

 **INSEEC**
GRANDE ÉCOLE

PARIS - BORDEAUX - LYON

2022

2023

FACTSHEET PROGRAMS IN MANAGEMENT

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



MANAGEMENT PROGRAM **2A P2024***

*Level of courses : Bachelor / Master 1



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 : Transition in the Contemporary World, Economic, Political and Social Issues, Inseec Digital Innovation Challenge (IDIC)	 
DIGITAL DATA AND INFORMATION SYSTEM 2 ECTS	Course includes: Advanced Excel	 
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	 

Students are required to take at least 20 ECTS. You must choose core courses + 1 track (all courses within this track are mandatory) Please note that mixing tracks is not possible.

TRACKS (MAJORS)

MANAGEMENT TRACK 10 ECTS	Course includes : Human Resources Management, Sustainable Mangement and eco-innovation, Purchasing procurement and supply-chain, Law on Collectives Relation	Paris, Lyon Bordeaux
FINANCE TRACK 10 ECTS	Course includes : Investment decisions, Financial Mathematics, Financial Markets and Green Finance , Advanced Accounting	Paris Bordeaux, Lyon
MARKETING TRACK 10 ECTS	Course includes : Digital Strategy & Digital Marketing, Luxury Brand Management, Sales Management, Sustainable Brand Management	Paris, Bordeaux Lyon

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



Paris Campus



Bordeaux Campus



Lyon Campus



MANAGEMENT PROGRAM **3A P2023***

*Level of courses : Master 2

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

STRATEGY EVENTS 3 ECTS	Course includes : Course includes: Open Innovation Challenge , Crisis Night	 
ETHICS AND MANAGEMENT 6 ECTS	Course includes: Advanced Management, Business Ethics and Corporate	 
FRENCH COURSES 4 ECTS	Course includes: French Culture, French Language	 
RESEARCH METHODOLOGY 2 ECTS	Only for Double Degree students	 

ELECTIVES (MAJOR) - PARIS CAMPUS

INTERNATIONAL BUSINESS MANAGEMENT 20 ECTS	<ul style="list-style-type: none"> • Geopolitics for International Business - 2 ECTS • Global Finance- 3 ECTS • Global Legal Environment - 2 ECTS • Gloabal Macroeconomics - 2 ECTS International • Business Project Management - 2 ECTS • International Management Strategy- 3 ECTS • International Marketing Strategy- 3 ECTS • International Purchasing and Sourcing - 3 ECTS 	
ENTREPRENEURSHIP MANAGEMENT & LEADERSHIP 20 ECTS	<ul style="list-style-type: none"> • Ecosystème entrepreneurial et financement entrepreneurial - 2 ECTS • Conception et management de l'innovation - 3 ECTS • Management de projets entrepreneuriaux - 3 ECTS • Intelligence artificielle et entrepreneuriat digital - 3 ECTS • Entrepreneuriat durable - 2 ECTS • Lean start-up - 2 ECTS • Leadership entrepreneurial et cohésion d'équipe - 3 ECTS • Business Game: simulation en entrepreneur virtuel - 2 ECTS 	

ELECTIVES (MAJOR) - PARIS CAMPUS

FINANCE FOR THE 21ST CENTURY PRACTITIONNERS 20 ECTS

- Investment capital: M&A and private equity - 2 ECTS
- Asset, wealth & portfolio management- 2 ECTS
- International Capital Market - 2 ECTS
- Recent Developments in Corporate Finance - 2 ECTS
- Corporate Risk Management- 2 ECTS
- Corporate Legal Aspects- 2 ECTS Start-up: value creation and financing - 2 ECTS
- Financial Analysts & Investor relations- 2 ECTS
- Advanced Bloomberg - 2 ECT
- VBA - 2 ECTS



LUXURY BRAND MANAGEMENT 20 ECTS

- Art and luxury Brands Universes - 3 ECTS
- Luxury Brand Equity Management - 3 ECTS
- Corporate and social responsibility in luxury - 3 ECTS
- Communication and New media in Luxury sector - 3 ECTS
- Origins and History of Luxury - 3 ECTS
- Luxury Consumption Behavior and Customer Experience - 3 ECTS
- Luxury Brand Distribution and Retailing- 2 ECTS



MARKETING AND MANAGEMENT IN THE NEW ERA 20 ECTS

- Art and luxury Brands Universes - 3 ECTS
- Luxury Brand Equity Management - 3 ECTS
- Corporate and social responsibility in luxury - 3 ECTS
- Communication and New media in Luxury sector - 3 ECTS
- Origins and History of Luxury - 3 ECTS
- Luxury Consumption Behavior and Customer Experience - 3 ECTS
- Luxury Brand Distribution and Retailing- 2 ECTS



BUSINESS AND PURCHASING MANAGEMENT 20 ECTS

- Buyer Supplier Relationship and Network - 3 ECTS
- Negotiation and sales management- 3 ECTS
- Pricing strategy - 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 Key Account Manager - 2 ECTS
- Calls for tender and Commercial proposal - 2 ECTS
- Regulating Marketing - 2 ECTS



Students are required to take at least 20 ECTS. You must choose core courses + 1 major (all courses within this major are mandatory) Please note that mixing tracks is not possible.



MANAGEMENT PROGRAM **3A P2023***

*Level of courses : Master 2

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ELECTIVES (MAJOR) - BORDEAUX-LYON CAMPUS

INTERNATIONAL BUSINESS MANAGEMENT 20 ECTS

- Geopolitics for International Business - 2 ECTS
- Global Finance- 3 ECTS
- Global Legal Environment - 2 ECTS
- Global Macroeconomics - 2 ECTS
- International Business Project Management - 2 ECTS
- International Management Strategy- 3 ECTS
- International Marketing Strategy- 3 ECTS
- International Purchasing and Sourcing - 3 ECTS



ELECTIVES (MAJOR) - LYON CAMPUS

TOURISM, LEISURES & GASTRONOMY 20 ECTS

- Innovation marketing and new marketing tourism trends - 2 ECTS
- Services Marketing and Strategy of Excellence in Tourism - 2 ECTS
- Gastronomy Business Development and Culinary Marketing - 2 ECTS
- Digital Tourism - 2 ECTS
- CSR in Tourism and Leisure - 2 ECTS
- Event Management - 2 ECTS
- Business Development in Tourism, Leisure and Gastronomy - 2 ECTS
- Economy of Tourism and Outdoor sports - 2 ECTS
- Performance of new business models in tourism and leisure - 2 ECTS
- Demand and Revenue Management - 2 ECTS



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USEFUL INFORMATION



Erasmus + Code	FPARIS244
Semester starts	2A : 05/09/2022 3A : 12/09/2022
Semester ends	16/12/2022
Orientation Day	2A : 05/09/2022 3A : 12/09/2022
Exam week	12/12/22-17/12/22
Language requirements	English B2 - French C1 (for students attending courses in French)
Double Degree	For more information please contact incoming@inseec.com
Minimum ECTS requirements	Students should take at least 20 ECTS
Facebook	https://fr-fr.facebook.com/inseec.ge/

CONTACT INFORMATION

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