

SKEMA's MSc International Strategy and Influence programme adopts Digimind tools



Christophe Bisson, SKEMA Business School's MSc International Strategy & Influence Director and Aurélien Blaha, DIGIMIND's Marketing Director.

SKEMA Business School's MSc International Strategy and Influence programme announces a collaboration with Digimind. The collaboration focuses on helping students hone their skills by utilising the software solutions of the leading SaaS social media monitoring and competitive intelligence company from the next academic year.

Students pursuing this programme will first receive a specific training from Digimind consultants on the company's business intelligence and social media tools. This will enable them to use these tools throughout their course, especially during their research projects.

Christophe Bisson, programme director of the MSc International Strategy and Influence, is excited about the partnership. "The web and social media are key vectors of the strategy and influence of economic actors, irrespective of the sector. The partnership with Digimind will strengthen our programme and the skills of our graduates in the job market," he said.

Aurélien Blaha, Chief Marketing Officer at Digimind, said: "SKEMA's MSc International Strategy and Influence programme trains the international experts of the economic intelligence of tomorrow. In the time of AI, it is essential that these future experts benefit from the most advanced digital skills, and Digimind is particularly proud to contribute."

The MSc International Strategy and Influence programme offered by SKEMA is accredited by Conférence des Grandes Ecoles (CGE). Taught in English at the school's Paris-La Défense campus, it offers an essential prospective training in international business strategy, influence and competitive intelligence. It has been designed to bridge the gap between theory and practice and is based systematically on industry experts' experience and on real cases. The programme leads to two areas of specialisation: strategic advice, delivered by academic experts alongside senior executives of large consulting firms, and economic security, taught at the "Ecole Militaire" in association with the National Institute of Higher Security Studies and Justice (INHESJ).

About SKEMA Business School:

With 8,500 students and 42,000 graduates, SKEMA Business School is a global school that uses its research, teaching programmes, and its well-equipped campuses to train and educate the talents required by companies in the 21st century. The school is now present in 7 locations. It has three campuses in France (Lille, Sophia Antipolis and Paris), one in China (Suzhou), one in the USA (Raleigh), one in Brazil (Belo Horizonte), and one in South Africa (Cape Town). In December 2018, the school announced the creation of a research laboratory named SKEMA GLOBAL LAB in Augmented Intelligence based in the USA and France. SKEMA holds triple EQUIS, AACSB and AMBA accreditation. For more information, visit www.skema.edu. Follow us on Twitter: @SKEMA_BS

About Digimind:

Digimind is a leading SaaS social media monitoring and competitive intelligence company. With a 15-year history of software creation and innovation, it is an experienced company with unrivalled technology, delivering data insights and analysis to the best companies in the world. It is recognised by Forrester and Gartner, and its technology transforms social and web data into actionable analytics, enabling marketers to efficiently plan, execute and analyse their strategy. It is based in New York, Paris, Singapore, Grenoble and Rabat and serves more than 600 customers worldwide. For more information, visit www.digimind.fr

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