

# **INSEEC** GRANDE ÉCOLE



## FACTSHEET SPRING 2025

Business Studies

Suitable for bachelor's and first-year master's students.

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

**Erasmus+**



Co-funded by  
the European Union

ERASMUS+ code: **F PARIS244**

EWP name: **Institut des Hautes Etudes Economique et Commerciales**



**Qualiopi**  
processus certifié



CONFÉRENCE DES  
**GRANDES  
ÉCOLES**



ASSOCIATION  
OF  
**AMBA**  
ACCREDITED

# General Information

## Academic Calendar

SPRING 2025

**Orientation Day:** Tuesday, January 7th

**Semester dates:** January, 8th to May 16th

**Spring Break:** March, 1st to 9th

**Final exams:** May, 12th to 16th

**Retake exams:** June, 23rd to 28th (onsite only)

## Areas of Study

Management and Marketing

## Language of Instruction

English

## Equivalence Credits

1 ECTS = 25/30 hours of workload (contact hours, self studies, project, etc..)

Normal semester load: 30 ECTS

Minimum ECTS per semester : 20 ECTS

## Grading System

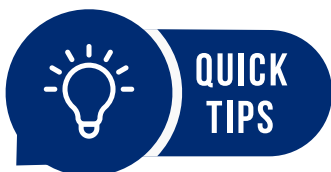
20-point scale, 10 is a pass

Attendance is mandatory and taken into account for the final grade

## Free French Courses



French Language and Culture courses



## Visa

Non-European students may need a visa:  
[Visas-Omnes International](#)

## Housing Assistance



INSEEC GE does not provide on-campus housing, but can assist students in finding accommodation.

- [Accommodation - Omnes International](#)
- <https://omneseducation.cloe-edu.fr/>

# International Office

## Head of the International Relations Office

Mary De Gendre

## ERASMUS+ Manager

Marjolijn Kuizinga [erasmus@inseec.com](mailto:erasmus@inseec.com)

### Paris campus

Ranya Khaddour  
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### Bordeaux campus

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+33 (0)5 56 00 73 81

### Lyon campus

Christelle Dehennin  
[cdehennin@inseec.com](mailto:cdehennin@inseec.com)  
+33 (0)4 78 29 77 31

# Application Process

## Nomination

Students have to be nominated by their home institution.

Nomination must be done through the *Mobility Online* platform. The link will be send by email.

**Nomination deadline:**

**Spring semester : October 15**



## Online Application

Students will receive an email with a link to the application platform after being nominated by their home institution. Please always check your spam folder.

**Application deadline:**

**Spring semester : October 31**

During the application process, students have to **class by order of preference** their choice of campus among **Paris or Lyon**. The campus of Bordeaux has no offer for incoming students for the Spring semester.

Then they must choose between one of two tracks (**management or marketing**).

### Application documents:

- Last transcript of records
- One portrait picture for the French student card
- English Language certificate (B2 CERL minimum)

*All documents should be in PDF format, either in French or in English.*

*Every document must be uploaded on Mobility Online. No documents will be accepted via email.*



**User manual for  
Application  
platform:  
[HERE](#)**

## Acceptance

Once the admission jury is over, students will be able to download their **admission letter** directly from Mobility Online.

We suggest that students wait for the official admission notice before making **any logistical decisions**.

You will be given the steps to choose your courses and complete the learning agreement **after** receiving the admission letter.

# Choice of Courses

**SPRING 2025**

## 4th Year Business Program- Master 1

Suitable for bachelor's and first-year master's students

Select **one track (mandatory)** and add core modules. All courses within a track or module are required. Courses cannot be selected individually

Courses are only available in **English** in the Spring semester

Exchange students must take a minimum of 20 ECTS and select enough core modules to meet the minimum ECTS requirements set by their home university.



### Choose one track



### Add core modules

#### MARKETING TRACK - 10 ECTS

- Digital Strategy and Digital Marketing
- Luxury Brand Management
- Sales Management
- Sustainable Brand Management

#### MANAGEMENT TRACK - 10 ECTS

- Human Resources Management
- Sustainable Management and Eco-innovation
- Purchasing, Procurement and Supply-chain
- Corporate Law

#### BUILDING AUTONOMY - 4 ECTS

- Transition in the Contemporary World
- Economic, Political and Social Issues

#### DIGITAL DATA & INFORMATION SYSTEM-2 ECTS

- Advanced Excel

#### CORPORATE FINANCIAL MANAGEMENT-4 ECTS

- Introduction to Management Control
- Corporate Finance

#### MARKETING & MARKET UNDERSTANDING-4 ECTS

- Consumer's Behaviour
- Applied Market Research

#### STRATEGY & MANAGEMENT-5 ECTS

- Strategic Management
- Project and Operations Management

#### INTERNATIONAL WEEK-2 ECTS

#### FRENCH COURSES-4 ECTS

- French Language
- French Culture

[Click here for courses overview](#)



# Choice of Campus

**PARIS**

**Address:**

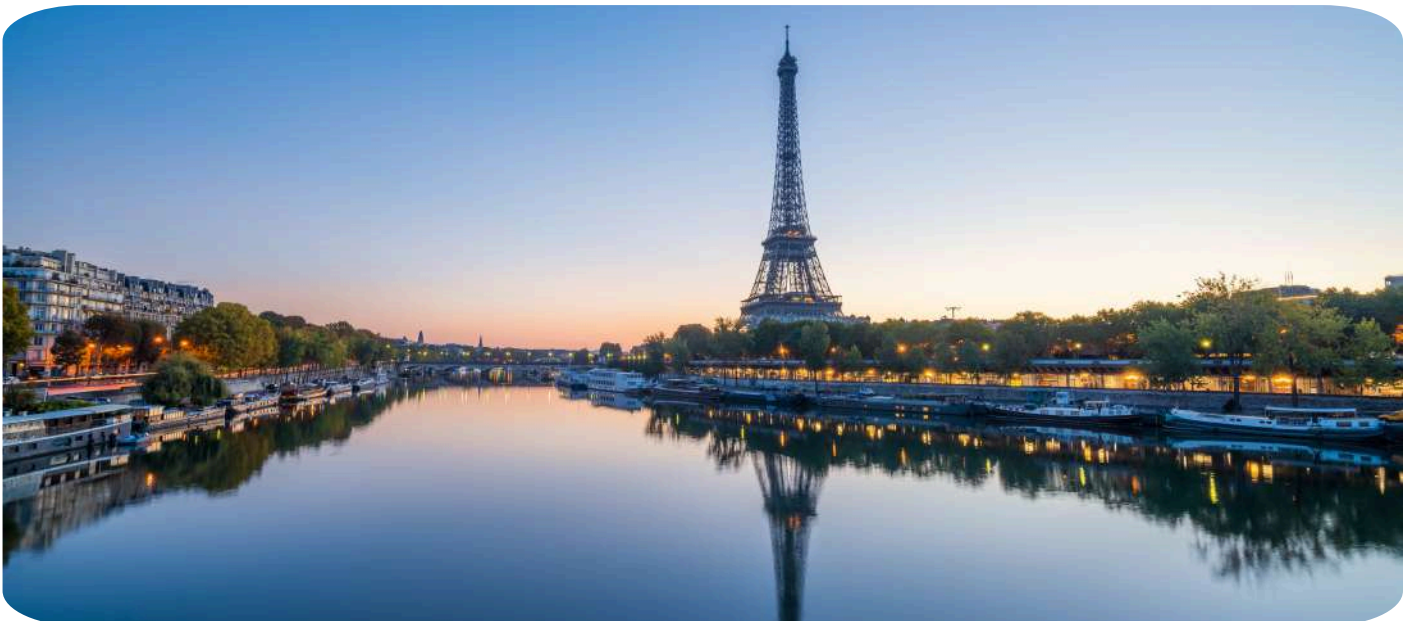
**37 quai de Grenelle, Building Pollux - 75015 Paris**



## **Study on the capital of France**

INSEEC Grande Ecole Paris is located in the heart of the capital.

Embrace the Parisian life and experience the French “Art de Vivre”, unveiling the city's vibrant culture, exquisite cuisine, and timeless charm !



# Choice of Campus

**Lyon**

**Address:**  
25 Rue de l'Université, 69007 Lyon



## Located in the heart of Lyon

INSEEC Grande Ecole Lyon is located in the heart of the city of Lyon.

UNESCO World Heritage Site !

A city voted World Capital of Gastronomy and the birth place of Paul Bocuse, the famous starred Chef.

Close to the French Alps and only 2 hours from Paris by train.



**[Click here to take a look around !](#)**



# INSEEC

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[incoming@inseec.com](mailto:incoming@inseec.com)

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Enriching lives, opening minds.



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