ICN BUSINESS SCHOOL
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PRESS RELEASE

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News

ICN Business School unveils ATMx, an evolution of its pedagogical philosophy, and enters a new stage of its development

For nearly 30 years, ICN Business School has made the crossing of disciplines the hallmark of its teaching. At a time when artificial intelligence is upending the value of academic knowledge, the school reaffirms its conviction. It is evolving its pedagogical philosophy, named ATMx, and launching its first program designed entirely through this lens: the BScAB, Bachelor of Science and Arts in Business, opening in September 2027.

Since 1999, ICN Business School has shared its campus and workshops in Nancy with an engineering school and an art and design school, as part of the ARTEM alliance. This conviction — learning to connect what others keep separate — now takes on new significance: academic knowledge that was once a differentiator is now accessible in seconds. Fundamentals remain as necessary as ever, but value is shifting toward judgment, decision-making under real conditions, and the ability to draw on multiple disciplines when facing complex situations.

On this September 15, the school is unveiling **ATMx** and announcing the launch, in September 2027, in Paris and Berlin, of a new program: **the BScAB, Bachelor of Science and Arts in Business**.

‹‹ Knowledge can be copied in a second; judgment, decision-making under pressure, and the ability to connect worlds that never meet cannot. This is what we have been teaching for nearly 30 years, and starting today, it is what we name, publish, and verify. The BScAB is the first program designed end-to-end around this idea. All of our programs will adopt its methods starting January 15, 2027. ›› **François Thérin, General Director of ICN Business School.**

ATMx: a philosophy that is named, published, dated

ATMx, *Art, Technology, Management, the x of connection*, is ICN's pedagogical philosophy: starting from solid foundations — concepts, disciplines, histories — then deliberately seeking out the people, disciplines, and experiences that the world of business alone would never encounter.

Starting January 15, 2027, ATMx methods will be introduced across all of ICN's programs:

- **The "200 cycles" method**, inspired by pilot training: real, timed situations, immediate feedback, documented reflection, around two hundred logged decisions over the course of a program;
- **Practitioners of unquestionable expertise who co-design and co-teach sequences alongside professors**, under multi-year contracts, coming from fields management rarely crosses paths with: crisis negotiation, emergency medicine, aviation, geopolitics, chess, mental preparation, philosophy, poetry, orchestra conducting, design;
- One **problem-week per year**, overseen by two disciplines and a practitioner, with a jury;

- **Artificial intelligence from year one**, learned under human supervision: students must always be able to explain their deliverable without the tool.

The Bachelor of Science and Arts in Business: the first program designed ATMx from the ground up

Over 3 years, taught entirely in English, with a mandatory exchange between the Paris and Berlin campuses, the BScAB gives equal weight to science, the arts, and management throughout the curriculum.

Year 1 grounds management in the humanities and the scientific method: philosophy of management, business history, arts and business, psychology and rhetoric, with a scientific reasoning course from semester 1, followed by statistics, data science, and artificial intelligence in semester 2. Year 2 puts management fundamentals into practice through simulation; year 3 integrates them through cross-disciplinary case studies. A science thread runs through all 6 semesters, from scientific reasoning in year 1 to complex systems, cognitive science, and modeling in years 2 and 3.

Every semester includes an ATMx Lab (multidisciplinary hands-on workshops), ranging from sensory management in year 1 to a 48-hour crisis simulation in year 3. Semester 6 is entirely devoted to production: a polymathic thesis, built around a real-world problem drawing on multiple disciplines and defended publicly, and a residency of at least three months, which may take place in sports, humanitarian work, or other settings unusual for management students. Every student is assigned a mentor from year one, as well as a digital twin.

The program is directed by Thomas Blonski, teacher-researcher, and draws on 19 permanent faculty members and around twenty practitioners.

Three bachelor's programs, three distinct natures, one shared philosophy

The **Bachelor in Management**, ICN's flagship program since 1990, accredited and degree-granting, **will adopt ATMx methods starting January 2027**: 4 new elective courses, including philosophy, ethics and critical thinking in year 1, cultural anthropology and business geopolitics in year 2, and sequences co-taught with practitioners. **Together with the International BBA, the offering is now structured around 3 distinct tracks, with no hierarchy between them, centered on a single question: who do you want to become?**

In February 2027, ICN will open a **one-year Foundation Programme** in Paris and Berlin, taught in English, preparing students for entry into a bachelor's program: 450 hours, 2 tracks depending on English level, 2 intakes per year, and real-world projects assigned by partner organizations. Students will be paired with a bachelor's student mentor and a peer partner from week one, and may be eligible for a scholarship covering up to 20% of first-year bachelor's tuition based on results achieved.

At the same time, a new **MSc in Finance with 4 tracks** will be taught in Paris and Berlin, welcoming its first cohort in September 2027. An **Executive PhD** will also launch in January 2027.

An organization that follows the pedagogy

Since September 14, 2026, ICN has established **a student experience department, reporting directly to the executive committee.** The school is automating part of its repetitive administrative processes: the tool made available to students is limited to routine questions and always redirects to a staff member whenever a request falls outside that scope.

As of January 1, 2027, the faculty will organize itself the way it teaches, across disciplines, through mission-based departments and research studios.

This evolution is supported by GEDU, the international group to which ICN belongs, whose sole business is education, providing stability, a global recruitment network, and the capacity to invest in this new stage.

ABOUT ICN BUSINESS SCHOOL

Founded in Nancy in 1905, ICN Business School is a Grande École of management recognized by the French State, triple-accredited AACSB, EQUIS, and AMBA — a distinction held by around 1% of business schools worldwide. Its Grande École Program confers a master's degree grade, and its Bachelor in Management a bachelor's degree grade, one of the first French bachelor's programs to obtain this recognition, in 1990. A member of the Conférence des Grandes Écoles and the CDEFM, the school teaches across three campuses — Nancy, Paris La Défense, and Berlin — following the ATMx philosophy (Art, Technology, Management, the x of connection). ICN is part of the international education group GEDU.
ICN Business School has 3,200 students, 86 permanent faculty members and 10 affiliated faculty, 145 partner universities in 46 countries, 150 corporate partners, and 25,000 graduates.

PRESS CONTACT
Margot Moinard
margot.moinard@icn-artem.com
+33 6 35 43 43 44
icn-artem.com

Camille Juillet - Image 7
cjuillet@image7.fr
+33 6 22 66 66 51