

EM NORMANDIE OPENS A NEW INTERNATIONAL CAMPUS IN BOSTON

EM Normandie has signed a partnership with UMass Boston College of Management (UMB-CM), strengthening an existing agreement since 2016 and announcing the establishment of the French Business School in the United States.

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This new campus, located within UMass Boston College of Management, will welcome its first students in September 2025.

At the end of April 2023, Edouard Philippe, Mayor of Le Havre, President of the Le Havre Seine Métropole urban community, went to the United States with a delegation of Le Havre leaders in order to strengthen cooperation between the USA and Le Havre on economic issues, ports and universities. Elian Pilvin, General Director of EM Normandie, took advantage of this trip to announce the upcoming establishment of the school in Boston. Between a visit to Harvard University and the Massachusetts Institute of Technology (MIT), the French delegation went to the UMass Boston College of Management (UMB-CM) to attend the signing of the official installation of EM Normandie on campus.

A new international campus in the United States

After Oxford, Dublin and Dubai, EM Normandie is continuing its international development through a new partnership model with UMass Boston, which is part of the Massachusetts university ecosystem of excellence.

The establishment of the campus is the result of a historic and strategic partnership since 2016. UMB-CM and EM Normandie are already working in close collaboration to place their research work, particularly on CSR, in an international dynamic to serve innovation and establish exchange mobility between students and teachers. To date, 300 students from the EM Normandie Grande Ecole Program have followed a semester of study at UMB-CM.

To teach courses and develop joint research activities with UMB-CM professors, two teacher-researchers from EM Normandie – all management disciplines combined – stay in Boston each semester.



"This campus embodies an already very strong relationship with UMB-CM and our desire to develop a different partnership model. This strategic alliance in a world port city, with a rich intellectual ecosystem, is the counterpart on the American East Coast of our Oxford campus. Our objective is to be an actor serving the territories in which we operate and to contribute to local economic development. We are delighted to join such a prestigious, AACSB-accredited university, in line with our School for good philosophy."

explains Elian Pilvin, General Director of EM Normandie.

This campus will make it possible, from September 2025, to welcome BBA students from

EM Normandie, who wish to complete a year of their Bachelor In Business Administration in the United States, in addition to mobility students from the Grande École Program.

In the longer term, joint Master's level programs will be developed with UMass Boston College of Management on the themes of logistics, supply chain, and CSR in line with the strategic orientations of the school. In line with EM Normandie's School for Good philosophy, this campus will also become a CSR innovation center. In order to support the development and growth of this 4th international campus, a permanent team will be recruited on site to ensure the transmission of the school's identity on this partner campus.

UMass Boston has a 25-year master plan to create an environmentally friendly, pedestrian-friendly campus. With new buildings and scenic walkways creating a greener, more welcoming campus.



"After 7 years of fruitful cooperation, we are happy to see our historic partnership strengthened and that EM Normandie, a triple accredited French school, joins us in order to extend our collaboration in many areas such as Fintech, Business Analytics, Management, Logistics and Supply Chain."

adds Venky Venkatachalam, Ph.D., Dean of UMass Boston College of Management.