

# STUDY

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# The rise of private education





# France going higher

With programmes in both English and French and a range of vocational specialisations, France has much to offer international students, as MATTHEW KNOTT discovers.

All our programmes are open to international students with the same tuition fee for French students, says Jie Hong at IÉSEG School of Management [www.ieseg.fr](http://www.ieseg.fr). “Besides our renowned *grandes écoles* programme, we also offer nine one-year specialised MSc programmes (from general International Business to Fashion Management) and an International MBA. High school graduates can join our three-year Bachelor of International Business”. *Grandes écoles* are higher education institutions outside the main university framework with selective admission criteria.

“We have definitely seen an increasing interest in students searching for English-taught programmes in Europe,” says Hong, adding the diversity of the continent makes it an attractive study destination. The institution has an international student services team to help students adjust, while French courses are part of the programmes and career fairs/seminars are held on campus.

INSA Rouen [www.insa-rouen.fr](http://www.insa-rouen.fr), part of the INSA Group of public sector Schools of Engineering offers nine programmes and awards doctoral degrees, says Morgan Jones. “The programmes are a unique combination of science and technology, with a 20 per cent component of humanities along with elective artistic courses for personal development.” Courses include 30 weeks of internship in industry. Students are recruited based on

performance in science and languages and 23 per cent of the student body is international.

To assist assimilation, INSA Rouen has a ‘Bilingual International Section’ with 50/50 English and French tuition for three semesters, “giving non-French speakers time to hone their French language skills before continuing in French” (see box right).

Another *grande école* is ISCOM [www.iscom.fr](http://www.iscom.fr), one of the most highly regarded communication schools in France, says Elizabeth Albrycht. “ISCOM Paris has been a pioneer in offering English-language instruction at all levels of its programmes over the past several years.” Europe, USA and Asia are the main student sources within an ever-more diverse mix, she says, and alumni are working in advertising agencies and businesses around the world.

Students are taught the fundamentals of communication before specialising in a particular field. ISCOM has close relationships with Paris-based fashion, luxury, technology and consumer companies, so students enter “a rich network of connections that will be vital to securing first jobs”.

Grenoble Graduate School of Business [en.grenoble-em.com](http://en.grenoble-em.com) (GGSB), the international section of Grenoble Ecole de Management, another *grande école*, is, says Santiago Garcia, “among the elite business schools in the world enjoying the triple crown of accreditations: AMBA, AACSB and EQUIS”. The school offers a range of

bachelor’s and master’s and “one of Europe’s most prestigious MBAs”, says Garcia. “At GGSB, we take pride in offering high-calibre programmes to students in what we think is the best learning environment possible: small classes, highly international groups and blended traditional and innovative teaching methods.” He relates that Latin America and Asia are growing markets for the school.

Mod’Art International Group <http://mod-art.org> is, says Laurence Piette, one of the few exclusive French private schools to offer international courses in partnership with French and British universities, or French state degrees in: Fashion Design (BA), Fashion Management (BA and MBA) and Graphic Design (BA and MA). The faculty is composed of practicing professionals, Piette adds. “This is a guarantee of quality, of up-to-date information and methods combined with the enthusiasm and dynamism of true actors in the fashion and graphic design world.”

IAE France [www.iae-france.fr](http://www.iae-france.fr) is a consortium of 31 Schools of Management explains Jérôme Rive, all of which have strong links with local universities, companies and their socio-economic environments. “As IAEs are in state-owned universities with public funding, costs and fees are lower than in private schools,” says Rive. IAE France offers a range of short courses and degrees in French and English. Asia and South America are growing markets, and courses with a European or CSR focus are particularly popular.

A practical focus is part of the programming at the Collège de Paris [www.collegedeparis.com](http://www.collegedeparis.com) chain of vocational schools, says Olivier de Lagarde. A ‘Service France’ scheme takes care of all aspects of a student’s life, including an internship in a French company. “We are the only one that can assure that in Paris,” he adds. The international-focussed Master’s in Luxury & Fashion Management and Food & Wine Business both include internships and travel. Europe and America are key markets, Lagarde says, although East Asia, Maghreb and Sub-Saharan Africa are developing.

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## Recruitment and pathways

The internet, agents and Campus France constitute the three-pronged recruitment approach at Collège de Paris, says Olivier de Lagarde. “We are constantly looking for new agents, especially within India, Russia and Latin America.” At IÉSEG, says Jie Hong, “Students are sometimes the best promoters out there. We have established offices and also actively attend education fairs and use online marketing. We do work with a few agents in selected markets. We are looking for more agents who can send us quality students from Latin America or Europe.”

Elfe - École de Langue Française [www.elfe-paris.com](http://www.elfe-paris.com) offers the ‘My Study in France’ foundation programme, launched in 2013 (see STM, May 2013, page 6). Sophie Yar explains the programme lasts from between one and three terms and is divided into four sections: intensive French language tuition; specialised French tuition in academic fields; French for academic purposes; and cultural workshops. “What makes My Study in France unique is guaranteed university entry,” she says, with a place at a Collège de Paris school granted upon successful completion. Students from Venezuela, the USA and China have recently enrolled, she says. Some institutions partner with local language schools. INSA Rouen, for example, has a productive relationship with French in Normandy [www.frenchinnormandy.com](http://www.frenchinnormandy.com) (FIN). “Typically students that have been accepted by INSA can study French at FIN rather than in their home country before they come to our summer school in August. The numerous study abroad students who come to INSA later on in their studies also do their language training with FIN. In both cases, we can be sure that they have a greater chance of making a success of their studies in France.”