

**PRESS RELEASE** | PARIS, 22 JANUARY 2026

# SKEMA Business School launches its first three-year Bachelor's degree



With its new highly career-oriented Bachelor's programme, "AI & Management", the school aims to support young people seeking rapid entry into the job market.

SKEMA Business School is taking a major step in its development by launching, for the first time in its history, a three-year Bachelor's degree (bac+3). Accessible via Parcoursup since 19 January 2026, the official opening date of the national platform, the Bachelor "AI & Management" marks SKEMA's entry into the post-baccalaureate three-year degree market in Paris, Sophia Antipolis and Dubai, with a programme firmly focused on employability and the transformation of professions.

Starting in September 2026, this programme, accredited by the French State for the maximum period of five years (ministerial decree to be published in February), aims to train hybrid profiles

capable of mastering the fundamentals of artificial intelligence and applying them concretely to business and sector-specific challenges.

#### ***A structuring post-baccalaureate Bachelor's for SKEMA***

With this new programme, SKEMA Business School is expanding its academic portfolio and responding to growing demand from students and families for a recognised, career-oriented and secure post-baccalaureate pathway, primarily leading to rapid integration into the job market. From its first intake, the Bachelor AI & Management will welcome 80 students across the four planned specialisation tracks.

#### ***A strong academic foundation, focused on careers***

The programme is built on a structured balance between data and AI technologies (60% of the curriculum) and management and business sciences (40%).

The first year lays the foundations: statistics, introduction to Python, data analysis, machine learning, marketing, management, design culture and soft skills. From the second year onwards, the programme becomes more strongly career-oriented, with the introduction of work-study placements (apprenticeships) in France and alternating internships on the Dubai campus.

#### ***Four specialisation tracks***

AI & Human Resources: Paris

AI & Digital Design: Paris

AI & Luxury: Sophia Antipolis

AI & Business Development: Dubai (100% taught in English)

#### ***A programme designed for action and employability***

Accessible with no compulsory IT prerequisites, the Bachelor AI & Management is the first programme launched under SKEMA's School of Professional Studies and fully embodies the mission of this new school: to train professionals who are immediately operational and closely aligned with companies' needs.

“With the Bachelor AI & Management, SKEMA has chosen to enter the three-year bachelor's market with a demanding, recognised and career-oriented programme whose *raison d'être* is to lead young people into employment,” explains ***Christophe Germain***, Director of the Bachelor AI & Management and Vice-Dean in charge of thematic schools at SKEMA Business School.

“This Bachelor illustrates our commitment to offering programmes that are clear, recognised and directly connected to the needs of society and businesses,” adds ***Alice Guilhon***, Dean and Executive President of SKEMA Business School.

#### ***Practical information – Bachelor AI & Management:***

Start date: September 2026

Intake: 80 students, i.e. 20 students in each of the four specialisation tracks

Locations: Paris, Sophia Antipolis and Dubai

Tuition fees in France: €9,000 for the first year; the following two years funded through apprenticeships

Tuition fees in Dubai: €15,000 per year

With 11,000 students from over 130 nationalities, 190 professors, and 63,000 alumni in 145 countries, SKEMA Business School is a global education and research institution that develops committed talent to sustainably transform the world. The hybridisation of social sciences and data sciences is at the heart of its model, and global exposure is its operational mode.

Multi-accredited (AACSB, EQUIS, EFMD Accredited EMBA), the school is recognised worldwide for its research, its more than 70 excellent programmes, and its international multi-campus structure across six countries: South Africa, Brazil, Canada, China, the United Arab Emirates, the United States, and France.

**[www.skema-bs.fr](http://www.skema-bs.fr)**

#### **PRESS CONTACT**

SKEMA Business School

Christine Cassabois | Tel. +33 (0)6 27 49 36 59

[christine.cassabois@skema.edu](mailto:christine.cassabois@skema.edu)

---