



SCHOOL OF BUSINESS & ECONOMICS

PARIS • BORDEAUX • LYON • LONDON • SAN FRANCISCO

2019
2020



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

INSEEC SBE, 27 Avenue Claude Vellefaux, 75010 Paris, France

FALL SEMESTER

MANAGEMENT PROGRAM 2A P2021

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 - please choose at least three classes among the list below:

GENERAL CULTURE - 5 ECTS

Course includes: geopolitics; institutional and political concepts as well as news analysis.

APPLIED FOREIGN LANGUAGE - 5 ECTS

Course includes: French as a Foreign Language, French culture, Personal Branding,

STRATEGY AND LEGAL ENVIRONMENT - 5 ECTS

Course includes: Strategic Business, Contract Law, IDIC (INSEEC Digital Innovation Challenge)

PRINCIPLES OF MANAGEMENT AND FINANCE - 5 ECTS

Course includes: Introduction to financial management, Corporate finance and IT management

DOING BUSINESS IN FRANCE (OPTIONAL) - 5 ECTS

TRACK AND MINOR: Students may choose one Track (one minor + mandatory core courses linked to the minor = 10 ECTS)

FINANCE TRACK - PARIS, BORDEAUX

FINANCE CORE COURSE (EN) (FR) – 5 ECTS

Course includes: Investment and Financing Decisions, Financial Mathematics, Banking and Financial Markets

MINOR:

CORPORATE FINANCE (EN) - PARIS - 5 ECTS

Course includes: Financial Theory, Financial Analysis, Principles of Corporate Finance

COMPTABILITÉ ET CONTRÔLE (FR) – PARIS, BORDEAUX - 5 ECTS

Course includes: Comptabilité Approfondie, Management des coûts, Fiscalité d'entreprise (Bordeaux) or Corporate Finance (Paris)

FINANCE D'ENTREPRISE (FR) - PARIS & BORDEAUX - 5 ECTS

Course includes: Théorie Financière, Analyse financière approfondie, Principles of Corporate Finance (Paris) or Fiscalité d'entreprise (Bordeaux)

MARKETING TRACK – PARIS, BORDEAUX

MARKETING CORE COURSES (EN) (FR) - 5 ECTS

Course includes: Public Relations and Market Communication, Consumer Behavior, Brand Management and Communication

MINOR:

INTERNATIONAL LUXURY MANAGEMENT (EN) – PARIS – 5 ECTS

Course includes: Introduction to Luxury, Strategic Marketing of Luxury Business, Luxury Trends

STRATEGIC MARKETING (EN) - BORDEAUX - 5 ECTS

Course includes: Strategic Marketing, International Marketing and Marketing Trends

STRATEGIC LUXURY MARKETING (EN) – BORDEAUX - 5 ECTS

Course includes: Introduction to Luxury, Strategic Marketing of Luxury Business, Luxury Trends

MARKETING STRATÉGIQUE (FR) - PARIS & BORDEAUX - 5 ECTS

Course includes: Nouvelles tendances du Marketing, International Marketing, Marketing Stratégique

MARKETING ET BUSINESS DEVELOPMENT (FR) - PARIS & BORDEAUX - 5 ECTS

Course includes: Gestion des équipes commerciales, Distribution, Merchandising.

MARKETING DIGITAL (FR) - PARIS & BORDEAUX - 5 ECTS

Course includes: E-commerce, Trafic management, Community Management

MANAGEMENT TRACK – PARIS, BORDEAUX

MANAGEMENT CORE COURSES (EN) (FR) - 5 ECTS

Course includes : International Relations, Project Management, Cross Cultural Management

MINOR:

INTERNATIONAL MANAGEMENT (EN) - PARIS, BORDEAUX - 5 ECTS

Course includes : International Management, Trade export, Global Finance

PURCHASING AND LOGISTICS (EN) - PARIS - 5 ECTS

Course includes : Purchasing Strategy, Supply Chain Management, Trade regulations and Negotiations

GESTION DES RESSOURCES HUMAINES (FR) – PARIS, BORDEAUX - 5 ECTS

Course includes : Introduction à la GRH, Gestion des RH appliquées, Psychologie du travail

ENTREPREUNARIAT (FR) – PARIS, BORDEAUX - 5 ECTS

Course includes : Business Plan, Marketing et Entrepreneuriat, Prévisions Financières

FALL SEMESTER

MANAGEMENT PROGRAM 3AP2020

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.

EN = Courses taught in ENGLISH

FR = Courses taught in FRENCH

CORE COURSES

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

MANAGEMENT (EN) (FR) - 5 ECTS

Course includes: Organizational theory, Skills management and Change management (For Double Degree students : Research Methodology)

STRATEGY (EN) (FR) - 5 ECTS

Course includes: Applied Seminars, Strategy 360 and Crisis night

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

FRENCH CULTURE (OPTIONNAL) (EN) - 2 ECTS

ELECTIVES (MAJOR)

Students choose one Major that includes 4 courses of 5 ECTS each

INTERNATIONAL BUSINESS MANAGEMENT (EN) – PARIS, BORDEAUX, LYON - 20 ECTS

- MNC Context - 5 ECTS: Geopolitics, Global Macro-Economics, International Purchasing and Sourcing
- Global Business 5 ECTS : International Negotiation, Intercultural Marketing and Consumer Psychology, Global Business Communication, Business Game
- Control Issues 5 ECTS : Capital Markets and International Finance, Corporate Finance, Global Legal Environment
- Human Capital 5 ECTS : Business Ethics 2, Multi-Cultural Management, International Human Resources Management

SUPPLYCHAIN&PURCHASING(EN)– PARIS, BORDEAUX-20ECTS

- Purchasing - 5 ECTS: Purchasing Management, International Purchasing, Purchasing Operations
- Supply Chain Management - 5 ECTS: Supply Chain Approach, Supply Chain & Operations Planning, Quality Management.
- Support Functions - 5 ECTS: Contacts - Legal Aspects, Financial Support, Corporate Social Responsibility
- International Negotiation & Management - 5 ECTS: International Negotiation, Cross Cultural Management, International Trade Compliance

INTERNATIONAL LUXURY MANAGEMENT (EN) – PARIS - 20 ECTS

- Understanding and Activating Luxury - 5 ECTS: Origins and history of Luxury, Developing and Growing Luxury, Consumer behavior in the luxury
- Luxury Experience Management - 5 ECTS: E-movie learning Luxury Attitude Academy, Customer Experience in Luxury, The 4es Model
- Communication and events in the Luxury Sector - 5 ECTS: Art and Luxury, Luxury Digitalization, Social Media Challenges in the Luxury Sector
- Strategic Issues in the Luxury Sector - 5 ECTS: Brand Equity Management, Corporate Social Responsibility,

CORPORATE FINANCE (EN) - PARIS - 20 ECTS

This major includes 4 modules of 5 ECTS each:

- Strategic Finance - 5 ECTS: Mergers and Acquisitions, Financial Engineering, International Capital Markets.
- Financial Data Management - 5 ECTS: Financial Programming (Advances EXCEL and VBA), Introduction to Bloomberg, Case studies in Finance
- Alternative Corporate Financing - 5 ECTS: Start-Up Financing, Corporate Finance Derivatives, Advanced Corporate Finance
- Corporate Financial Analysis - 5 ECTS: Financial Analysis, Investor Relations, Risk Management

COMMUNICATION DIGITALE ET PUBLICITÉ (FR) – PARIS - 20 ECTS

Cette majeure inclus 4 modules de 5 ECTS:

- Brand Content et création publicitaire - 5 ECTS: La Création Publicitaire, Brand Content et communication 360°, Les ressorts de la communication digitale : communiquer via le web
- La Communication d'entreprise, media et hors media - 5 ECTS: Panorama des communications d'entreprise: interne, corporate, crise, sociale...
- Environnement Publicitaire - 5 ECTS: Sémiologie, Veille stratégique et tendances, Le Discours Publicitaire
- Outils et Techniques Publicitaires - 5 ECTS: Mesure de l'efficacité Publicitaire, Droit de la Publicité, Le Discours Publicitaire.

FINANCE AUDIT CONTRÔLE (FR) – PARIS, BORDEAUX - 20 ECTS

Cette majeure inclus 4 modules de 5 ECTS:

- Comptabilité des groupes - 5 ECTS: Comptabilité des sociétés, Consolidation des groupes, Fiscalité approfondie
- Audit - 5 ECTS: Audit et Révision Financière, Audit et Contrôle Interne, Comptabilité Internationale.
- Contrôle de Gestion et pilotage des activités - 5 ECTS: Contrôle de gestion approfondi, Pilotage de la performance, Analyse des opérations de Gestion.
- Finance - 5 ECTS: Corporate Finance, Politique Financière, Etude de cas ACG

FINANCE D'ENTREPRISE (FR) – PARIS, BORDEAUX - 20 ECTS

Cette majeure inclus 4 modules de 5 ECTS:

- Stratégie Financière - 5 ECTS: Ingénierie Financière, Evaluation des entreprises, Fusions acquisition.
- Politique Financière - 5 ECTS: Le financement des entreprises, Finance appliquée, Etudes de cas en Finance.
- Risk Management - 5 ECTS: Asset Management, Risk Management, Marchés des capitaux.
- Corporate Finance - 5 ECTS: Corporate Finance, Advanced Finance, Data Bases Bloomberg

GESTION DES RESSOURCES HUMAINES ET DES TALENTS (FR) – PARIS & BORDEAUX - 20 ECTS

Cette majeure inclus 4 modules de 5 ECTS:

- Politiques RH et Changement - 5 ECTS: Gestion prévisionnelle des emplois et des compétences, Politique de formation, Conduite du changement/ Gestion des restructurations
- E-RH et communication RH - 5 ECTS: Communication interne et marque employeur, Système d'informations Ressources Humaines (SIRH), Gestion de conflits
- Gestion et développement des talents - 5 ECTS: Gestion des talents et des potentiels, International Human Resources Management, Atelier de créativité RH
- Droit du travail et relations professionnelles - 5 ECTS: Santé et qualité de vie au travail, Droit social, Droit des relations collectives au travail

MARKETING ET BUSINESS DEVELOPMENT (FR) – PARIS & BORDEAUX - 20 ECTS

Cette majeure inclus 4 modules de 5 ECTS:

- Marketing et création de valeur - 5 ECTS: CRM, Marketing Sensoriel et expérience client, Marketing International
- Analyse des données - 5 ECTS: Marketing Engineering, Collecte et analyse des données, Salesforce
- Business development - 5 ECTS: Négociation commerciale, Techniques d'influence et de persuasion, Digital Business development
- Réglementation et Pilotage de Projet - 5 ECTS: Regards croisés sur les pratiques Marketing, Réglementation des ventes, Pilotage et gestion de Projet

MARKETING STRATÉGIQUE ET INNOVATION DES MARQUES (FR) – PARIS & BORDEAUX - 20 ECTS

Cette majeure inclus 4 modules de 5 ECTS:

- Marketing Stratégique - 5 ECTS: Etudes et Conseils, Marketing International, Markstrat simulation.
- Innovation Marketing - 5 ECTS: Innovation Marketing, Lancement de nouveaux produits, Customer Experience Management.
- Management de la marque - 5 ECTS: Management de la marque, Droit des marques, Marketing expérientiel et sensorial.
- Marketing Digital et commerce connecté - 5 ECTS: Commerce Connecté, Stratégie médias sociaux, Marketing Digital.

STRATÉGIES ET MARKETING DIGITAL (FR) – PARIS & BORDEAUX - 20 ECTS

Cette majeure inclus 4 modules de 5 ECTS:

- Start Up Strategy - 5 ECTS: Culture et Créativité, Constitution et Financement, Marketing de la start-up (Growth Hacking)
- User Experience strategy - 5 ECTS: Gestion de projet et organization agile, ergonomie et UX, Planning Stratégique digital
- E-business strategy - 5 ECTS: Strategie e-commerce, Web and Data analytics, CRM et fidélisation.
- Digital Media strategy - 5 ECTS: Stratégie Social Media, Stratégie d'acquisition, Référencement

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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