



EDHEC innovates to give students the opportunity to change the world *School's leadership announces updates in AI, Tech and Sustainable Entrepreneurship*

For immediate release

Paris, 29 August 2023—EDHEC Business School announces a new Master's degree in Data Science and AI, as well as a new hybrid master's degree aimed at training students in IT engineering and business management. In addition, EDHEC is expanding its Global Impact Projects (GIPs), which encourage bachelor and master students to take on social and environmental volunteer work in international settings.

These announcements and others—including the creation of a new sustainability methodology for startups and a key appointment in AI leadership—were made during the annual press conference the School held in July on its Paris campus. With these actions and others, EDHEC aims to give students the knowledge and skills they need to tackle the challenges of a complex and rapidly changing world.

Data science and AI for business: Transforming how we work together

EDHEC identified “tech, data, and humanities” as one of seven strategic goals in its 2020-2025 plan and is proud to announce a new Data Science and AI for Business Master's degree. This new specialisation, unique among France's elite Grandes Ecoles, will launch officially at the start of the 2024-2025 academic year but will be open to select pre-Master's students in September.

Students who choose the Data Science and AI for Business specialisation will spend their first year taking courses that cover SQL, Python programming, algorithms and data structures, statistical models, data visualisation (Dataviz), and machine learning. They can also participate in the TechMeUp! Certification programme created in partnership with Microsoft. During their second year, students can opt for an MSc in Data Analytics and AI, an MSc in Financial Engineering, or an MSc in Marketing Analytics.

A double Engineer-Manager diploma with EURECOM

EDHEC is also announcing a new double-degree partnership with EURECOM¹. This partnership offers EDHEC management students and EURECOM engineering students the opportunity to complete parts of their education in each of the two institutions to obtain a double degree in business management and engineering. This arrangement will allow certain EDHEC students to study Data Science at EURECOM during the second year of their master's programme.

This new partnership brings EDHEC's total number of academic partners to 31. These partners include prestigious schools in France and around the globe (15 countries total). They include Mines Paris-PSL,

¹ Data and AI R&D institute and engineering school specialising in digital sciences that is based in Sophia-Antipolis and is a member of the Mines-Télécoms network.



Lille Ecole Centrale, Sciences Po Lille, Imperial College London, and UC Berkeley Haas. Students in double-degree programmes develop cross-disciplinary skills in fields such as law, journalism, health, political sciences, mathematics, sustainable development, and engineering sciences. These hybrid programmes are incredibly popular, attracting 250 EDHEC students in the 2022–2023 academic year.

Supporting EDHEC’s push into AI and Tech education for business students is Professor Michelle Sisto, Ph.D. Sisto served as EDHEC’s Associate Dean of Graduate Studies from 2017 to 2023. Going forward, she will oversee all AI initiatives at EDHEC. Sisto is a professor of Data Science and will dedicate her efforts to studying AI’s perceived added value as well as its risks and impact on business and education.

Responsible Entrepreneurship: A new business model for a sustainable future

EDHEC’s Centre for Responsible Entrepreneurship was founded in 2022 to bring together all the school’s entrepreneurship initiatives. This centre recently launched an innovative methodology called *Responsible Entrepreneurship by Design* (RED) that helps startup teams think about sustainable business structures and products from Day 1. This cross-disciplinary methodology will be used in all EDHEC startup incubators, research, and teaching programmes.

As a result, EDHEC’s MSc in Entrepreneurship & Innovation has been reconfigured to place sustainable practices at the heart of every course and startup project and to ensure that teaching aligns with the Centre for Responsible Entrepreneurship’s overall mission. Beginning in September 2023, a host of innovations will be introduced, including:

- **Back-to-school Seminar:** “Entrepreneurship and the challenges of the Anthropocene.” This new 18-hour module takes a multi-disciplinary approach to understanding the role of entrepreneurs in tackling the challenges of the Anthropocene, including climate, biodiversity, pollution, and demographics.
- **“Resource” Sessions:** These workshops will offer students a broad range of tools and teach them about strategy, data, HR, and startup law, all necessary to create a new business.
- **Teaching Workshops:** Inspiring entrepreneurs will present workshops for students interested in sustainable entrepreneurship. These workshops will spotlight case studies from startups invested in ethical and sustainable fashion, ecological transition financing, woodland ecosystem restoration, and other business missions.

International Experience: Five partnership agreements signed for “Global Impact Projects” with the support of EDHEC’s UNESCO Chair

EDHEC launched “Global Impact Projects” (GIP) in 2023 to give deeper meaning to students’ international experience with hands-on work (for 10 weeks and up to a semester) in social and/or environmental non-profit organisations.

This experience transforms their vision of the world, develops their emotional intelligence, and

increases their resilience. This pioneering initiative gives management students another path, in addition to internships and academic exchanges, to experience new cultures and expand their horizons. During the 2023-24 academic year, EDHEC will offer 100+ GIP opportunities to students who wish to participate.

EDHEC announces an initial series of five partnerships with NGOs, international associations and educational institutions:

- [Acted](#) is an international NGO, active in 39 countries, that works with people in crisis situations.
- [Agape](#) is an association that works with vulnerable children in the Douala region of Cameroon.
- [Francophone Young Volunteers of Cameroon](#) (JVFC) is an association recognised by the International Organisation of La Francophonie (OIF) that works in different fields like the environment, professional integration, orphan reintegration from foster homes, promoting good citizenship practices, and more.
- [Minkai](#) works to provide access to education to rural and disadvantaged populations in Argentina.
- [SPJIMR](#) combines management education with social concerns in Bombay. SPJIMR and EDHEC have been partners for more than 5 years.

The GIPs are part of an innovative system within the European academic landscape that will enable EDHEC students to gain credits (BBA students) and international experience (pre-master and BBA students). Students can even present their own international impact projects to a selection committee.

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About EDHEC

EDHEC is an international business school with more than 110 nationalities represented on campuses in Lille, Nice, Paris and Singapore. With 50,000 alumni in 130 countries and learning partnerships with 290 institutions worldwide, EDHEC educates the leaders of tomorrow: men and women who are determined to solve the most pressing economic, social, technological, and environmental challenges of our time.

EDHEC's unique research model is rooted in public service: to society, to business, and to higher education. A hub of excellence, innovation and diversity, EDHEC's mission is to educate future generations in a world in constant transformation.

The School has developed a unique model founded on research of real practical use to society, companies and students. EDHEC is a centre of excellence, innovation, experience and diversity, focused on impacting future generations in a fast-transforming world. The School exists to make a



positive impact on the world.

EDHEC by the numbers:

- 8,600 students in undergraduate and graduate 175 professors and researchers, 11 research centres
- 5 campuses and a digital platform devoted to 100%-online certificate and degree programmes: EDHEC Online
- 2021: Grand opening of the Jean Arnault Campus in Roubaix—a joint-venture between LVMH, EDHEC, and the **Institut des Vocations pour l'Emploi (LIVE)**—that is dedicated to entrepreneurship, innovation, and inclusion. EDHEC is a major partner of Station F in Paris, the world's largest campus for start-up creation and innovation.
- 23 undergraduate and graduate programmes: Bachelors (BBA and BSc), Masters in Management, Masters of Science (MSc), MBA (Full-time and Executive MBA), PhD (Finance)
- A multitude of continuing education options for managers, business leaders and entrepreneurs offered through EDHEC Executive Education (certificates and degree programmes)