business School strives for excellence as it contributes to both local and national economic development, creating value for all its stakeholders. It shares a campus with its sister school of engineering, Télécom SudParis, also a member of IMT. The school has 1,500 students, is consistently ranked amongst the best business schools in France and is AACSB and AMBA accredited.

### Press Contact

Quentin Renoul: +33 (0)6 59 48 90 93

[quentin.renoul@imt-bs.eu](mailto:quentin.renoul@imt-bs.eu)

Twitter: @RenQuent

