

UN1QUE NEWS N°5 - April 2025

Editorial by Florence LEGROS



Newspapers are echoing debates surrounding private higher education, with calls for either inspections or a new label. The truth is, such labels already exist: **they are national and international accreditations.**

As more and more programs claim to be “recognized by the State” (just like my fishing license), it's worth going back to basics: only programs that are officially **accredited or confer a degree recognized** by the French Ministry of Higher Education are truly certified. It's as simple as that.

On top of these national degrees, there are international accreditations. **AACSB** (Association to Advance Collegiate Schools of Business), **EQUIS** (EFMD Quality Improvement System), and **AMBA** (Association of MBAs) are the three major accreditations for business schools. Worldwide, only 1% of business schools hold the “Triple Crown,” meaning they have all three accreditations. ICN is one of them.

Each of these accreditations, however, has its own specific standards:

- **AACSB** places strong emphasis on the continuous improvement of education and training quality, as well as on the qualifications of faculty members—requiring, for example, that at least 40% of professors hold a doctorate and publish in peer-reviewed international journals. It also focuses on the impact of research on society, student learning outcomes, and values innovation, engagement, strong partnerships, and societal impact.
- **The EQUIS label**, on the other hand, evaluates institutions as a whole—their governance, strategy, internationalization, research, ethics, and connection to practice (particularly with businesses). It is essentially about assessing the balance between academic excellence and close ties to the economic and societal world.
- **AMBA** is a program-specific accreditation, focused on the MBA. This label ensures that best practices are followed in program design, faculty selection, attention to career prospects, and the development of students’ leadership skills. The program must also be highly practice-oriented and aligned with economic needs.

On March 9, 10, and 11, 2025, we welcomed three AACSB reviewers, and from April 21 to 24, we will host an EQUIS accreditation team—both visits are part of the extension process for our accreditations. These experts will also have the pleasure of meeting with our partners and alumni, who will testify to the quality of our programs, the continuous efforts to improve them, and the strength of our partnerships.

In this regard, partners and alumni play a vital role in ICN's success. We extend our sincere thanks to them.

Breaking news !

The daily newspaper **Le Parisien** has just published its ranking of the best Bachelors for 2025, and **ICN Business School is ranked 5th.**

The new MSc in Finance, Risk, and Markets: A Strategic Overhaul to Address Contemporary Challenges

Since 2023, **ICN Business School** has been offering a portfolio of **12 MSc (Masters of Science) programs**. Each program has a development **committee made up** of industry professionals, many of whom are alumni of the school, as well as faculty members from the respective fields. Their role is to adapt the program to meet the needs of the labor market.

The MSc in Finance, Risk, and Markets will undergo a comprehensive overhaul for the upcoming academic year, with additional modules designed to strengthen students' expertise in financial asset valuation, cryptocurrency management, socially responsible investing, derivative products modeling and implementation in Python, cyber risk management, and behavioral finance modeling.

With a focus on mastering **financial risks** and a deep understanding of **international markets**, this program aims to train experts capable of thriving in strategic environments and addressing the complex challenges of financial markets.

As a reminder, this two-year program is at the **Master's level (Bac+5)**, accredited by the **Ministry of Higher Education and Research**, and registered with the **National Directory of Professional Certifications (RNCP, level 7)**. Starting next academic year, the new track will be offered in French in Paris La Défense and in English in Berlin!

ICN Creative Fund is committed to supporting the professional integration of students



Since the start of the 2024 academic year, ICN Creative Fund has redoubled its efforts to support students and has leveraged the generosity of donors to fund “employment coaches” for this year. Their mission is to assist students with their professional integration. Since September, Jérôme Beaufils has been working alongside the students; here, he reflects on his experience.

What did you think of the students you've supported since the beginning of the first semester?

I found the students to be very motivated by the coaching. They see it as an opportunity—a real chance to improve their efficiency through better organization in their job search and the use of better tools.

On which topics did you support them?

I assisted them with tools for searching for internships or work-study opportunities. The CV remains a central element in convincing recruiters; LinkedIn profiles; the cover letter, which is still requested by some recruiters and can make a difference if it is genuinely personalized; the students also wanted to prepare for interviews. Sometimes they are apprehensive about this moment and lack the know-how to respond to recruiters' questions.

If you had one piece of advice for our students, what would it be?

In an internship or work-study search, the key word in my opinion is “self-promotion.” Self-promotion does not mean being arrogant. It simply means knowing how to highlight your professional strengths to recruiters: your technical skills, your know-how, but also your qualities, your soft skills, and your personality. This first requires knowing yourself well, being able to talk about yourself and your experiences through a good pitch to start, followed by concrete examples using the STAR method. The recruiter is looking for a quality candidate. If the student-candidate cannot highlight what they bring to the company, who will do it for them? Today, thanks to your donations, nearly 70 students have been supported since September.

"I support the professional integration of students."

[Make a donation](#)


Contact us



Alexandra HOUY

Head of sponsorship
& Endowment Funds

 alexandra.houy@icn-artem.com

 +33 (07) 79 82 29 77



[Find information on our website](#)

READ FOR YOU

by Anne Lavigne, Professor of Economics at the University of Orléans

Unveiling the impact of industry 4.0 on supply chain performance: the mediating role of integration and visibility



According to the article by Paul Reaidya, Morteza Alaeddini, Angappa Gunasekaran, Olivier Lavastre, and Muazam Shahzad, published in the journal *Production Planning & Control* in December 2024.

[Read more](#)