



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).

Program

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

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.

Students will learn:

- > to assess the capabilities offered by technological systems from a market and financial point of view and design new business models and business plans.
- > 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.
- > 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.

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.

Admission requirements

Bachelor's (or equivalent undergraduate) Degree.

English test requirements

- > IELTS 6.0
- > TOEIC 750
- > TOEFL 78

Applying

Online, full application file – go to the website:
www.imt-bs.eu

This program is registered as a DNM (Diplôme National de Master) as «Master Management de l'Innovation». RNCP (National Register for Professional Certification) n°29014. Level I. CPF n°220898.



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).

Students obtain paid internships.



Partners

Orange, BNP Paribas, Alliance, CapGemini, Airbus, Murex



Course aims

FIRST YEAR

1st 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

2nd 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

3rd 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

4th semester : Master’s thesis

- > Based on company assignment or research project



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 Institut Mines-Télécom Business School and Télécom SudParis IT network with internet access
- > Phone line in each bedroom



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Language of teaching

English

Cost

15 000€

Scholarships

Available through www.imt-bs.eu Scholarships for Excellence

Calendar

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

Contact

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