

# MSc TRANSFORMING MOBILITY BUSINESS MODELS & VEHICLES FOR THE FUTURE



CO DEGREE





# TRANSFORMING MOBILITY NEW

## Business Models & Vehicles for the Future

# TRANSFORMING MOBILITY EMPOWERING CHANGE

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 peri-urban or low-density areas, **finding sustainable economic models for old and new economic players**? These are just some of the challenges Mobility Professionals face today.

## OBJECTIVES

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 sector.

## 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 forward-looking 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 is financially supported by the French State, via the Avenir Investment Programme (PIA), PFA, the French Automobile Manufacturers Alliance



## PROGRAMME CONTENT

SEMESTER 1	SEMESTER 2	SEMESTER 3
Mobility Business Models & Vehicles for the Future	Project Management & Transformation Facilitation	Professional Mission & Thesis
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	<b>Management &amp; Communication Skills</b>	
Transversal Project 24h	Strategic Management 18h	
<b>Management &amp; Communication Skills</b>	Information Systems for Managers 18h	
Introduction to Business 12h	French Language Classes (or certification Voltaire) 30h	
Mastering Data in Excel (e-learning) 18h	Thesis Methodology II 9h	
French Language Classes (or certification Voltaire) 30h	<b>Career Development &amp; Counseling</b>	
Thesis Methodology I 9h	Job Marketing 9h	
<b>Career Development &amp; Counseling</b>	Individual Counseling 3h	
Job Marketing 6h	Meeting with Practitioners 9h	
Individual Counseling 3h		
Meeting with Practitioners 3h		



Head of the Programme  
**Florence PUISEUX**  
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Professor of Marketing and Communication

## CAREER OPPORTUNITIES

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:

- Reduction of the fees for students who pay the full fees before starting the programme.

### Scholarships provided by ESC Clermont Foundation:

- Scholarships based on three criteria: Financial situation, academic performance and behavior of the students.

### Scholarships to go abroad:

- Scholarships allowing students to finance part of their stay in Europe as part of their study abroad in partner university or internship.

## APPLICATION PROCEDURE

- All applications are to be submitted on line on <http://www.esc-clermont.fr/en/apply-online/>
- Candidates will be invited to take a skype interview on an automated video conference aiming to evaluate their academic profile, motivation and linguistic skills.

# TUITION FEES

11,5 00 EUROS  
FOR THE MSc. PROGRAMME

ALTERNANCE  
POSSIBLE

### FEES ALSO INCLUDE:

- Access to online learning resources
- Access to JobLab
- Subscription to the student union
- Access to ESC Alumni during 2 years

Suivez toutes nos actualités sur les réseaux sociaux



[www.esc-clermont.fr](http://www.esc-clermont.fr) • [www.sigma-clermont.fr](http://www.sigma-clermont.fr)

## Contacts

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