

BUSINESS STUDIES

- Management
- Marketing
- Finance



3 CAMPUSES

- Paris
- Bordeaux
- Lyon



ERASMUS CODE
F PARIS244



TEACHING LANGUAGES
English OR French



APPLICATION DETAILS

FALL
2026

APRIL
30

NOMINATION
DEADLINE

MAY
15

APPLICATION
DEADLINE

MAY
30

NOTIFICATION
OF ADMISSION

JUNE
15

COURSES
SELECTION
DEADLINE

SPRING
2027

OCTOBER
15

NOMINATION
DEADLINE

OCTOBER
30

APPLICATION
DEADLINE

NOVEMBER
15

NOTIFICATION
OF ADMISSION

DECEMBER
1

COURSES
SELECTION
DEADLINE

ACADEMIC CALENDAR

FALL
2026

ORIENTATION DAY

MASTER 1
SEPTEMBER 1

MASTER 2
SEPTEMBER 4

SEMESTER START

MASTER 1
SEPTEMBER 2

MASTER 2
SEPTEMBER 7

SEMESTER END

MASTER 1
DECEMBER 11

MASTER 2
DECEMBER 11

SPRING
2027

ORIENTATION DAY

MASTER 1
JANUARY 4

SEMESTER START

MASTER 1
JANUARY 5

SEMESTER END

MASTER 1
APRIL 30

APPLICATION PROCEDURE

NOMINATION

Partners institutions will receive a nomination email with a link to **Mobility Online Platform**.

All nominations must be submitted via this platform.

1

APPLICATION

Nominated students will receive a link via email to start their application on our **Mobility Online platform**.

At this stage, students will be asked to select and rank their preferred majors and campus.

2

ADMISSION

Applications will be reviewed by our **international team** and students will be informed of the outcome by the incoming coordinator by email.

3

LANGUAGE REQUIREMENTS



FOR PROGRAMS OFFERED IN ENGLISH, NON NATIVE STUDENTS MUST PROVIDE :

- AN OFFICIAL **B2 CERTIFICATE** FROM ENGLISH TEACHER OR INTERNATIONAL RELATIONS DEPARTMENT
- **OR** IELTS: 6.0 / TOEFL IBT: 83 / TOEIC: 780



FOR PROGRAMS OFFERED IN FRENCH, NON NATIVE STUDENTS MUST PROVIDE :

- AN OFFICIAL **C1 CERTIFICATE** FROM FRENCH TEACHER OR INTERNATIONAL RELATIONS DEPARTMENT
- **OR** TCF, TEF, DELF (DALF)

APPLICATION DOCUMENTS



TO UPLOAD ON THE MOBILITY ONLINE PLATFORM IN PDF FORMAT

- Latest transcript of records
- A passport-sized portrait photo
- Language proficiency certificate

CONTACT



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33300 BORDEAUX

LYON CAMPUS

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25 Rue de l'Université
69007 LYON



PARIS

37 Quai de Grenelle, Building Pollux
75015 PARIS



Study at INSEEC Grande Ecole Paris, ideally located near the Eiffel Tower, and benefit from a stimulating academic environment while experiencing the cultural richness, Parisian lifestyle, and renowned French gastronomy. The campus provides easy access to professional networks, world-class museums, and iconic neighborhoods.



BORDEAUX

Hangar 19, Quai de Bacalan
33300 BORDEAUX



INSEEC Grande Ecole Bordeaux is located along the historic riverfront, providing an inspiring setting for students. Known for its rich heritage and internationally renowned wine culture, Bordeaux offers a vibrant and welcoming atmosphere where tradition and innovation coexist. Its location also makes it an ideal base for exploring the wider Southwest of France, from vineyards to coastline and countryside.



LYON

25 Rue de l'Université
69007 LYON



INSEEC Grande École Lyon, set in the historic Citroën garage, combines industrial heritage with modern academic excellence. Close to the Alps and the Southwest of France, the campus offers a dynamic environment for learning, cultural discovery, and Lyon's celebrated culinary traditions. Students also benefit from Lyon's vibrant city life and strong professional and networking opportunities.



HOUSING

INSEEC GRANDE ÉCOLE DOES NOT OFFER ON-CAMPUS HOUSING
CHECK THE ACCOMMODATION SECTION OF OUR ONLINE WELCOME GUIDE

VISA

ALL NON-EU STUDENTS SHOULD FOLLOW FRANCE VISAS PROCEDURES TO APPLY FOR A STUDY VISA. WE ADVISE STUDENTS IN NEED OF A VISA TO START THEIR APPLICATION PROCESS AS SOON AS POSSIBLE.
[FRANCE-VISAS.GOUV.FR/EN/WEB/FRANCE-VISAS/](https://france-visas.gouv.fr/en/web/france-visas/)

HEALTH

ALL STUDENTS ARE REQUIRED TO HAVE HEALTH INSURANCE COVERAGE. EUROPEAN HEALTH INSURANCE AND/OR PRIVATE INTERNATIONAL INSURANCE. STUDENTS WHO ARE EU CITIZENS MUST BRING THEIR EUROPEAN HEALTH INSURANCE CARD (EHIC)

WEBSITE

<https://www.inseec.com/incoming-students-inseec-grande-ecole/>



WELCOME GUIDE

omnes-international.com/en/welcome-to-france/practical-guide/



BUSINESS STUDIES

At INSEEC Grande École, exchange students select their campus and major during the application process.

Their academic path is then structured in two steps:

1. Choose between Master 1 and Master 2 program, depending on their prior studies and level.
2. Select elective courses within their major to tailor their curriculum to their interests and career goals.

STEP 1 : CHOOSE YOUR PROGRAM & MAJOR

MASTER 1 MAJOR - 10 ECTS
OR
MASTER 2 MAJOR - 20 ECTS



STEP 2 : ADD ELECTIVE COURSES

MASTER 1 ELECTIVES OR MASTER 2 ELECTIVES
Electives are blocks of courses between 2 ECTS & 5 ECTS



OPTIONAL : ADD FRENCH COURSES

FRENCH LANGUAGE & FRENCH CULTURE
4 ECTS

IMPORTANT, PLEASE READ :

- Electives must be selected as a **block of courses**; individual course selection is not allowed.
- Master 1 students must select Master 1 Electives. Master 2 must select Master 2 Electives.
- You must complete a **minimum of 20 ECTS**, including both your major and electives, and ensure you meet the **credit requirements of your home university**.
- The language of instruction for your electives will match that of your major. **Courses cannot be mixed between English and French.**

PROGRAM & MAJORS AVAILABILITY

depends on the number of students registered. During the application process, students must rank 3 majors by order of preference. If their 1st choice does not open, they will be placed in their 2nd choice, and if necessary, their 3rd choice.

FULL YEAR STUDENTS

have to take Master 2 Program for Fall semester and Master 1 Program for Spring semester.

DOUBLE DEGREE PROGRAM

is available only to students from partner universities that have a **double degree agreement** with INSEEC Grande Ecole.

STEP 1 : CHOOSE YOUR MAJOR DEPENDING ON YOUR PROGRAM

Students are required to **select either the Master 1 or the Master 2 program**, both comprising **one mandatory major** and a selection of elective courses.

MASTER 1 MAJORS

Program suitable for bachelor's and 1st year master's students.
Equivalent to the **4th year of higher education**.

LANGUAGE OF INSTRUCTION	PROGRAM	MASTER 1 PROGRAM MAJOR	CAMPUS FALL 2026 or SPRING 2027
	MASTER 1	International Relations, Law & Strategic Management	PARIS / BORDEAUX / LYON
	MASTER 1	Finance	PARIS
	MASTER 1	Marketing, Artificial Intelligence and Big Data	PARIS
	MASTER 1	Marketing, Sales & Procurement Strategy	LYON
	MASTER 1	Marketing, Innovation Digitale & Stratégie Média	PARIS / BORDEAUX / LYON

MASTER 2 MAJORS

Program suitable for 1st year master's and final-year master's students.
Equivalent to the **5th year of higher education**.

LANGUAGE OF INSTRUCTION	PROGRAM	MASTER 2 PROGRAM MAJOR	CAMPUS FALL 2026 ONLY
	MASTER 2	International Business Management	PARIS / BORDEAUX / LYON
	MASTER 2	Luxury Brand Management	PARIS
	MASTER 2	Corporate Finance and Financial Analysis	PARIS

DOUBLE DEGREE MAJORS

Available only to students from partner universities that have a **double degree agreement** with INSEEC Grande Ecole.

Please refer to the last page of the course catalog for more details about the Double Degree structure.

LANGUAGE OF INSTRUCTION	PROGRAM	DOUBLE DEGREE PROGRAM MAJOR	CAMPUS FULL YEAR
	MASTER 2	International Business Management	PARIS / BORDEAUX / LYON
	MASTER 2	Luxury Brand Management	PARIS
	MASTER 2	Corporate Finance and Financial Analysis	PARIS

MASTER 1 MAJORS

Master 1 Majors are suitable for bachelor's and 1st year master's students.

Equivalent to the 4th year of higher education.

For more details on the courses, please check the Course overview document.

INTERNATIONAL RELATIONS, LAW & STRATEGIC MANAGEMENT

INTERNATIONAL RELATIONS, LAW & STRATEGIC MANAGEMENT MAJOR	10 ECTS	FALL or SPRING
Corporate Law	2	PARIS BORDEAUX LYON
Sustainable Management and Eco-innovation	3	
Geopolitical Changes	2	
International Trade & Globalization	3	

FINANCE

FINANCE MAJOR	10 ECTS	FALL or SPRING
Investment Decision	3	PARIS
Advanced Accounting	3	
Financial Mathematics	2	
Financial Markets & Green Finance	2	

MARKETING, ARTIFICIAL INTELLIGENCE AND BIG DATA

MARKETING, ARTIFICIAL INTELLIGENCE AND BIG DATA MAJOR	10 ECTS	FALL or SPRING
Digital strategy & Digital Marketing	2	PARIS
Sustainable Brand Strategy	3	
Foundations of Digital Transformation and Society	2	
Python Coding & Big Data Management	3	

MARKETING, SALES & PROCUREMENT STRATEGY

MARKETING, SALES & PROCUREMENT STRATEGY MAJOR	10 ECTS	FALL or SPRING
Digital Strategy & Digital Marketing	2	LYON
Sustainable Brand Strategy	3	
Sales Management	2	
Purchasing, Procurement and Supply-chain	3	

MARKETING, INNOVATION DIGITALE & STRATEGIE MEDIA

MARKETING, INNOVATION DIGITALE & STRATEGIE MEDIA MAJOR	10 ECTS	FALL or SPRING
Stratégie et marketing digital	2	PARIS BORDEAUX LYON
Management des marques durables	3	
Stratégies de Communication 360°	3	
Planning Strategique	2	

MASTER 2 MAJORS

Master 2 Majors are suitable for 1st year master's and final-year master's students.

Equivalent to the 5th year of higher education.

For more details on the courses, please check the Courses overview document.

INTERNATIONAL BUSINESS MANAGEMENT

INTERNATIONAL BUSINESS MANAGEMENT MAJOR	20 ECTS	FALL 2026
Geopolitics for International Business	2	PARIS BORDEAUX LYON
Global Finance	3	
Global Legal Environment	2	
Global Macroeconomics	2	
International Business Project Management	2	
International Management Strategy	3	
International Marketing and Business Development	3	
International Purchasing and Sourcing	3	

LUXURY BRAND MANAGEMENT

LUXURY BRAND MANAGEMENT MAJOR	20 ECTS	FALL 2026
Luxury Brand Equity Management	3	PARIS
Art and Luxury Brands Universes	3	
Communication and New Media in Luxury Sector	3	
Corporate and Social Responsibility in Luxury	3	
Origins & History of Luxury	3	
Luxury Brand Distribution And Retailing	2	
Luxury Consumption Behavior and Customer Experience	3	

CORPORATE FINANCE AND FINANCIAL ANALYSIS

CORPORATE FINANCE AND FINANCIAL ANALYSIS MAJOR	20 ECTS	FALL 2026
Investment capital : M&A and Private Equity	2	PARIS
Asset, Wealth & Portfolio Management	2	
International Capital Market	2	
Recent Developments in Corporate Finance	2	
Corporate Risk Management	2	
Corporate Legal Aspects	2	
Startups: Value Creation and Financing	2	
Financial Analysts & Investor Relations	2	
Advanced Bloomberg	2	
Programmation Financière de l'entreprise (VBA, Python & Power BI)	2	

STEP 2 : ADD ELECTIVES DEPENDING ON YOUR PROGRAM
MASTER 1 ELECTIVES

The major is compulsory (10 ECTS) within the master 1 program and students may add elective courses if they wish to obtain additional ECTS credits.

BUILDING AUTONOMY

BUILDING AUTONOMY ELECTIVE	FALL SEMESTER 5 ECTS	SPRING SEMESTER 4 ECTS
Insec Digital Innovation Challenge (IDIC)	1	NO IDIC
Transitions in the contemporary world in the era of AI	2	2
Economic, Political and Social Issues	2	2

DIGITAL DATA & INFORMATION SYSTEM

DIGITAL DATA & INFORMATION SYSTEM ELECTIVE	2 ECTS	FALL or SPRING
Advanced Excel / Excel avancé	2	

CORPORATE FINANCIAL MANAGEMENT

CORPORATE FINANCIAL MANAGEMENT ELECTIVE	4 ECTS	FALL or SPRING
Management Control with AI / Contrôle de gestion avec l'IA	2	
Corporate Finance / Finance d'entreprise	2	

MARKETING AND MARKET UNDERSTANDING

MARKETING AND MARKET UNDERSTANDING ELECTIVE	2 ECTS	FALL or SPRING
Market and Consumer Insights / Etudes de marchés et des consommateurs	2	

STRATEGY & MANAGEMENT

STRATEGY & MANAGEMENT ELECTIVE	5 ECTS	FALL or SPRING
Strategic Management / Management stratégique	3	
AI-Augmented Project & Operations Management / Gestion des Projets et des Operations Augmentée	2	

INTERNATIONAL WEEK

INTERNATIONAL WEEK ELECTIVE	2 ECTS	SPRING SEMESTER ONLY
International week	2	

MASTER 2 ELECTIVES

The major is compulsory (20 ECTS) within the master 2 program and students may add elective courses if they wish to obtain additional ECTS credits.

STRATEGY EVENTS

STRATEGY EVENTS ELECTIVE	6 ECTS	FALL SEMESTER ONLY
Open Innovation Challenge	2	
Crisis Night	1	
Business and Corporate Strategy	3	

ETHICS AND HRM

ETHICS AND HRM ELECTIVE	5 ECTS	FALL SEMESTER ONLY
Organisational Behaviour & Advanced Management	3	
Business Ethics & Corporate Social Responsibility	2	

OPTIONAL : ADD FRENCH COURSES

FRENCH COURSES ELECTIVE

INSEEC Grande Ecole offers French language courses worth 4 ECTS credits, if recognized by the student's home university.

These courses are offered as an elective option for Master 1 and Master 2 students.

FRENCH COURSES

FRENCH COURSES ELECTIVE	4 ECTS	FALL or SPRING
French Language (<i>Beginner or Intermediate/advanced</i>)	2	
French Culture	2	

DOUBLE DEGREE PROGRAM

- Double Degree Program is available only to students from partner universities that have a **double degree agreement** with INSEEC Grande Ecole.
- Double Degree students must be enrolled as **full year students**.

CHOOSE YOUR DOUBLE DEGREE MAJOR

LANGUAGE OF INSTRUCTION	DOUBLE DEGREE	DOUBLE DEGREE (FULL YEAR) MAJOR	20 ECTS
	MASTER 2	International Business Management	PARIS / BORDEAUX / LYON
	MASTER 2	Luxury Brand Management	PARIS
	MASTER 2	Corporate Finance and Financial Analysis	PARIS

For more detailed information about these majors, please refer to the "MASTER 2 MAJORS" section.

STRATEGY EVENTS

STRATEGY EVENTS COURSES	6 ECTS	FALL 2026 Mandatory courses
Open Innovation Challenge	2	
Crisis Night	1	
Business and Corporate Strategy	3	

ETHICS AND HRM

ETHICS AND HRM COURSES	5 ECTS	FALL 2026 Mandatory courses
Organisational Behaviour & Advanced Management	3	
Business Ethics & Corporate Social Responsibility	2	

DOUBLE DEGREE PREPARATION COURSES

DOUBLE DEGREE PREPARATION COURSES	5 ECTS	FALL 2026 Mandatory courses
Research Methodology	3	
Final Oral Exam Preparation	2	

FRENCH COURSE

FRENCH COURSES	4 ECTS	OPTIONAL FOR DOUBLE DEGREE STUDENTS
French Language	2	
French Culture	2	

DOUBLE DEGREE SPRING COURSES

DOUBLE DEGREE COURSES	24 ECTS	SPRING 2027 Mandatory courses
Final Thesis	15	
Final Oral Exam	4	
Internship	5	