



Factsheet Programs in Management

The International Accreditation Advisory Board of MBA's (AMBA) officially granted its prestigious label to INSEEC, Master Program



Fall semester: September to December / Spring semester: January to May / Academic year : September to May

FALL SEMESTER

MANAGEMENT PROGRAM 2A P2023

Students applying to this program are expected to have a basic understanding of Finance and Marketing concepts. Students have to choose the program Full English or Full French.

EN = Courses taught in ENGLISH

FR = Courses taught in FRENCH

CORE COURSES

Core courses are offered in English or French on Bordeaux and Paris campuses

BUILDING AUTONOMY - 5 ECTS

Course includes : Ecological, demographic and digital transitions and organisations, Economic, Political and Social Issues, Inseec Digital Innovation Challenge (IDIC)

DIGITAL DATA AND INFORMATION SYSTEM - 2 ECTS

Course includes: EXCEL Advanced Level

INTERNATIONAL WEEK- 2 ECTS

CORPORATE FINANCIAL MANAGEMENT - 4 ECTS

Course includes: Corporate Finance, Introduction to Management Control

MARKETING AND MARKET UNDERSTANDING - 4 ECTS *Course*

includes: Consumer's Behaviour, Applied Market Research

MANAGEMENT - 6 ECTS

Course includes: Business and Corporate Strategy, Corporate Law

FRENCH COURSES - 4 ECTS

Course includes: French Culture, French Language

MANAGEMENT TRACK – PARIS, BORDEAUX AND LYON

MANAGEMENT TRACK (EN) (FR) - 10 ECTS

Course includes :

Human Resources Management, The new role of the manager, from tradition to agile, Purchasing procurement and supply-chain, Labour law and collective relations in companies

Courses on the Bordeaux and Lyon campuses are subject to student numbers.

We suggest students to give an order of preference of Campuses in case they have to be reoriented

We suggest that you wait for the results of the INSEEC GE Commission before taking the logistical predispositions on the Bordeaux and Lyon campuses.

FINANCE TRACK – PARIS, BORDEAUX AND LYON

FINANCE TRACK (EN) (FR) – 10 ECTS

Course includes:

Investment decisions, Financial Mathematics, Corporate Finance Accounting & taxation

MARKETING TRACK – PARIS, BORDEAUX AND LYON

MARKETING TRACK (EN) (FR) - 10 ECTS

Course includes:

Digital Strategy & Digital Marketing, Brand Management, Sales Management, Luxury Marketing

FALL SEMESTER

MANAGEMENT PROGRAM 3A P2022

Students applying to this program are expected to have a good understanding of Finance, Marketing and Economic concepts as well as prior knowledge of their concentration of choice. Students have to choose the program Full English or Full French.

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CORE COURSES

Core courses are offered in English (EN) on Paris, Bordeaux and Lyon Campuses.

OPEN INNOVATION CHALLENGE - 2 ECTS

RESEARCH METHODOLOGY SEMINAR - 2 ECTS

MANAGEMENT THEORIES & COMPETENCES OF THE 21ST CENTURY - 4 ECTS

CAN AND SHOULD COMPANIES BEHAVE AS CITIZENS (CSR DIMENSION)? - 2 ECTS

FRENCH AS A FOREIGN LANGUAGE (OPTIONNAL) (EN) - 2 ECTS

FRENCH CULTURE (OPTIONNAL) (EN) - 2 ECTS

ELECTIVES (MAJOR)

PARIS CAMPUS

INTERNATIONAL BUSINESS MANAGEMENT (EN)  - PARIS - 20 ECTS

- ❖ Global finance - 3 ECTS
- ❖ International business management - 3 ECTS
- ❖ Cross cultural management - 3 ECTS
- ❖ International purchasing and sourcing - 3 ECTS
- ❖ Trade export - 2 ECTS
- ❖ Legal environment of international business - 3 ECTS
- ❖ Economy - 3 ECTS

ENTREPRENEURSHIP MANAGEMENT & LEADERSHIP  - PARIS - 20 ECTS

- ❖ Entrepreneurship: from the startupper to the corporate entrepreneur- 3 ECTS
- ❖ New management and new organization : agility at the edge- 3 ECTS
- ❖ Innovation Economy - 2 ECTS
- ❖ The business model serving strategic innovation - 3 ECTS
- ❖ Recruitment methods and technics - 3 ECTS
- ❖ Purchasing, supply-chain and logistics - 3 ECTS
- ❖ Quality management : from quality system to continuous improvement - 3 ECTS

Digitalization, Artificial Intelligence and Big data(EN)  - PARIS - 20 ECTS

- ❖ Digitalization: Business and society transformation - 3 ECTS
- ❖ AI impacts and Business opportunities - 3 ECTS
- ❖ Big Data management - 3 ECTS
- ❖ Data analytics - 3 ECTS
- ❖ Machine learning applications - 3 ECTS
- ❖ Study and analysis of a company real's digital utilization in business - 2 ECTS
- ❖ Ethics Law course - 3 ECTS

FINANCE FOR THE 21ST CENTURY PRACTITIONNERS (EN) PARIS - 20 ECTS

- ❖ Audit - 3 ECTS
- ❖ Ingénierie financière - 3 ECTS
- ❖ Risk management - 3 ECTS
- ❖ Asset management and capital markets - 3 ECTS
- ❖ Advanced corporate finance - 2 ECTS
- ❖ Finance appliquée - 2 ECTS
- ❖ Programmation VBA et Python - 2 ECTS
- ❖ Etudes de cas en finance - 2 ECTS

LUXURY BRAND MANAGEMENT (EN) – PARIS - 20 ECTS

- ❖ Origins and history of luxury - 3 ECTS
- ❖ Luxury brand equity management - 3 ECTS
- ❖ Corporate and social responsibility in luxury - 3 ECTS
- ❖ Customer experience in luxury - 3 ECTS
- ❖ Luxury digitalisation and social media - 3 ECTS
- ❖ Art and luxury - 3 ECTS
- ❖ Luxury retailing - 2 ECTS

MARKETING AND MANAGEMENT IN THE NEW ERA– PARIS- 20 ECTS

- ❖ Marketing communication and social media - 3 ECTS
- ❖ Marketing models, AI and data analysis - 3 ECTS
- ❖ Retail and Sales Management - 3 ECTS
- ❖ Brand Experiences, Neuro-marketing and ethics - 3 ECTS
- ❖ Value innovation and Business development project - 3 ECTS
- ❖ Green and nudge Marketing - 2 ECTS
- ❖ Customer Relation Management : from software to customized client's approach - 3 ECTS

BUSINESS AND PURCHASING MANAGEMENT (EN) – PARIS - 20 ECTS

- ❖ Buyer Supplier Relationship and Network - 3 ECTS
- ❖ NEgotiation and sales management- 3 ECTS
- ❖ Pricing strategy - 3 ECTS
- ❖ Regulating Marketing and Purchasing Corporation - 3 ECTS
- ❖ Innovation in buyer supplier relationships - 2 ECTS
- ❖ Purchasing and supply chain management- 2 ECTS
- ❖ Business Marketing- 2 ECTS
- ❖ Business Relationship Digitalization- 2 ECTS

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ELECTIVES (MAJOR)

LYON - BORDEAUX CAMPUS

INTERNATIONAL BUSINESS MANAGEMENT (EN)  - LYON BORDEAUX- 20 ECTS

- ❖ Global finance - 3 ECTS
- ❖ International business management - 3 ECTS
- ❖ Cross cultural management - 3 ECTS
- ❖ International purchasing and sourcing - 3 ECTS
- ❖ Trade export - 2 ECTS
- ❖ Legal environment of international business - 3 ECTS
- ❖ Economy - 3 ECTS

MARKETING MANAGEMENT IN THE NEW ERA  - BORDEAUX- 20 ECTS

- ❖ Marketing communication and social media - 3 ECTS
- ❖ Marketing models, AI and data analysis - 3 ECTS
- ❖ Retail and Sales Management - 3 ECTS
- ❖ Brand Experiences, Neuro-marketing and ethics - 3 ECTS
- ❖ Value innovation and Business development project - 3 ECTS
- ❖ Green and nudge Marketing - 2 ECTS
- ❖ Customer Relation Management : from software to customized client's approach - 3 ECTS

GASTRONOMY AND TOURISM (EN)  - LYON - 20 ECTS

- ❖ Economy of tourism and outdoor sports
- ❖ Demand and revenue Management
- ❖ Hospitality Service production and strategy of excellence
- ❖ Gastronomy Business development and culinary marketing
- ❖ Digital Tourism
- ❖ New marketing tourism trends (urban, industrial, sustainable)
- ❖ Event Management (sport, culture, entertainment, leisures)

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COME AND JOIN !

FEW WORDS IN FRENCH TO PREPARE YOUR STAY

FRENCH	ENGLISH
Je m'appelle / Mon prénom est	<i>My name is</i>
Je viens de	<i>I come from</i>
Je suis étudiant à l'INSEEC SBE	<i>I am an INSEEC SBE student.</i>
Je vis à Paris	<i>I live in Paris</i>
Bonjour, je voudrais	<i>Hello, I would like</i>
Avez-vous un plan du metro?	<i>A subway map, please</i>
Pour appeler à l'étranger	<i>To call abroad</i>
Pour se connecter à Internet	<i>To go on the internet</i>
Excusez-moi. Pardon	<i>Excuse me. Sorry</i>

CONTACT INFORMATION

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