

## SKEMA's Strategic plan for 2020-2025: SKY25

Paris—January 23, 2020: After extensive consultation with stakeholders — students, alumni, companies and employees — SKEMA has announced a new strategic plan that is both ambitious and disruptive.

This new roadmap called SKY25 was presented during a press conference led by Alice Guilhon, dean of SKEMA, on January 23.

The three axes that structure this plan will guide the development of the school during the next five years:

**Axis 1: Become the Avant-Garde School:** SKEMA's innovative education model will facilitate better understanding of the expectations of students and companies. By experimenting, anticipating and being disruptive, the school will plan and deploy its mission. To achieve this, SKEMA will:

- Develop a proprietary educational model: the **SKEMA Way of Learning (SKWol)**
- Become a 'comprehensive' institution by opening **three new schools: SKEMA AI School for Business** in Raleigh (United States), **SKEMA Law School for Business** in Belo Horizonte (Brazil) and **SKEMA Design School for Business** in France.
- Create value through increased intelligence using the SKEMA Advisory with AI system.



**Axis 2: Establish itself as The Impactful Player:** SKEMA seeks to make students and learners owners of their own journey, of the transitions to be made to shape the environment in which they evolve; also, to guide them in their professional and personal journey while inculcating in them a civic vision. To achieve this, the school will rely on three dimensions:

- **100% hybridisation of programmes** and specialisations to challenge complexity.
- Research enhancement systems to create value: creation of the **Fintech Institute, and the Ethics and CSR Institute.**
- Awareness and contemplation on societal impact by involving managers and students. SKEMA will create a **think tank** dedicated to questions based on strategy and influence. The **SKEMA Social Ventures Lab**, within SKEMA Ventures, will incubate and finance student projects with a strong social impact.



**Axis 3: Position itself as The Glocal Institution:** In line with its successful global strategy, SKEMA is embarking on a decisive transformation of its organisation, institutional framework and infrastructure, as well as of the professions, tools and cultures of work and learning to support the school's education and research model in an integrated and sustainable way. Three actions will be implemented to achieve this:

- The opening of new campuses - regional hubs. SKEMA's future locations will extend to **India, Russia and Australia.**
- **Transformation of the organisation** to guarantee its sustainability and agility, which will mobilise all employees and stakeholders.
- Deployment of the **Education for Societies** initiative, in partnership with other major academic institutions such as the Fundação Dom Cabral (FDC-Brazil), to establish SKEMA as the pioneer global institution of higher education and research.



#### **About SKEMA Business School**

With 8,500 students of 120 nationalities and 45,000 graduates in 145 countries, SKEMA Business School is a higher education institution that, through research, 50 teaching programmes and its international multi-site structure, trains and educates the people needed by 21st century companies. The school is now located on 7 sites: 3 campuses in France (Lille, Sophia-Antipolis, Paris), 1 in China (Suzhou), 1 in the United States (Raleigh), 1 in Brazil (Belo Horizonte) and 1 in South Africa (Cape Town). In September 2019, the school announced the official launch of its Global Lab in Augmented Intelligence and its new R&D center: SKEMA Quantum Studio based in Montreal. SKEMA has triple accreditation from EQUIS, AACSB and AMBA.  
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