



CO DEGREE







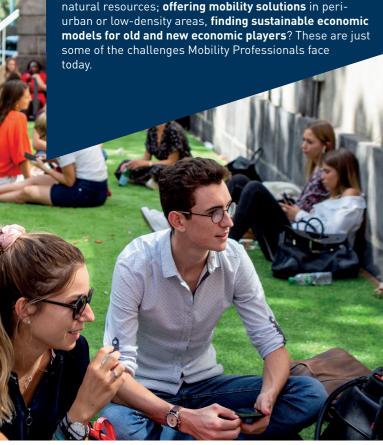
TRANSFORMING MOBILITY I

Business Models & Vehicles for the Future

LRANSFORMING OBJECTIVES

Transforming mobility is a major challenge in today's society and for tomorrow. The stakes are high, notably for the Automotive Industry, shaken by the arrival of sharing platforms offering mobility services.

What are the keys to: combatting urban congestion and improving air quality; protecting people's health and natural resources; offering mobility solutions in periurban or low-density areas, finding sustainable economic models for old and new economic players? These are just some of the challenges Mobility Professionals face



The automotive industry, and the mobility sector at large, is undergoing a threefold disruption due to digitalisation, environmental constraints and technological developments. ESC Clermont Business School has been specifically designed a MSc programme to help participants answer fundamental questions: Which vehicles? Which mobility services? Which strategies? Which business models?

This MSc programme will enable participants to successfully manage the transition towards sustainable mobility. Graduates will improve their employability and can reach higher-ranking positions within their existing jobs or seek new career opportunities within many private companies and public organisations pertaining to the Automotive Industry or mobility

PROGRAMME STRENGTHS

Participants will benefit from:

- a global understanding of environmental, technological and socio-economic issues
- a cross-disciplinary training with the involvement of major stakeholders in the mobility sector
- a strong focus on the challenges and stakes at both a local and international level
- a balance between theory, learning by doing and professional testimonials
- a programme based on innovative experiments carried out within companies and academic research
- a programme **co-constructed with** companies specialised in the automotive industry, sharing platforms, energy specialists, fleet management, consulting firms, public service providers....
- a cutting-edge, original, innovative training, with a forwardlooking dimension, meeting the expectations of the automotive and mobility sector

TARGETED SKILLS

- → Understand and deal with the new global mobility eco-system
- → Devise and implement the right strategies and multiple economic models
- → Master product/service design and development
- → Gain fundamental knowledge of the transport sector
- → Encourage innovation management
- → Lead projects & change management
- > Perform mobility consulting missions
- Acquire a dual technical/business culture and versatility











This programme has been co-constructed in partnership with the engineering school SIGMA Clermont, member of the Conférence CLERMONT des Grandes Ecoles (CGE).

PROGRAMME CONTENT

SEMESTER 1 Mobility Business Models & Vehicles for the Future		SEMESTER 2 Project Management & Transformation Facilitation		SEMES.	
				Professional Mis	
Stakes and Challenges	21h	Intelligent Mobility - Transport, Infrastructures	27h	Master's Thesis	
Urban Mobility	12h	Corporate Social Responsibility and Mobility	21h	Oral Defense	
Which Vehicles: Strategy & Foresights	30h	Peri-Urban Mobility and Low-Density Areas	27h	Company Assessment	
Mobility As a Service (MAAS)	30h	Transformation Facilitation	30h		
Managing Innovation and business model	27h	Sustainable Mobility Project	75h		
Key Role of Energy Players	18h	Management & Communication Skil	ls		
Transversal Project	24h	Strategic Management	18h		
Management & Communication Skills		Information Systems for Managers	18h	7 1	
Introduction to Business	12h	French Langage Classes (or certification Voltaire)	30h		
Mastering Data in Excel (e-learning)	18h	Thesis Methodology II	9h		
French Langage Classes (or certification Voltaire)	30h	Career Development & Counseling		Head of the Dream	
Thesis Methodology I	9h	Job Marketing	9h	Head of the Progra	
Career Development & Counseling		Individual Counseling	3h	florence.puiseux@esc-c	
Job Marketing	6h	Meeting with Practitioners	9h	Professor of Marketing	
Individual Counseling	3h			ı	
Meeting with Practitioners	3h				



SEMESTER 3

Professional Mission & Thesis

Head of the Programme Florence PUISEUX florence.puiseux@esc-clermont.fr Professor of Marketing and Communication

This MSc programme will open the door to a broad range of job opportunities and varied career paths offering the possibility to work in multi-cultural and international teams:

- Product/Service Manager
- Sustainable Mobility Manager
- Project Manager
- Fleet Manager
- Mobility Experiences & Innovation Manager
- Energy Mobility Business Developer
- Sustainable Mobility Programmes Coordinator
- Transformation Facilitator
- Sustainable Mobility Consultant

THEY SUPPORT US

This programme has been specifically designed with the collaboration of internationally renowned companies and their experts:















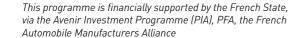




This programme is supported by the CARA network, a European Cluster for Mobility solutions











ADMISSION

ENTRY REQUIREMENTS

- A 4-year Bachelor degree or Validated Master 1
- Proficiency in English (Official TOEFL score of 550 at least, or TOEIC of 750, or IELTS 6.0)

SCHOLARSHIPS

Early bird scholarships:

Scholarships provided by ESC Clermont Foundation:

Scholarships to go abroad:

APPLICATION PROCEDURE

- All applications are to be submitted on line on http://www.esc-clermont.fr/en/apply-online/

11,5 00 EUROS FOR THE MSc. PROGRAMME

FEES ALSO INCLUDE:

- Subscription to the student union













www.esc-clermont.fr • www.sigma-clermont.fr

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Recrutement&informations

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