

Respect • Solidarity • Humility



巴黎高等科学技术与经济商业学院

ISTEC
PARIS
ÉCOLE SUPÉRIEURE DE COMMERCE ET MARKETING

- DBA (IMM) 工商管理博士 (智能制造)
- MBA (IMM) 工商管理硕士 (智能制造)

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法国巴黎 Paris, France

法兰西共和国，简称“法国”，国土三面临水，与德国、瑞士、意大利等国家比邻，是西欧面积最大的国家，是一个高度发达的资本主义国家，其国民拥有较高的生活水平和良好的社会保障制度。

法兰西作为老牌欧洲工业强国于2013年发布“工业新法国”计划；2015年，“工业未来”作为“工业新法国”第二阶段的核心，不仅是法国的工业升级，更是整个欧盟数字化进程的落地之所。

巴黎，法兰西共和国的首都和最大城市，世界四个国际大都市之一，是法国的政治、经济、文化和商业中心，也是西欧的政治、经济和文化中心。

The Republic of France, referred to as "France", facing the water and bordering Germany, Switzerland, Italy, and other countries, is the largest country in Western Europe. France is a highly developed capitalist country with a high standard of living and a good social security system.

As an old European industrial power, France launched the plan of "New France for Industry" before 2013. In 2015, "Industrial Future", as the core of the second stage of "New France for Industry", was not only the industrial upgrading of France, but also the landing place of the whole European Union digitization process.

Paris, the capital and largest city of the French Republic, one of the four international metropolises in the world, is the political, economic, cultural and commercial center of France and Western Europe.

巴黎高等科学技术与 经济商业学院

中法两国政府认可的精英商学院；
55年商科专业优质的教学经验；
教学涵盖了14个领域的专业学士、硕士、博士等；
设立ENIM à Metz工程师学院的双学位课程；
拥有人工智能，智能制造等多种行业师资；
拥有100个国际交流中心及1500多家合作机构；
与多所名校有着密切的科研教育合作；
与多家合作伙伴联合开发高科技项目。

- Elite business school accredited by the Chinese and French governments;
- 55 years of excellent teaching experience in business;
- The teaching covers professional bachelors, masters, doctors in 14 fields;
- Establishment of a double degree program at the ENIM à Metz Institute of Engineers;
- Teachers with various industries such as Artificial Intelligence and Intelligent Manufacturing;
- With 100 international exchange centers and more than 1,500 partner institutions;
- Close scientific research and education cooperation with many famous schools;
- Joint development of high-tech projects with a number of partners.



ISTEC

PARIS

ÉCOLE SUPÉRIEURE DE COMMERCE ET MARKETING



Laurent DENIS (ISTEC 1986), Endroit Avocat



Arthur LHERMITTE (ISTEC 2009), Sunilpes



Jérémy CHEVALIER (ISTEC 2009), Sunilpes



Fabrice MUSNIER (ISTEC 2010), Faguo



Jean LAJOUANIE (ISTEC 1994) & Francis BRAJOU (ISTEC 1993), Stanton Wallace



STANTON WALLACE
Talent Management - Intelligence Solutions



Romain PIGNOUX



Fabrice MUSNIER (ISTEC 1987), Forma 2+

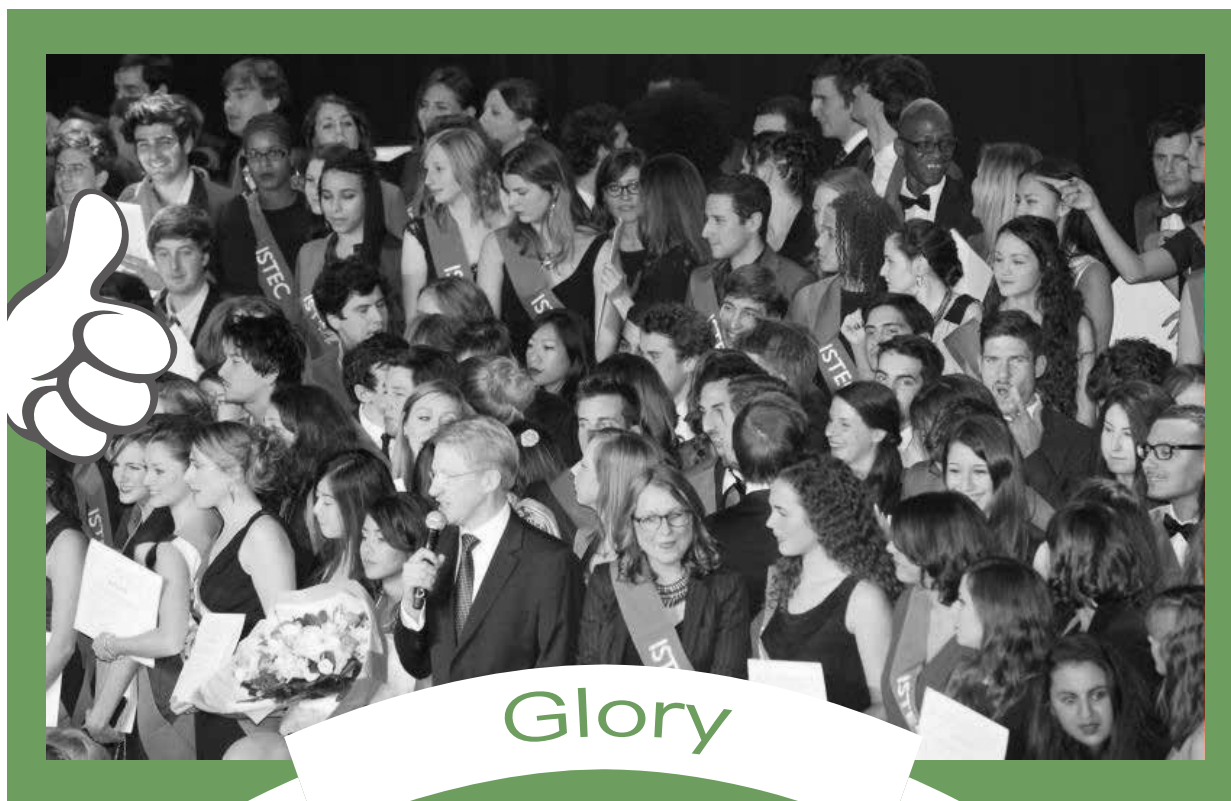


Fabrice BRUJOT (ISTEC 1997), monceprive.com



Vincent KHAN





专业排名 Rankings

Le top 3 pour être rémunéré pendant vos études

学生获职业回报最大的法国高商 TOP 3

3 Part d'alternants*	
ICD,Paris,Toulouse(accessible àbac)	61%
Brest BS	56%
ISTEC,Paris (accessible àbac)	52%
Montpellier BS	46%
ESC Clermont	39%

Le top 5 pour bien se préparer à la vie professionnelle

职业规划最佳法国高商 TOP 5

5 Note*de satisfaction à la préparation à la vie professionnelle donnée par les anciens	
ESSEC,Cergy-Pontoise	4,8
HEC Paris	4,7
Audencia BS,Nantes	4,5
EDHEC BC,Lille,Nice,Paris	4,5
ISTEC,Paris (accessible àbac)	4,4

* 法国' Étudiant网站公布, 2018年法国高等商学院 (Grande école) 的最新排名

在2015-2016年的全球Eduniversal排名中:

In the Eduniversal global rankings of 2015--2016:

ISTEC精英学院项目排第8名

ISTEC Grand program ranked 8th



* Eduniversal是每年针对全球超过150个国家的商学院和大学进行排名的权威排名系统。

* Eduniversal is an authoritative ranking system for business schools and universities in more than 150 countries around the world.

权威认证 Accreditations

法国ISTEC商学院为中国教育部推荐的法国高等商学院，其颁发的证书国际认可。

ISTEC Business School of France is a higher business school that recommended by the Chinese Ministry of Education. All the diplomas issued from ISTEC are recognized internationally.

The screenshot shows the website of the Ministry of Education's Overseas Education Supervision Information Network. The header includes the Ministry of Education logo and the website name '教育涉外监管信息网' (www.jsj.edu.cn). The date is 2017年3月1日 星期三. The navigation menu includes: 首页, 法规文件, 政策解读, 预警信息, 重要动态, 涉外办学, 留学中介, 国外院校, 专家访谈, 案例点评. The search bar contains '请输入关键字' and a '查询' button. The main content area shows the accreditation details for ISTEC Business School of France:

- 法文校名: Ecole supérieure de commerce et de marketing (ISTEC)
- 中文校名: 高等科学技术与经济商业学院
- 官方网站: www.istec.fr
- 备注:

At the bottom left, there are two source links:

- * 来源: <http://www.jsj.edu.cn/n1/12033.shtml>
- * source: <http://www.jsj.edu.cn/n1/12033.shtml>

At the bottom right, the ISTEC logo is displayed, featuring the text 'ISTEC PARIS' and 'ÉCOLE SUPÉRIEURE DE COMMERCE ET MARKETING' below it.

主席寄语

Chairman Message



作为法国知名的高等精英商业学院，自1961年以来，ISTEC不断地培养具有敏锐市场嗅觉，可靠且企业实务操作能力优秀的专业人员，并培养他们的企业精神和主动服务意识。

ISTEC对其教学人员的智慧贡献给予了积极的重视，这一点极大地提高了知识吸收和教学的质量。ISTEC的最终目标是支持真正专业的企业管理实践者的诞生，以实现成功的企业资源整合进化。

我相信，你已经准备好迎接更大的挑战，也意识到当今社会的核心竞争力已经不止是学科专长这一个标准了。志愿成为领域开拓者的你，需要拥有更宽阔的视野，看到更大的图景，需要管理更高级的商业关系以及做出更具远瞻性的决策。ISTEC-DBA(IMM)和MBA(IMM)项目是专为智能制造行业设立的领导力发展计划，旨在改变你的思维，挖掘你的无限潜力，并在领域内充分发挥才能，成为智能制造领域内的领袖和精英。

As the superior business school in France, since 1961, ISTECH has been keeping on training excellent professionals with sensitive marketing sense, reliable and practical operation ability, and cultivating their entrepreneurial spirit and active service awareness.

The ISTECH pays positive attention on the intellectual contributions of its teaching staff, which has greatly improved the quality of knowledge absorption and teaching. ISTECH's ultimate goal is to support the birth of truly professional business management practitioners to enable the evolution of successful enterprise resource integration.

I'm sure you're ready for greater challenges and realize that the core competencies of today's society are more than discipline expertise. If you are a pioneer in the field, you need to have a broader perspective, see a bigger picture, manage more advanced business relationships, and make more forward-looking decisions. The ISTECH DBA and MBA program is a leadership development program that aims to change your thinking, tap your unlimited potential, and leverage your talents within the field to become a leader and elite in their respective fields.

—— Benoît HERBERT, General Director



ISTEC
PARIS
ÉCOLE SUPÉRIEURE DE COMMERCE ET MARKETING

Bienvenue!

价值观 Values

尊重 · 团结 · 谦卑

Respect · Solidarity · Humility

ISTEC对管理、企业社会责任和商业道德的国际和多元文化方式特别重视。

ISTEC places special importance on an international and multicultural approach to management, corporate social responsibility and business ethics.

目标 Goal

加强每个人的潜能发展，从而创造出真正的专业智能，以便在工作场所成功地整合和发展。

Enhance the development of each person's potential and thus to enable the creation of real professional intelligence for successful integration and development in the workplace.

全球师资 Global Faculty



Prof. Gilbert GIACOMONI

ISTEC商学院教授、工程与管理博士

Professor, ISTEC Business School, Doctorate in Engineering & Management

研究领域 Research Fields

创新与创业科学、信息系统和知识管理、管理科学与战略、行动调查

Science for Innovation & Entrepreneurship, Information Systems & Knowledge Management, Management Science & Strategy, Operations Research



Prof. Yoann BAZIN

ISTEC商学院副教授

Vice Professor, ISTEC Business School, Doctorate in Economics

研究领域 Research Fields

管理学、战略管理、人力资源管理、管理会计概论、企业社会责任、组织行为学、商业道德、批判性思维、危机管理、哲学和社会学领域

Management, Strategic Management, Human Resources Management, Management Accounting Principles, Enterprise Social Responsibility, Organizational Behavior, Commercial Ethics, Critical Thinking, Risk Management, Philosophy and Sociology



Prof. Loïc SAUCE

ISTEC商学院助理教授、经济学博士

Assistant Professor, ISTEC Business School

研究领域 Research Fields

企业家精神、奥地利经济学、加密货币、资本理论、期望、不确定性、经济思想史

Entrepreneurship, Austrian Economics, Cryptocurrencies, Capital Theory, Expectations, Uncertainty, History of economic thought



顾庆良 教授 Prof. Qingliang GU

东华大学管理学院院长、教授、博士生导师、中国市场学会常务理事

Dean, Professor, Doctoral Supervisor, School of Management, Donghua University, Executive Director of China Market Association

研究领域 Research Fields

市场营销、产业经济管理、创新创业、企业家精神和企业家经济

Marketing, Industrial Economic Management, Innovation and Entrepreneurship, Entrepreneurship and Entrepreneur Economy



任荣明 教授 Prof. Renrong MING

上海交通大学安泰经济与管理学院教授、博士生导师、WTO 与经济全球化研究中心主任、中国国际贸易学会理事，企业高级顾问

Professor, Doctoral Supervisor, Antai College of Economics and Management, Shanghai Jiaotong University, Director of the WTO Research Center, Shanghai Jiaotong University and Economic Globalization, Member of China International Trade Association, Senior Enterprise Consultant

研究领域 Research Fields

国际贸易政策法律与中国经济发展战略、世界贸易组织法、公司治理

International Trade Policy Laws and China's Economic Development Strategy, World Trade Organization Laws, Corporate Governance



郭朝辉 博士 Dr. Chaohui GUO

浙江大学工业自动化博士、牛津大学访问学者、教授级高工、走向智能研究院研究员、宝山研究院首席研究员

Doctorate in Industrial Automation, Zhejiang University, University of Oxford visiting scholar, Professor-level senior engineer

研究领域 Research Fields

自动控制、数据建模、智能制造、大数据等在钢铁自动化领域有很大的影响力和知名度

Automatic Control, Data Modeling, Intelligent Manufacturing, Big Data, etc., has great influence and popularity in the field of steel automation



蒋志超 博士 Dr. Zhichao JIANG

日本国立广岛大学工学博士、浙江大学博士后、工信部首批两化融合管理体系咨询专家
Doctorate in engineering, Hiroshima University, Japan, Postdoctoral fellow of Zhejiang University, Consultation expert of the integration management system of the Ministry of Industry and Information Technology

研究领域 Research Fields

智能制造系统顶层规划、产品全生命周期管理、制造执行管理、设备MRO/TPM

Top Level Planning of Intelligent Manufacturing System, Product Lifecycle Management, Manufacturing Executive Management, Equipment MRO/TPM



张礼立 博士 Dr. Les Zhang

研究生导师、中国人民大学CIO研究中心研究员、
中国人工智能学会智慧能源专委会委员、盘古智库学术委员

Supervisor, Researcher of CIO Research Center in Renmin University of China, Member of the Intelligent Energy Committee of China Artificial Intelligence Society, Pangu Think Tank Academic Committee

研究领域 Research Fields

信息科技趋势与技术、公共信息数据安全、
大数据行业应用、企业架构与信息系统架构等

Main research areas: information technology trends and technologies, public information data security, big data industry applications, enterprise architecture and information system architecture.



DBA(IMM) | 工商管理博士（智能制造方向）

Doctorate in Business Administration (Intelligent Manufacturing)

获得DBA (IMM) 博士学位将为毕业生们提供诸多与众不同的机会和意义。

- √ 在个人的学习与工作简历中添加博士头衔的荣誉；
- √ 具备在商学院或大学获得教学机会的能力与资质；
- √ 为成为公司重要管理角色（如董事会成员）提供机会；
- √ 在专业和学术环境中，以更大的权威与信心进行演讲和写作。

法国巴黎高等科学技术与经济商业学院 (ISTEC) 的工商管理博士 (智能制造方向) (Doctorate in Business Administration in Intelligent Manufacturing) 项目, 以下简称 DBA (IMM) 是为适应中国先进制造业转型升级和实施“走出去”战略的需要, 为培养具有国际视野的企业家和高水平经营管理与行业研究人才而开设。

DBA(IMM)课程旨在经过系统化的学习过程, 让学员从实际获取的经验中, 提炼自己的思想, 为成为行业领跑者打下基础。

The Doctorate in Business Administration in Intelligent Manufacturing program of the superior Institute of Commercial Sciences, Technics and Economics (hereinafter referred to as “DBA(IM)”) in France, is adapted to the transformation and implementation's needs of China's advanced manufacturing industry, and it is set up to cultivate entrepreneurs with an international view and high-level management and industry research talents.

The DBA (IM) course is designed to allow students to refine their ideas and gain the foundation for becoming a leader in the industry through a systematic learning process.

课程设置 Course Setting



课程结构 Course Structure

DBA课程分为必修课与选修课。必修课共有17门课程，分为核心课程+管理课程+研究课程，其中3门由ISTEC教授提供，另外14门将邀请知名院校教授及行业专家授课，如上海交通大学、东京工业大学、德国亚琛工业大学、荷兰马斯特里赫特大学等。选修课程我们提供了更多的哲学思维和新的研究方法，开拓思维，打造企业家自己的思想理论。

为了提供全球化的视野，DBA项目组还组织了日本及德国世界知名企业实地考察游学。我们还独创性地提供小黑屋论文实操训练营，手把手地教学员独立完成写作，让学位论文变得更为容易。

DBA courses are divided into compulsory courses and elective courses. There are 17 compulsory courses, including core courses + management courses + research courses, 3 of which are provided by professors from ISTEC, and 14 of which will invite professors and industry experts from famous universities to teach, such as Shanghai Jiaotong University, Tokyo University of Technology, Aachen University of Technology in Germany and Maastricht University in the Netherlands. Elective courses offer more philosophical thinking and new research methods, expand thinking and create entrepreneurs' own thoughts and theories.

In order to provide a global perspective, the DBA project team also organizes field trips to world-renowned enterprises in Japan and Germany. We also offer an ingenious "Hey Room" thesis training camp, where students are taught to write independently, making it easier to write a doctoral thesis.

管理课程 Management Courses

提供全球前沿管理课程，包括战略管理、价值定位，创新与变革管理，组织行为与领导力，战略人力资源与企业社会责任及国际并购与产业资本，致力于提升DBA学员的战略思维、领导才能、管理艺术。

Offer world-class management courses, including Strategic Management, Value Orientation, Innovation and Change Management, Organizational Behavior and Leadership, Strategic Human Resources and Corporate Social Responsibility, and International M&A and Industrial Capital, committed to enhancing the strategic thinking, leadership and Management art of DBA students.

核心课程 Core Courses

智能制造领域核心课程，包括AI前沿展望&AI道德，智能制造与创新工业设计，智能工厂，智能制造精益管理等，以系统性的全景视野，深入剖析中国的2025以及全球各国高端制造业的最新发展状态，从智能工厂的顶层设计到技术体系，培养DBA学员既掌控智能工厂整体布局，又洞悉技术领域核心模块，同时解析工业4.0时代的精益生产线设计。

Offer core courses in the field of intelligent manufacturing, including AI Frontier Outlook & AI Ethics, Intelligent Manufacturing and Innovative Industrial Design, Smart Factory, Intelligent Manufacturing Lean Management, etc. With a systematic panoramic view, these courses make an in-depth analysis of China's 2025 and the latest development status of high-end manufacturing in various countries around the world. From the top-level design of smart factories to the technical system, it cultivates DBA students to master the overall layout of smart factories, understand the core modules of the technology field, and analyze the lean production line design in the era of industry 4.0.

研究课程 Study Courses

提供论文写作方面的研究方法课程和小黑屋论文工作坊等。

Offer research methodology courses and the research workshops of "Hey Room" Training Camp to guide thesis writing.

游学课程 Study Tour

提供以世界为书本，引万物进课堂的海外游学课程（详见后文）

Offer overseas study tour to take the world as a book and bring everything into the classroom (see below for details)

申请资格

Application Qualifications

- 获得管理或制造相关学科的硕士学位，拥有最少5年管理工作经验；
- Master's degree in management or manufacturing related disciplines with at least 5 years of management experience

- 获得非管理或制造相关学科的硕士学位，拥有最少8年管理工作经验；
- Master's degree in non-management or manufacturing related disciplines with at least 8 years of management experience

- ★ 学历不满足上述要求但是管理工作经验丰富的申请人可提供补充材料申请特许名额
- Applicants who do not meet the above requirements but have rich management experience can provide supplementary materials to apply for franchisees.

ENROLLMENT 入学指南

必交材料

Required Material

- 报名表（中英文各一份）
Application form (in Chinese and English)
- 身份证和护照复印件
Copies of ID card and passport
- 最高学位证书复印件（在校生提供证明）
Copy of the highest degree certificate
(Undergraduate provides proof)
- 中英文个人简历
Chinese and English resume
- 入学动机信（中英文各一份）
Motivation letter (in Chinese and English)
- 标准2寸白背景证件照2张
Two standard 2-inch white background photos

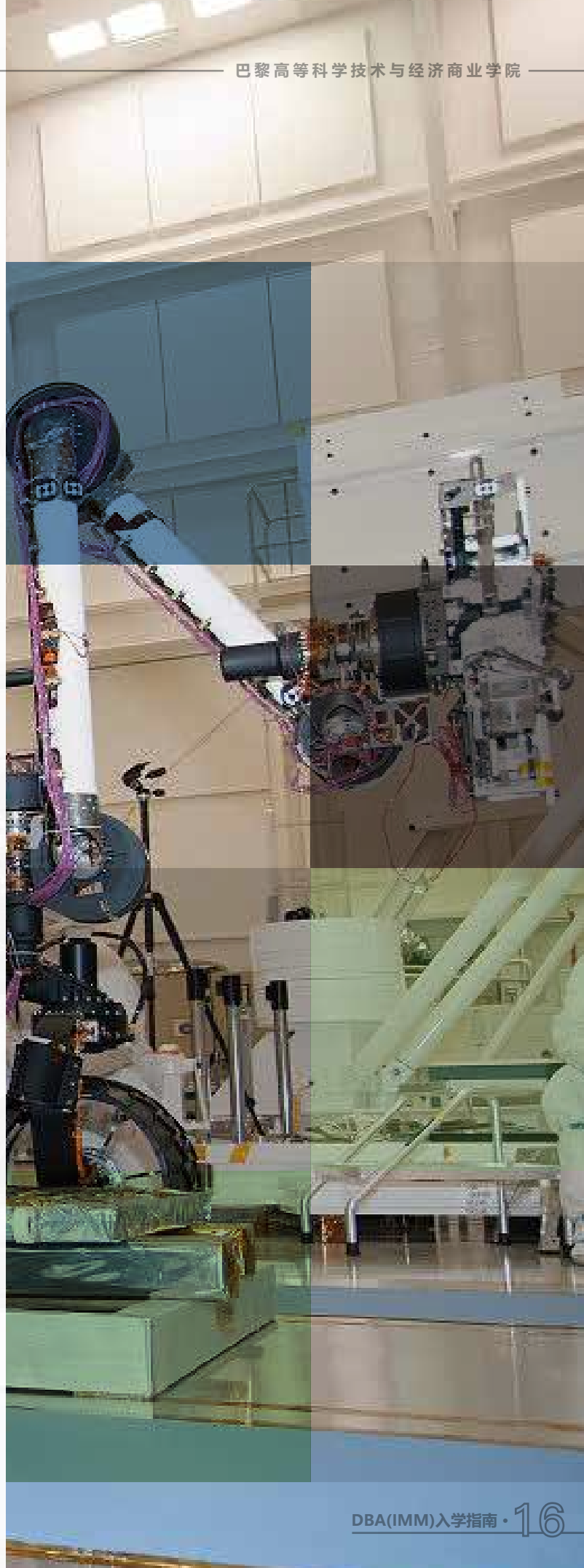
附加材料

Additional Materials

- 推荐信（2封）
Reference letter (2 copies)
- 其它研习经历
Other study experiences
- 获得奖励荣誉
Awards and honors

申请流程

Application procedure



论文与学位证书

Thesis and Degree Certificate

学员需要修满所有必修课的指定学分，由相应的授课教授通过个人作业、小组作业或演讲形式对其评定成绩。作业内容包括但不限于个案分析、撰写报告、探讨管理及商业的课题。

Students are required to complete all compulsory course credits and be graded by professors through individual assignments, group assignments, or presentations. Assignments include, but are not limited to case studies, reports, management and business topics.

成绩评核

Grade Evaluation

论文评核 Thesis Evaluation

毕业论文 Dissertation

学员需要完成一篇具有深层次学术水平的论文，并对研究所涉及领域的个人组织 / 公共组织的政策或实践有所助益。

Students are required to complete the thesis with a deep academic level and could contribute to the policies or practices of the individual/public organization.

书籍出版 Published Books

在读期间学生如果出版了运用定量或定性研究方法的管理类书籍，那么他在答辩时只需提交结论、文献综述和文件。

During the study, if a student publishes management books using quantitative or qualitative research methods, he or she only needs to submit conclusions, reviews and documents in the defense.

期刊论文 Published Articles

在读期间学生如果在学校认可的管理类期刊独立发表文章，那么他在答辩时只需要介绍自己对该文章做出的贡献。

During the study, if a student publishes an article independently in a school recognized management journal, he or she only needs to introduce contribution to the essay in the defense.

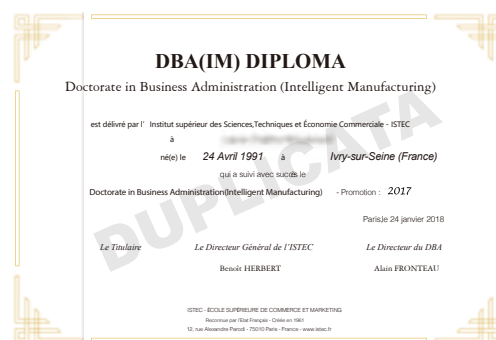
以上三种形式的论文可用中文撰写，以英文文件递交。研究过程中，实行一中一法双导师制，学员根据自己的研究方向双向选择导师，并定期汇报进展。

The above three forms can be written in Chinese and submitted in English. Each student has a Chinese and a French supervisor. Students make a two-way selection with their supervisors according to their research direction and report their progress regularly.

学位获取 Degree to Obtain

在得到巴黎高等科学技术与经济商业学院 (ISTEC) 学位评审委员会的认可后，按规定完成整个学术项目的学员可以获得ISTEC颁发的工商管理博士 (智能制造方向) [DBA(IMM)]学位。

Upon accreditation by the Paris school of advanced science, technology and economics and business (ISTEC) academic accreditation board, students who complete the entire academic program as required will receive a Doctorate in Business Administration(Intelligent Manufacturing)[DBA(IM)]degree from ISTEC.





MBA(IMM) | 工商管理硕士 (智能制造方向)
Master of Business Administration (Intelligent Manufacturing)

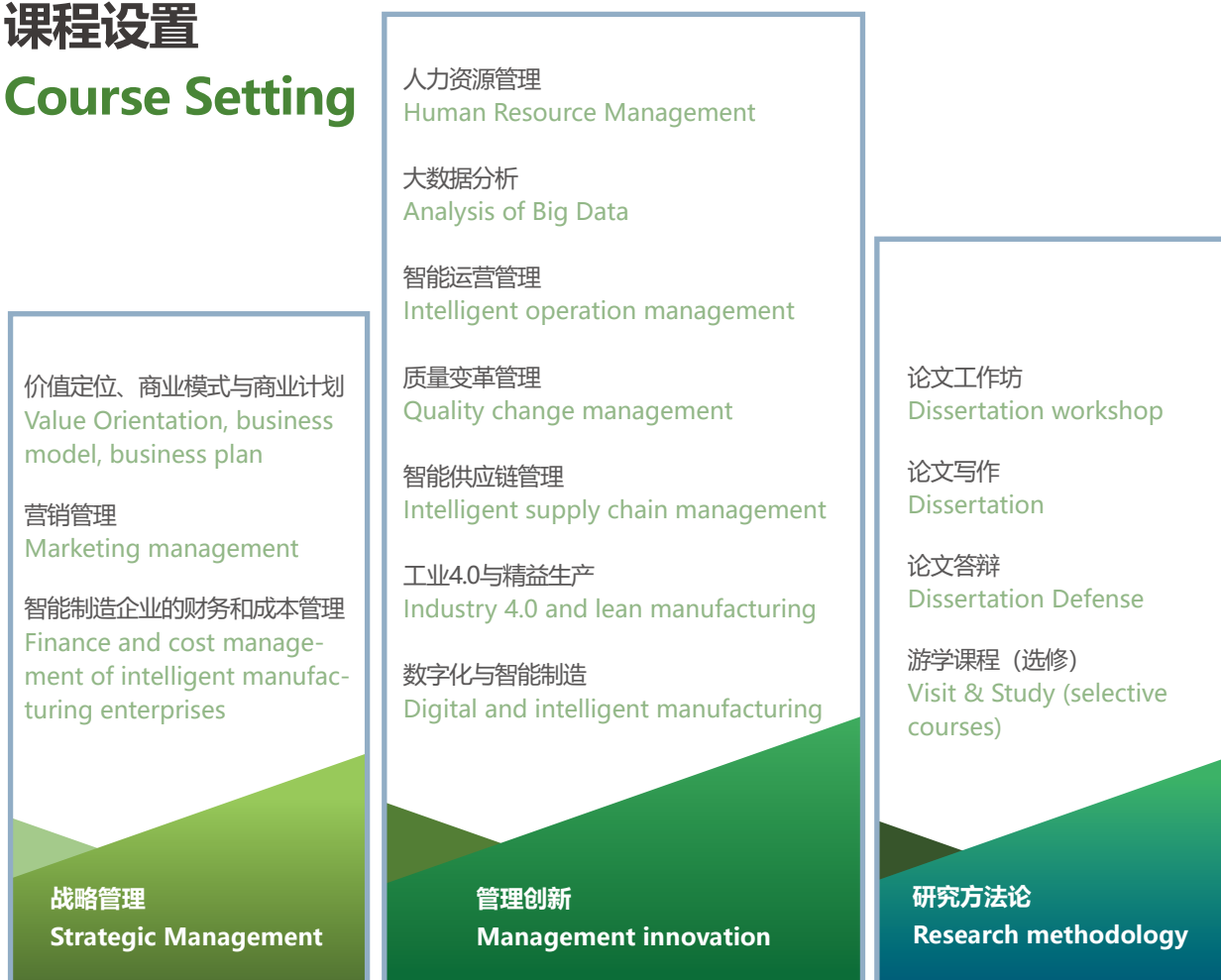
法国巴黎高等科学技术与经济商业学院 (ISTEC) 的工商管理硕士 (智能制造方向) (Master of Business Administration in Intelligent Manufacturing) 项目, 以下简称 MBA (IMM), 是为适应中国先进制造业转型升级进入新业态、新领域的过程中对复合型人才的大量需求而设立。

MBA (IMM) 课程注重为制造行业的未来领导者开拓在管理、营销、法律、技术、金融等方面的知识、技能与资源, 适合来自不同专业背景、具备丰富行业经验、渴望系统化知识更新以适应智能制造发展挑战的资深从业者。

The Master of Business Administration in Intelligent Manufacturing program of the superior Institute of Commercial Sciences, Technics and Economics (hereinafter referred to as "MBA(IM)") in France, is set up to meet the great demand of interdisciplinary talents in the process of transforming and upgrading China's advanced manufacturing industry into new business forms and fields.

The MBA (IM) course focuses on developing knowledge, skills and resources in management, marketing, law, technology and finance for future leaders of the manufacturing industry. And it's suitable for senior practitioners from different professional backgrounds, with rich industry experience, and eager to update systematic knowledge to meet the development challenges of intelligent manufacturing

课程设置 Course Setting



课程结构 Course Structure

MBA必修课共有15门课程，分为核心课程+管理课程+研究课程，其中2门由ISTEC教授提供，另外13门将邀请知名院校教授及行业专家授课，如上海交通大学、东京工业大学、德国亚琛工业大学、荷兰马斯特里赫特大学等。

为了提供全球化的视野，MBA项目组还组织了日本及德国世界知名企业实地考察游学。

There are 15 compulsory courses in MBA, including core courses + management courses + research courses, 2 of which are provided by professors from ISTEC. In addition, 13 courses will be offered by professors and industry experts from well-known institutions, such as Shanghai Jiaotong University, Tokyo University of Technology, Aachen University of Technology in Germany and Maastricht University in the Netherlands.

To provide a global perspective, the MBA program also organizes field trips to world-renowned Japanese and German companies.

管理课程 Management Courses

提供全球顶级管理课程，包括战略管理、商业模式与商业计划、管理创新、营销管理、创新人力资源管理、研发知识产权与专利管理、智能运营管理、智能制造企业的财务与成本管理等，涵盖MBA学员需要掌握的基本管理学和经济学知识和技能。

Offer the world's top management courses, including Strategic Management, Business Model and Business Plan, Management Innovation, Market Management, Innovative Human Resource Management, R&D Intellectual Property and Patent Management, Intelligent Operations Management, Finance and Cost Accounting of Intelligent Manufacturing Enterprises, etc. It covers the basic knowledge and skills of management and economics that MBA students need to grasp.

核心课程 Core Courses

智能制造领域核心技能，培养具备清晰战略视角的智能制造精英，帮助他们更新现代管理知识，提高应用管理研究能力。包括AI前沿展望&AI道德、数字化与智能制造、大数据分析、工业4.0与精益生产、供应链管理等课程。

Offer core skills in the field of intelligent manufacturing, cultivate leading elites in intelligent manufacturing with a clear strategic perspective, help them update modern management knowledge and improve the ability of applied management research. Courses includes AI Frontier & AI Ethics, Digital and Intelligent Manufacturing, Analysis of Big Data, Industry 4.0 and Lean Production, Supply Chain Management, etc.

研究课程 Study Courses

提供论文写作方面的研究方法论课程和小黑屋论文工作坊等。

Offer research methodology courses and the research workshops of "Hey Room" Training Camp to guide thesis writing.

游学课程 Study Tour

提供论文写作方面的研究方法论课程和小黑屋论文工作坊等。

Offer overseas study tour to take the world as a book and bring everything into the classroom (see below for details)



ENROLLMENT 入学指南

申请资格 Application Qualifications

- 由学术机构颁发的专科以上学历，至少拥有三年及以上管理工作经验；
· College degree or above issued by an academic institution, with at least 3 years of management experience;
- 未具上述学历但有至少五年管理工作经验者，请提供补充附加材料特殊申请；
· For those who do not have above education but at least 5 years of management experience, please provide additional materials for special application;
- 学历不满足要求但是管理工作经验丰富的申请人可提供补充材料申请特许名额。
· Applicants who do not meet the requirements but have a wealth of management experience can apply for a licence by providing supplementary materials.

申请流程 Application procedure



必交材料 Required Material

- 入学申请表
Application form

- 身份证复印件2份
Two copies of ID card

- 学历证书复印件2份（原件复核）
Two copies of degree certificate of major in China
(original review)

- 个人简历2份、名片2张
Two resumes and two business CARDS

- 两寸白底照片2张
Two standard 2-inch white background photos

附加材料 Additional Materials

- 推荐信（2封）
Reference letter (2 copies)

- ★ 破格录取的学员比例不超过班级总人数的10%。
No more than 10% of the program is admitted.

论文与学位证书 Thesis and Degree Certificate

学员需要修满所有必修课的指定学分，由相应的授课教授通过个人作业、小组作业或演讲形式对其评定成绩。作业内容包括但不限于个案分析、撰写报告、探讨管理及商业的课题。

Students are required to complete all compulsory course credits and be graded by professors through individual assignments, group assignments, or presentations. Assignments include, but are not limited to case studies, reports, management and business topics.

成绩评核

Grade Evaluation



论文评核 Thesis Evaluation

毕业论文 Dissertation

学员需要完成一篇具有深层次学术水平的论文，并对研究所涉及领域的个人组织 / 公共组织的政策或实践有所助益。

Students are required to complete the thesis with a deep academic level and could contribute to the policies or practices of the individual/public organization.

学位获取 Degree to obtain

在得到巴黎高等科学技术与经济商业学院 (ISTEC) 学位评审委员会的认可后，按规定完成整个学术项目的学员可以获得ISTEC颁发的工商管理硕士 (智能制造方向) [MBA(IMM)]学位。

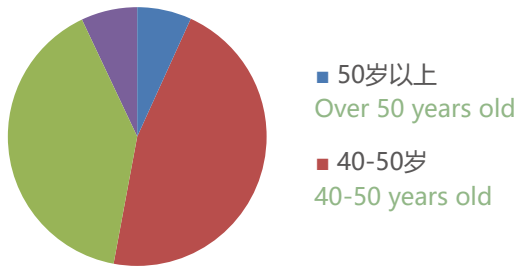
Upon accreditation by the Paris school of advanced science, technology and economics and business (ISTEC) academic accreditation board, students who have completed the entire academic program as required will receive an Master of Business Administration (Intelligent manufacturing) [MBA(IM)] degree from ISTEC.



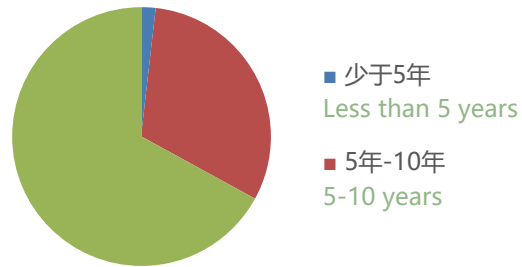
ISTEC学员构成

Students Composition

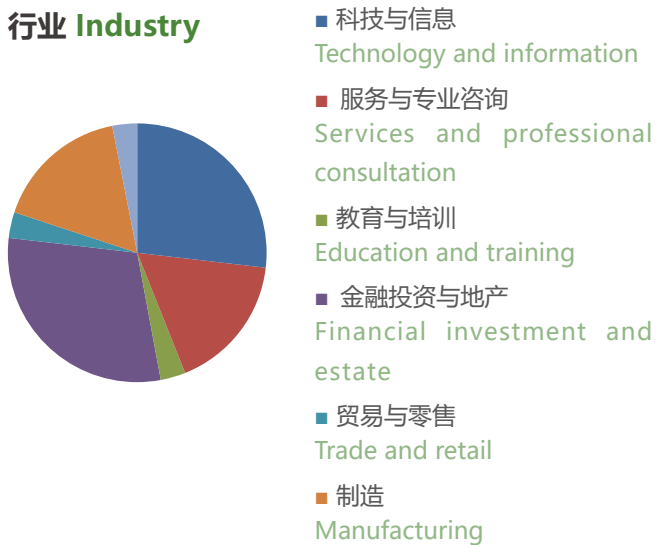
年龄 Age



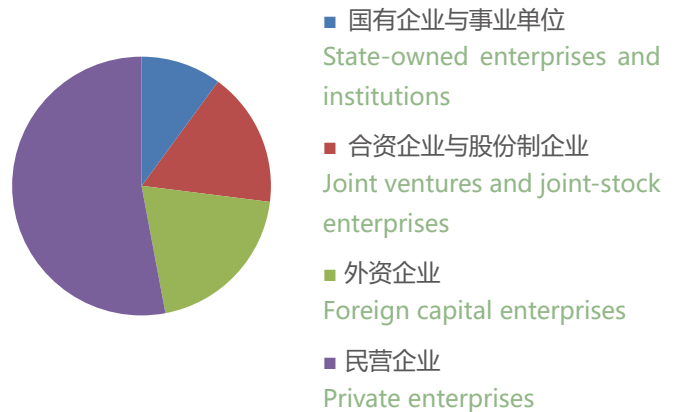
工作经验 Work Experience



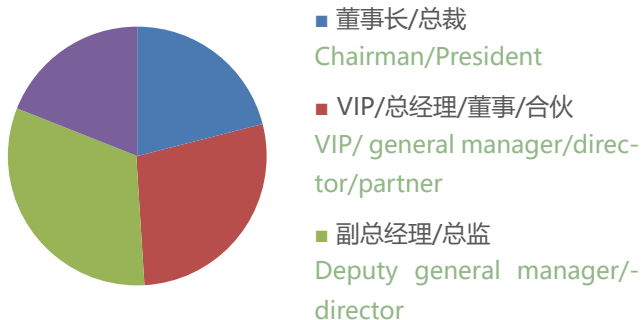
行业 Industry



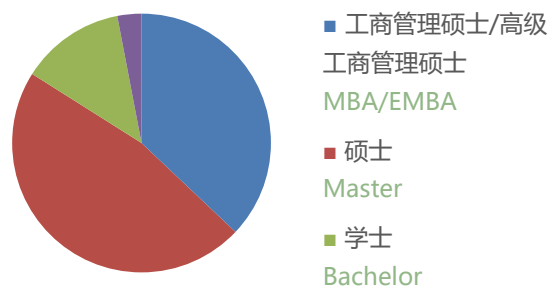
公司性质 Business Nature



职位 Position



教育背景 Educational



ISTEC项目优势

Program Advantages

权威师资 Authoritative Faculty

贯通中西的实战名师和院长级的教授参与教学；国内一流大学，如上海交大、复旦的多位学科领头人指导论文。

The practical teachers and dean-level professors who have passed through China and the West participate in teaching; domestic leading universities, such as Shanghai Jiaotong University and Fudan's leading disciplines, direct papers.

高性价比 Cost-Effective

高性价比应用型博士、硕士项目，实现最少投资换取最大回报的目标，中国教育部推荐院校，学位获得全球认可。

Cost-effective applied doctoral and master programs to achieve the goal of minimum investment for maximum return. Chinese Ministry of Education recommends colleges and universities, and the degree is recognized globally.

高实践性 High Practical

学员可以将工作中遇到的问题带到课堂上，与教授和同学一起讨论。并在下一次课程之前获得解决方案。

Students can bring work problems to class and discuss with professors and classmates. And get a solution before the next class.

先进教育 Advanced Education

聚焦着拥有国际化视野的一流师资队伍和巴黎最好的商业资源。融合互动式和授课式教学模式，打造无国界教育的最好典范。

With a world-class faculty and the best commercial resources in Paris, Integrate interactive and instructional teaching models to create the best example of education without borders.

超前视野 Advanced Vision

项目强调全球视角下理解并解决问题，国内外教授不同思维和教学模式的冲击，为学员培养了多元化思维模式。

The project emphasizes understanding and solving problems from a global perspective, and professors at home and abroad have different thinking and teaching modes, which have cultivated diversified thinking modes for students.

强校友网 Strong Alumni Platform

GDA/EMSS/CMA三大校友平台提供最具国际性的校友网络，为学员未来更广阔的事业发展提供丰富的优质资源。

The GDA/EMSS/CMA Alumni Platforms provide the most international alumni network to provide students with rich and high-quality resources for their future career development.

What you need is not only a degree
but also a chance to reshape yourself.

你需要的不仅仅是学位

还需要 **1** 次优势重塑的机会





ISTEC

PARIS

ÉCOLE SUPÉRIEURE DE COMMERCE ET MARKETING

巴黎高等科学技术与经济商业学院



游学 • 全球 Study Tour • Global

游学 • 德国 Study Tour • Germany

工业4.0策源地游学之旅 Industry 4.0 Policy Origins Tour

- 走进德国顶尖工业大学，聆听世界制造前沿权威之声
 - 深入企业，探究德国制造的逻辑和路径
 - 与德国制造企业资深管理者深度交流
 - 取经行业创新价值链构成
 - 学习企业智能制造成熟度评估方法和路径
 - 探求中国企业智能制造的升级之路
-
- Going to German top industrial universities and listen to the voice of the world's leading manufacturing authority
 - Going deep into the enterprise and explore the logic and path of German manufacturing
 - Deep communication with senior managers of German manufacturing companies
 - Learning the industry's innovative value chain
 - Learning the methodology and path of smart manufacturing maturity assessment
 - exploring the road to upgrade the intelligent manufacturing of Chinese companies





游学·日本 Study Tour·Japan

精益管理游学之旅 Lean Management Study Tour

- 分享40余年日本各大制造企业的改善经验
- 以丰田为代表的系统化生产方式
- 日本制造企业超低成本高质量生产方式
- 当前日本最新的生产工艺与流程改善技术
- 世界级工厂的BENCHMARK分析
- 针对自身企业问题的专家答疑

- Sharing more than 40 years of experience in improving manufacturing companies in Japan
- Systematic production methods represented by Toyota
- Ultra-low-cost, high-quality production methods in Japanese manufacturing companies
- The latest production process and improvement technology in Japan
- BENCHMARK analysis of world-class factories
- Expert Q&A for their own business problems

游学·法国 Study Tour·France

工业制造复兴之旅 Industrial manufacturing revival tour

- 探索法国奥秘，寻找法国未来工业计划的真谛
- 企业参访，学习法国世界级企业的成功之道
- 高层对话，法国振兴制造业的顶层设计
- 本校游学，沉浸在法国大学的校园氛围

- Exploring the mysteries of France and finding the true meaning of French future industrial plans
- Corporate visits to learn the success of French world-class companies
- Conversations with the leader of the top design of French revitalization manufacturing
- Studying in the school, immersing in the campus atmosphere of French universities



游学 • 美国 Study Tour • America

人工智能未来探索之旅 Artificial Intelligence Future Exploration Tour

- 深入美国创新高地，全面探寻美国科技创新
- 权威课程，全方位解构美国人工智能科技创新创业背后逻辑
- 对话创新中心及高科技孵化器，把握高科技产业化路径
- 参访人工智能巨头及初创企业，洞悉AI赋能世界的宏伟战略
- 深度对话人工智能行业新锐，把握人工智能科技创新及发展方向
- Going deep into the US innovation highland and exploring the US science and technology innovation
- Authoritative course to deconstruct the logic of American artificial intelligence technology innovation and entrepreneurship
- Conversations with Innovation Center and High-tech Incubator to grasp the path of high-tech industrialization
- Visiting artificial intelligence giants and start-ups to gain insight into the grand strategy of the AI world
- Deep conversations with the cutting-edge artificial intelligence industry, grasping the innovation and development direction of artificial intelligence technology



游学 • 以色列 Study Tour • Israel

创新—领导力之旅 Innovation - Leadership Journey

- 揭秘犹太智慧，感悟创新之“道”
- 踏进世界“硅壑”，溯源以色列民族精神与宗教信仰
- 深入“世界创新工厂”，聆听专业分析，体验行动中的创造力
- 对话世界顶级名师，把握中以文明的差异与融合
- 创新前沿企业深度交流，对接以色列最新科技成果
- Demystifying Jewish wisdom and feeling the "Tao" of innovation
- Stepping into the world of "silicon sputum", tracing the national spirit and religious beliefs of Israel
- Going deep into the "World Innovation Factory", listening to the professional analysis, and experiencing creativity in action
- Conversations with the world's top teachers and grasping the differences and integration of China and Israel
- Conversations with innovative frontier enterprises and connecting with the latest scientific and technological achievements of Israel



校友平台 Alumni

学长寄语 | 校友信息



成为GDA的一员 Become a member of GDA



GLOBAL DBA ASSOCIATION
全球工商管理博士联合会



所有ISTEC DBA(IMM) 毕业生将被邀请加入全球工商管理博士联合会（简称GDA），成为博士校友群体中的一员。

GDA联合全球多所知名高校，聚集行业领袖、经济学家、教授，其主要目标为加强全球DBA同学联系，增进校友间友谊；促进不同国家不同地域的DBA同学之间的学术交流；服务于DBA同学，支持DBA同学的事业发展；推动DBA教学学术等标准的制定；推广DBA研究成果；凝聚DBA同学践行世界终身教育事业。

GDA为我们的毕业生提供了保持联系并从中受益的机会。

All ISTEC DBA (IMM) graduates will be invited to join the Global DBA Association (GDA) and become a member of the PhD alumni community.

GDA has joined many famous universities around the world, gathering business leaders, economists and professors. Its main goal is to strengthen the schoolmate connection; enhance alumni friendship; promote local academic exchanges; support DBA students' career developments; promote DBA teaching and learning standards; popularize the DBA research results and gather students to practice the world lifelong education cause.

The GDA offers our graduates the chance to stay in contact and benefit from many networking possibilities.



GDA Talk

GDA Talk是GDA为其成员打造的理论思想及实践经验的传播平台。GDA Talk能为其成员提供诸多机会，如论文发表，论坛与学术会议发言等。GDA还将为有意愿的成员提供在商学院任教的机会。

GDA Talk is a communication platform for GDA's theoretical ideas and practical experience. GDA Talk offers many opportunities for its members, such as paper presentations, forums and academic conferences. GDA will also provide opportunities for interested members to teach at business schools.

学长寄语

Senior Remarks

数字化时代，时间轴变短，变化的速度在加快，传统产业和管理模式面临着诸多挑战。面对新工业革命的风起云涌，以及工业4.0的悄然而至，我们如何在“制造”→“质造”→“智造”的产业与战略升级中掌握主动？如何顺势而为？如何主动拥抱模式与技术变革？伸出手，让我们同行，我在GDA等你。

城林环保技术（上海）有限公司——倪文静

“智能制造”是我们由制造业大国迈向制造强国的重要转型，随着各项新技术的发展，如视觉、通讯、互联新技术，必将提升生产柔性、效率、以适应产业快速变化，提升中国制造业的国际竞争力。

新能源汽车动力系统智能制造专家——林伯璋

智能化和智能制造是大势所趋，是一场史无前例的制造业“产业升级”，物联网技术、大数据、人工智能的应用，将实现多品种大量生产，GDA推动智能制造研究，应时应势，充满期待。

浙江迈勒斯照明有限公司——王叶刚

人工智能的时代汇集互联网技术，智能制造是未来必然的趋势，期待完美的产学研结合平台，加速中国智能制造人才培养及产业深度发展。

新能源汽车智能互联网团队——姚俊纲

致GDA：在我迷失方向的时候为我启明指路，在我摸索求解的时候为我解答疑惑；遇见你是一种美好，是催人奋进的源泉动力，是追求幸福与卓越的磐石，放眼前路，坚定笃信。

恒海实业集团——商洪铨

智能制造是实现整个制造业智能化升级的深度创新，是信息化与工业化深度融合的进一步提升。期待完美的学、产、研合作平台，构建未来的智能生态系统。

捷泰新能源汽车有限公司——连海兵

在人类迈向人工智能世代的路上，智能化将是所有产业的必修学分。能参与帮助我们中国制造业通过这门必修课，真是充满挑战与惊喜！

江苏兴云新能源有限公司——孔繁榕



LES ISTECIENS VOUS ACCUEILLEN

校友信息

Alumni Information



- 空中客车公司, Gaëlle Fornier (ISTEc 2001) -CER 项目管理
- Airbus, Gaëlle Fornier (ISTEc 2001) - Project Management of CER



- Barbara Bui, Sandra Aufrand (ISTEc 2006) - 法国区域销售经理
- Barbara Bui, Sandra Aufrand (ISTEc 2006) - French Regional Sales Manager



- 达能, Jean-Philippe Poirier (ISTEc 1987) – 市场总监
- DANONE, Jean-Philippe Poirier (ISTEc 1987) – Marketing Director



- 法国电力集团, Alexandra Heins (iSTEc 2000) – 客户体验领导
- EDF, Alexandra Heins (iSTEc 2000) – Leading Client Experiences



- 法国网球联合会, Jérémy Botton (iSTEc 1996) - 董事长
- Fédération Française de Tennis (French Federation of Tennis), Jérémy Botton (iSTEc 1996) - Chairman



- 谷歌, Eloïse Langer (iSTEc 2009) - 客户经理
- GOOGLE, Eloïse Langer (iSTEc 2009) - Customer Manager



- 欧舒丹, Barbora Pichlova (iSTEc 2010) – 国际零售负责人
- L' Occitane, Barbora Pichlova (iSTEc 2010) – Head of International Retail



- LinkedIn, Prune Nouvion (iSTEc 1994) - 总监, 营销解决方案
- LinkedIn, Prune Nouvion (iSTEc 1994) - Director, Marketing Solutions



- Oppbtp, Stéphanie Bigeon- Bienvenu (iSTEc 1993) -通讯和数字媒体总监
- Oppbtp, Stéphanie Bigeon- Bienvenu (iSTEc 1993) - Director of Communications and Digital Media



- 松下欧洲, laurent ABADiE (iSTEc 1980) - 行政总裁
- Panasonic Europe, laurent ABADiE (iSTEc 1980) - Chief Executive Officer



- Playmobil, Stéphane Drilhon (iSTEc 1994) - 市场总监
- Playmobil, Stéphane Drilhon (iSTEc 1994) - Marketing Director



- Clément Rum, Dominique de la Guigneraye (iSTEc 1984) – 法国商务总监
- RHUM Clément (Clément Rum), Dominique de la Guigneraye (iSTEc 1984) – Commercial Director for France



- SNCF法国铁路网, Nicolas MOUTON (ISTEC 2009) - 数字通信与社交媒体负责人
- SNCF (French Railway Network), Nicolas MOUTON (ISTEC 2009) - Director of Communications and Digital Media



- tbwA (麦迪逊邦), Maylis Gueye (iSTEc 2010) -制片人
- tbwA, Maylis Gueye (iSTEc 2010) - Producer



- 环球音乐 Eric Brunet (iSTEc 1996) –艺术总监
- Universal Music, Eric Brunet (iSTEc 1996) – Art Director



- Vitra France, Isabelle de Ponfilly (iSTEc 1986) –ISTEC董事会总经理兼总裁
- Vitra France, Isabelle de Ponfilly (iSTEc 1986) – General Manager and President of the Board of Directors of ISTE

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