

SKEMA launches its new Grand Paris campus and the 7th global campus in South Africa; announces new programmes and initiatives



The SKEMA Grand Paris campus, a new 30,000m² hub on the banks of the Seine

SKEMA has executed its 2015-2020 strategic plan a year in advance as it celebrates its 10th anniversary this year and continues to move forward. The flagship project is the launch of a new campus in Paris, which will be operational from 2020. Designed to link the historical north-south territories of the school, this new hub called the Grand Paris campus spreads across 30,000m² by the banks of the Seine in an emblematic space that was occupied until now by the Airbus group.

After Asia, North America and South America, the school has chosen to establish its seventh campus in the continent of Africa. The new campus is being opened in Cape Town, South Africa, and students will be able to choose it from the fall 2019/2020 intake.

Besides announcing the launch of these two new campuses, which will be hosting 8,500 French and international students along with other SKEMA campuses, the school unveiled a series of new programmes and initiatives in Executive Education: SKOOL, a new web platform in e-learning associated with a new offer of 100% online programmes and a FinTech Institute: SKEMA - Fundvisory. In the field of entrepreneurship, SKEMA is deploying a complete value chain of financing with a new loan mechanism with Crédit Agricole and partnerships with Ulule and Sowefund.

Grand Paris campus: anchoring the SKEMA strategy

Central location, five minutes from Paris La Defense and 13 minutes from the Champs-Élysées, the Grand Paris campus in Suresnes is the anchor of the overall strategy of the school. It also symbolises the alliance of SKEMA's historical North and South territories where the school was born.

SKEMA wanted to have a facility in Paris that would meet the expectations of the new generation of students and economic partners, and boost the development of the school. The new Grand Paris campus, which will feature a strong interconnection between SKEMA's other global campuses, will definitely prove to be attractive to students coming from all across the world who want to learn through a unique pedagogy.

Marc Seifert, architect and associate director of A26-Equerre, the agency that is assisting SKEMA, explains the philosophy of the project: "Adapted to the age of mobility, the classroom will be transformed into a larger, more open space without direction, featuring a wall-mounted painting. This space is flexible and can be transformed into different sub-spaces very quickly. In addition, the corridors will be transformed into informal workspaces. Since the building is of remarkable quality, we sought to highlight its assets: the views, the transparencies, the contribution of light by the central patio, the terraces... Optimising the way in which a building is used is among the first steps towards sustainable development."

A Hub and a gateway to Europe

Having this campus in the alluring city of Paris, gateway to the European continent, will increase the international visibility of the school and increase its overall capacity to 10,000 students. The hyper-connected Grand Paris campus is set to become a benchmark for new teaching practices and the use of new technologies. This makes it ideal to host the SKEMA GLOBAL LAB in Augmented Intelligence.

Grand Paris campus: facts and figures

- 30,000m² space comprising 40 classrooms and 2 big lecture halls
- A student residence with more than 200 rooms
- A 1,600m² rooftop accessible to everyone at the school
- 4 floors
- €150 million investment
- Opening in 2020/2021
- A place designed to meet environmental standards – compatible with the ISO 14001 and ISO 26000 standards that are already held by the school

Watch the video of Campus Grand Paris: www.skema.edu/campusgrandparis

A new campus in Cape Town, South Africa



SKEMA has unveiled its new campus at the University of Stellenbosch, an iconic Cape Town institution in South Africa. The French and international students of the Master in Management programme (PGE), currently in M1, will be able to choose this campus from the beginning of the 2019/2020 academic year. They will follow the "Doing Business in South Africa" module of the MSc International Business programme, which will be the first programme at this campus. From 2020, new courses in finance, marketing, management and entrepreneurship will follow.

As on all SKEMA campuses, the Cape Town campus will have an incubator-accelerator that will host the startups of students and graduates.

BBA in Global Management students currently in grade 2 will have the opportunity to choose this campus for their third year.

Participants of the Global Executive MBA will also be welcomed as part of the seminars. SKEMA's students and participants will benefit from the many facilities of the University of Stellenbosch that include a huge documentation centre, a music school, concert halls, an athletics stadium, several Olympic swimming pools and sports fields (rugby, football, tennis, hockey, cricket, squash...).

Accommodation is also available for students. The university has more than 6,000 rooms for students on its campus.

"Our 7 campuses are located in fast-growing technopoles where links with the territory allow us to contribute strongly to the development of the local ecosystem while offering our French and international students the incomparable wealth of a real global experience. This is why they are more than just international locations. They will enable our French as well as international students to explore the economic aspects and management practices of different countries and diverse ecosystems, and also incubate and accelerate their startup projects at different locations across the world. It is an absolutely unique model at the level of higher education; a model that responds to the needs of the economy and allows our graduates to have no trouble finding jobs or creating their own," said Alice Guilhon, dean of SKEMA Business School.

Four new courses in the first year of the Master in Management (PGE) programme in September 2019

SKEMA also announced the launch of new programmes and initiatives. At the start of the fall 2019 academic year, the Master in Management (PGE) programme, which already gives students the option of obtaining double degrees (MiM + MSc), will feature four new courses and 59 specialisations leading to the triple and quadruple degrees.

These new courses have been added to the range of choices from the first year. Students can customise the course according to their choice. Two of these courses are based on SKEMA GLOBAL LAB in Augmented Intelligence: Finance and Quants, and DataScience and AI.

- **Finance and Quants:** This course aims to strengthen the quantitative profile of students and better prepare them for a series of specialisations (IMF, corporate finance, AI and Data Analysis). All the students integrated in L3 will have access to this course, regardless of the path, from the second semester. Mathematics, excel modeling and financial markets are part of the courses offered.

- **DataScience and AI:** The creation of SKEMA GLOBAL LAB in Augmented Intelligence has a direct impact on pedagogy and courses. Beginning in the second semester of L3, students will use augmented intelligence tools and methods in their studies and projects. The DataScience and AI course will take place in a half-yearly bootcamp format that will combine theory, discovery of tools and applications. These bootcamps will be complemented by use of the SKEMA computing platform in all other courses of the programme with the support of professors specialised in artificial intelligence. At the end of the course, a project in augmented intelligence will formalise the achievements and allow the student to obtain the SKEMA DataScience and AI certificate.

- **A new ThinkForward course,** accessible in L3 and M1, will combine lessons on interdisciplinary approaches, organisation of conferences, workshops and courses, and also learning expeditions abroad (Senegal, Uzbekistan, Israel...) and intellectual productions in the field of conscience. This course, emblematic of the pedagogical approach of the Master in Management (PGE) programme, will make it possible to acquire the SKEMA ThinkForward certification.

- **A new associative path:** This will offer students the opportunity to devote a semester to the development or creation of an associative project. Accompanied by coaches and trained in the management of associative structures, students will be able to formalise the acquisition of skills related to their involvement in SKEMA associations on all campuses in France and internationally.

- **59 specialisations** proposed in September 2019 and the possibility of obtaining double, triple or quadruple diplomas

- Any student of the Master in Management (PGE) programme will have the opportunity to apply for the dual diploma PGE/MSc if he or she decides to complete his/her year of specialisation M2 within an MSc.

- SKEMA has 14 double-degree agreements with French and international high-level partner universities, which allows students who wish to obtain a triple degree: PGE/diploma from the partner university/MSc, or even a quadruple diploma.

SKOOL: A new e-learning web platform and new executive programmes (100% online)

SKEMA has launched a new training module – SKEMA EXED ONLINE – hosted on a new distance education platform called SKOOL (for SKEMA Open Online Learning).

Through campuses remain a place of essential training, SKEMA intends to meet the new flexible needs of companies and employees who wish to pursue courses that offer complete mobility. SKEMA brings with this new platform an answer to these challenges while supporting companies in increasing the skills of their employees in an evolving world.

The courses are short (8 weeks), interactive, collaborative and open to multiple resources (courses, videos, articles ...). They are based around three key themes designed to support the transformation of the company: management, leadership and Mindfulness, and culture.

The FinTech Institute "SKEMA - Fundvisory" is born

Companies have never experienced as many transformations as today and at such an intense pace. The primary mission of the SKEMA - Fundvisory institute will be to respond to these challenges and, primarily, promote research on the digitisation of professions and businesses as well as the evolution of the environment. Secondly, it will have to contribute to the transformation of enterprises by shedding light on innovations, their possible applications and good practices. It will also be responsible for identifying new professions and skills related to the digital transformation of companies.

Conferences, research projects and continuing education will be the foundation of the institute's actions. Two training courses are on the programme of SKEMA - Fundvisory from September 2019:

- Understand the value of the Fintechs
- Driving the digital transformation

Entrepreneurship: SKEMA rolls out a complete value chain of financing with a new loan mechanism of honour with Crédit Agricole and partnerships with Ulule and Sowefund

SKEMA Ventures, SKEMA's entrepreneurship scheme, was launched in 2017 and currently has around 222 projects incubated by its students and graduates, in France and internationally.

SKEMA announced the launch of a loan of honour with Crédit Agricole. This is a first for SKEMA and the banking network, which is a real support for startups who start their business and need seed money.

The partnership with the first co-crowdequity platform of the innovative Sowefund startups launched at the end of 2018 will enable a selection of startups incubated by SKEMA Ventures to make themselves visible to investors, making it easier and faster to raise funds.

Finally, the partnership with Ulule, a crowdfunding platform for solidarity entrepreneurship, completes this value chain of funding for students and alumni supported by SKEMA Ventures.

SKEMA Ventures' unique value chain that allows students to "Imagine in Sophia or Raleigh, incubate in Suzhou or Lille, accelerate in Paris or Belo Horizonte" has now been strengthened, thanks to the location of SKEMA's campuses in the heart of the entrepreneurship ecosystems of Africa, Brazil, China, France and the US.

SKEMA Ventures: facts and figures

Since September 2017:

- 254 applications
- 222 incubated projects / 173 creations, that is, 78% of creative acts
- 342 coaches / mentors including 80% of SKEMA alumni in The Venture Family
- Sectors: Digital platforms (37%); food/tech (14%); retail (13%); health (9%)
- Gender: 65% male; 35% female (vs since 2000: 72/28)
- Distribution of incubated projects: 73% students / 27% alumni
- Breakdown of incubated students by programmes: 10% BBA, 16% L3; 25% M1; 49% M2

Since 2000:

- 1205 companies supported and created (60 per year)
- Survival rate > 5 years = 91%
- Survival rate > 10 years = 90%

About SKEMA Business School:

With 8,500 students and 42,000 graduates, SKEMA Business School is a global school that uses its research, teaching programmes, and its well-equipped campuses to train and educate the talents required by companies in the 21st Century. The school is now present in 6 locations. It has three campuses in France (Lille, Sophia Antipolis and Paris), one in China (Suzhou), one in the USA (Raleigh) and one in Brazil (Belo Horizonte). In December 2018, the school announced the creation of the SKEMA GLOBAL LAB in Augmented Intelligence research laboratory, in the USA and in France.

SKEMA holds triple EQUIS, AACSB and AMBA accreditation. www.skema-bs.fr. Follow us on Twitter: @SKEMA_BS

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