



CONFÉRENCE DES
**GRANDES
ÉCOLES**



Erasmus+

Qualiopi
processus certifié



INSEEC
GRANDE ÉCOLE

PARIS - BORDEAUX - LYON

**SPRING
2024**



**FACTSHEET
PROGRAMS IN BUSINESS STUDIES**



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



Paris campus

HUMAN SCIENCES & CONTEMPORARY ISSUES

Students applying to this program are expected to have a basic understanding of Business Administration concepts.

ALL COURSES ARE TAUGHT IN ENGLISH

Each course is 2 ECTS (except for French courses), students need to choose 20 ECTS minimum

INTERNATIONAL WEEK

FRENCH COURSES ; French language & French culture - 4 ECTS

FROM GEOPOLITICS TO GEOECONOMY

A CRITICAL HISTORY OF IDEAS

CIVILIZATION, POLITICS & ECONOMIC HISTORY

OVERVIEW OF CONTEMPORARY IDEAS

STUDY OF SPEECH & CRITICAL THINKING OF MANAGERIAL DECISION MAKING

LAW, ETHICS & THE PHILOSOPHY OF MANAGEMENT

CROSS CULTURAL MANAGEMENT

CHANGE MANAGEMENT

NEGOTIATION SEMINAR, SOCIAL GROUP PSYCHOLOGY & BEHAVIORAL SCIENCE

DATA MINING & DECISION MAKING

ECONOMIC, POLITICAL AND SOCIAL ANALYSIS

DIVERSITY MANAGEMENT



Lyon campus

Students applying to this program are expected to have a basic understanding of Management or Marketing concepts.

ALL COURSES ARE TAUGHT IN ENGLISH

CORE MODULES

Each module is composed of several courses. The entire module must be chosen.

<p>BUILDING AUTONOMY 4 ECTS</p>	<p>Includes the courses : -Transition in the Contemporary World -Economic, Political and Social Issues</p>
<p>DIGITAL DATA AND INFORMATION SYSTEM 2 ECTS</p>	<p>Advanced Excel</p>
<p>CORPORATE FINANCIAL MANAGEMENT 4 ECTS</p>	<p>Includes the courses : -Corporate Finance -Introduction to Management Control</p>
<p>MARKETING AND MARKET UNDERSTANDING 4 ECTS</p>	<p>Includes the courses : -Consumer's Behaviour -Applied Market Research</p>
<p>STRATEGY & MANAGEMENT 6 ECTS</p>	<p>Includes the courses : -Strategic Management -Project & Operation Management</p>
<p>FRENCH COURSES 4 ECTS</p>	<p>Includes the courses : -French Culture -French Language</p>
<p>International Week 2 ECTS</p>	<p>International week</p>

TRACKS (MAJORS) : CHOOSE 1

All courses of the chosen track are mandatory

<p>MANAGEMENT TRACK 10 ECTS</p>	<p>Include following courses: -Human Resources Management -Sustainable Management and eco-innovation -Purchasing procurement and supply-chain -Corporate Law</p>
<p>MARKETING TRACK 10 ECTS</p>	<p>Include following courses: -Digital Strategy & Digital Marketing -Luxury Brand Management -Sales Management -Sustainable Brand Management</p>

performance is very much an evolution
by the need to restore investor co
clients alike have been proactive in seeking
are more accountable, that qualified indepe

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

Students have to give an order of preference of Campuses and Majors 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 any campuses.

TAKE A LOOK AT OUR CAMPUSES !

Paris campus



Lyon campus



FOLLOW US !





USEFUL INFORMATIONS

Erasmus + Code	FPARIS244
Semester starts	PARIS CAMPUS :26/02/2024 LYON CAMPUS : 08/01/2024
Semester ends	18/05/2024
Orientation Day	PARIS CAMPUS :23/02/2024 (Friday) LYON CAMPUS : 05/01/2024 (Friday)
Exam week	13th May - 18th May
Language requirements	English B2,
Double Degree	For more information please contact incoming@inseec.com
Minimum ECTS requirements	Students should take at least 20 ECTS

CONTACT INFORMATION

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