

INSEEC BUSINESS SCHOOL

PARIS - BORDEAUX

FALL SEMESTER 2018



Factsheet - Programs in Management

2018 - 2019

About INSEEC Business School (IBS)

Business School is the most prestigious school within Groupe INSEEC, holding the French national accreditation of "Grande école de commerce". The business school strives to set itself apart along three main axes. First, by supporting men and women in their initial as well as their continuing education and helping them to define and bring to fruition their professional project within any type of organization, both in France and internationally. Secondly, in helping students a responsible and collaborative entrepreneurial spirit contributing to the creation of value in existing and new business activities. Lastly, in teaching students how to understand international practices and to meet the challenges of world markets.

The International Accreditation Advisory Board of MBA's (AMBA) officially granted its prestigious label to INSEEC Business School

Values behind IBS

INSEEC Business School continues to uphold the traditional values in which it was founded: the social, economic and cultural diversity of its learners; its history, placing general culture and humanist values at the heart of its instruction its multi-campus layout and strong anchorage in each of its regions; a Faculty involved in the creation and transmission of knowledge in response to the expectations of economic stake holders; and fostering a network of companies and alumni committed to its educational project and/or involved in its governance.



Students of INSEEC Business School

Majors in English

- International Business Mgmt
- Corporate Finance
- Strategic Marketing Mgmt
- Supply Chain & Purchasing
- Luxury Brand Mgmt
- Wine & Spirits Mgmt



INSEEC Business School, 27 Avenue Claude Vellefaux, 75010 Paris, France

Paris Campus

Paris is always a precursor with regards to the implementation of large projects and has an economic, social and cultural vitality that is constantly developing. The capital continually attracts investors as well as numerous multinational companies. Studying in the heart of Paris enables you to enjoy a favorable economic and cultural environment that is future-orientated.

The City of light is in first place as the best student town, in terms of: international influence (1st); culture (1st); studies (3rd) and employment (4th). For students wishing to study business, management or marketing in a European capital, the Paris campus has a lot to offer. Paris is a large city with roughly 2.2 million people. There are many monuments, museums, theaters and a bustling nightlife. The Paris campus offers both undergraduate and graduate courses.

Fall Semester

Management Program 2A P2020

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 are offered in English or French on Bordeaux and Paris campuses—please choose at least three:

5 ECTS **General Culture**

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

5 ECTS **Applied Foreign Language**

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

5 ECTS **Strategy and Legal Environment**

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

5 ECTS **Principles of Management and Finance**

Course includes: introduction to financial management, corporate finance and IT management

2 ECTS **Doing Business in France (optional)**

Track and Minor : Students may choose one Track (**one minor + mandatory core courses linked to the minor**)



Inside IBS Paris Campus

Program Dates

Management Program 2A

- Mandatory Orientation : 07 September 2017
- Semester ends: 22 December 2017

Management Program 3A

- Mandatory Orientation : 05 September 2017
- Semester ends: 22 December 2017

Track Marketing :

5 ECTS **Marketing Core courses (EN or FR)** - Paris & Bordeaux

Course includes : Strategic Marketing, Consumer Behavior and Brand Management and Communication

Minor :

5 ECTS **Strategic Marketing (EN)** - Paris & Bordeaux

Course includes: Pricing strategy, international marketing and marketing trends

5 ECTS **Marketing stratégique (FR)** - Paris & Bordeaux

Course includes : Nouvelles tendances du Marketing, International marketing, Stratégie de pricing

5 ECTS **Marketing opérationnel (FR)** - Paris & Bordeaux

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

5 ECTS **Marketing Digital (FR)** - Paris & Bordeaux

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

5 ECTS **Communication et Publicité (FR)** - Paris & Bordeaux

Course includes : Fondements et theories de la communication, Analyse stratégique de campagne, Initiation à Photoshop

Track Management :

5 ECTS **Management Core courses (EN or FR)** - Paris & Bordeaux

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

Minor :

5 ECTS **International Management (EN)** - Paris & Bordeaux

Course includes : International Management, Trade export, Global Finance

5 ECTS **Purchasing and Logistics (EN)** - Paris & Bordeaux

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

5 ECTS **Introduction aux problématiques RH (FR)** - Paris & Bordeaux

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

5 ECTS **Entrepreneuriat (FR)** - Paris & Bordeaux

Course includes : Business Plan, Marketing et Entrepreneuriat, Environnement Juridique





Erasmus +

Erasmus+ Code:
FPARIS244

Erasmus + Coordinator :

Marjolijn KUIZINGA
mkuizinga@inseec.com
erasmus@inseec.com

Contact Us

Lorena ZANELLI
Director of the
International Relations
Office
Paris-Bordeaux-Lyon-
Chambéry

Marjolijn KUIZINGA
Erasmus + Coordinator
erasmus@inseec.com

Student Inquiries

Paris Campus
Virginie HOSTIN
Eva ALONSO
Justine DAMON
incoming@inseec.com

Bordeaux Campus
Noemie DUPLANTIER
International-bordeaux@inseec.com

Management Program 3A P2019

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** = Course taught in **ENGLISH** ; **FR** = Courses taught in **FRENCH**)

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

5 ECTS **Management**

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

5 ECTS **Strategy**

Course includes: Strategic management, Strategy 360 and Crisis night

Electives (Major) : Students may choose one Major

20 ECTS **Supply Chain & Purchasing (EN)** – Paris & Bordeaux

During the past years, the world economy has gone through a series of turmoil. Business is now global and in this context, companies must adapt their strategies to face tougher and global competition, and keep their business profitable. Without question, purchasing and supply chain are the key drivers in the operational field to support companies to develop new strategies, gain market shares, and improve their margins. This major will provide students with the understanding of supply chain and purchasing management in an international and global environment. The course will focus on examining the processes of organizations in purchasing and supply chain, sourcing and outsourcing, supplier relationships management, negotiations, forecasting, capacity planning, quality and inventory management. In addition students will also review the regulatory aspects of international trade, the management of contracts, financial issues, corporate social responsibility and how to work in a cross cultural environment

20 ECTS **Luxury Brand Management (EN)** – Paris

This major provides a divers and interdisciplinary approach to the global luxury industry. Professionals involved in the sector must learn how to adapt to an international environment as well as possess an acute knowledge of this complex and demanding market. This major is built to develop these skills in coherence and connection with the luxury sector.

20 ECTS **Wine and Spirits Management (EN)** – Bordeaux

Wine is certainly a current media object. It means history and terroir, culture and Epicurus. The economics of the wine are growing (267 million bottles sold with a turnover of nearly 107 billion US\$). In France, the wine is the second largest sector of exports behind aeronautics. These figures also weighed in terms of jobs (300 000 jobs), all difficult to relocate. Today, wine sector represents a real laboratory of globalization. The rise of the emerging countries on this market (Argentina, USA, South-Africa, Chili, China, Hungary, Bulgaria,...), both in terms of production and consumption, is emblematic of this. More recently, in all greater financial places, wine has become one of the most traded "alternative assets". Al-



INSEEC Business School, Hangar 19 -
Quai de Bacalan, 33070 Bordeaux .

Bordeaux

Students wishing to study within a traditional French city are encouraged to take courses in Bordeaux. Bordeaux is a port city situated in the southern part of France. It is the 9th largest city in France and a one hour drive to the seaside. Regularly classed at the top of the most attractive cities, Bordeaux can be discovered by biking along the boardwalk of the Garonne river or during an evening in one of the numerous nightlife spots. Although Bordeaux intends to keep its place of choice amidst the aeronautic and technology sectors it does not mean it is any less occupied with preserving its exceptional quality of life. Nearby you will find the Atlantic Ocean and the immense natural lakes perfect for surfing and water sports as well as the Pyrenees perfect for skiing and winter sports.

so this sector generates a wide variety of job (merchants, brokers, financial investment advisors, marketers, logisticians, consulting business...). This stringent academic and professional worldwide training prepares students for this diversity of functions and other job opportunities (agri-food sector and luxury business).

20 ECTS **International Business Management (EN)** – Paris & Bordeaux

This major is aimed at students who want to increase their knowledge and develop the specific aptitudes required for a career in international management. It provides teaching that is oriented towards the opportunities resulting from globalization and the multicultural environment. These specificities combined with teaching in English and/or international content ensures that students obtain a better understanding of the management challenges encountered throughout the value chain in the global economy. Students will learn about demand creation and satisfaction in the global context including the management techniques that are essential to operating in the diversity of contexts present in the world. The teaching program can be divided into several sub-areas combining theoretical and practical work including the international business environment, cross cultural issues, organizational issues and current focus which provides the flexibility and adaptability to respond to the continuous changes encountered by international business people.

20 ECTS **Strategic Marketing Management (EN)** – Paris & Bordeaux

The major Strategic Marketing Management features a core strategic marketing module, an innovation marketing module, a brand management module, and a digital marketing module. During your studies you will develop a knowledge and understanding of marketing processes and procedures, including marketing engineering, marketing planning and strategy, marketing communications and brand portfolio building, digital marketing, and e-commerce. The lecturers of this major bring industry experience to the classroom, and content will be delivered through lectures, seminars, self-study and analysis of case studies. Group projects will be used to ensure you are exposed to the complexities of real-world business problems. Through the courses you will develop both a critical view of the literature and an understanding of how the theories apply to practical marketing problems. Together this provides you with a solid basis for a creative execution of theories and principles in your marketing career.

20 ECTS **Corporate Finance (EN)** – Paris & Bordeaux

This major exposes students to the various problems within the field of finance as defined by companies. It aims to train future decision-makers in the functions of financial analysis, financial engineering and financial management. Topics include: analysis work, comprehensive understanding of financial markets and mastery of financial analysis tools. Lessons are geared toward deepening the corporate finance policies, financial analysis and financial decisions in a national and international environment.

20 ECTS **Communication Stratégique et Multicanale (FR)** – Paris

Cette majeure forme des responsables de communication opérationnels et polyvalents, capables d'adaptation et de spécialisation en agence, chez l'annonceur, en B to B et B to C. Elle apporte des connaissances générales et techniques des enjeux de la communica-

tion, renforcer les capacités d'analyse à travers la maîtrise de différents outils. Comprendre et mettre en oeuvre des démarches stratégiques de communication en réponse aux enjeux marketing. Savoir conduire des projets de communication dans leur globalité tout en maîtrisant les techniques et les outils de l'efficacité publicitaire. Les étudiants travailleront sur des outils opérationnels au travers différentes analyses, études de cas et travaux de mise en situation. Les enseignements de la majeure sont dispensés par des professionnels de la communication.

20 ECTS **Finance Audit Contrôle (FR)** – Paris & Bordeaux

Cette Majeure s'adresse aux étudiants qui envisagent principalement des carrières en audit et conseil. Ces fonctions pouvant s'exercer autant en interne (dans l'entreprise) qu'en externe (au sein d'un cabinet d'audit par exemple). Ce choix exige de la rigueur, un penchant pour les chiffres et une ouverture à la diversité des situations d'entreprise. Dans cette perspective, les enseignements combinent technicité et professionnalisme, positionnant l'étudiant comme un véritable consultant.

20 ECTS **Finance d'entreprise (FR)** – Bordeaux et Paris

La majeure s'adresse aux étudiants qui souhaitent développer une expertise théorique et empirique dans l'évaluation et la mise en place de décisions opérationnelles et stratégiques des entreprises dans un contexte à la fois domestique et international. L'objectif est de permettre aux étudiants de mener une analyse critique des stratégies financières menées par les entreprises, d'identifier et d'évaluer les risques auxquels elles font face, d'évaluer les politiques financières et leur impact sur le marché ainsi que de maîtriser les méthodes de détermination et de création de valeur. Cette majeure vise à former les étudiants aux métiers de la finance d'entreprise, au sein de fonctions attachées au financement de projet, à l'analyse financière, à la stratégie et à la politique financière...

20 ECTS **Gestion des Ressources Humaines et des Talents (FR)** – Paris & Bordeaux

La majeure vise à intégrer des fonctions de soutien, d'encadrement ou d'expertise dans les différents métiers de la Gestion des Ressources Humaines, en formant des spécialistes capables de mettre en oeuvre et d'orienter les pratiques et la stratégie Ressources Humaines. L'objectif est de maîtriser les activités de la fonction RH dans leurs dimensions stratégique et opérationnelle (maîtrise des outils / des processus RH et de leur articulation), compte tenu des enjeux identifiés et des contraintes liées à l'environnement, notamment juridique (droit du travail et obligations légales). Cette majeure vise à préparer les étudiants à exercer dans une fonction RH, soit en tant que généraliste de la fonction dans le cadre de PME (Assistant RH – Responsable RH), soit en tant que spécialiste dans une grande entreprise ou dans une entité dédiée à la spécialité (recrutement, formation, gestion des compétences, gestion des carrières/des talents...)

20 ECTS **Management & Métiers de la RSE (FR)** – Bordeaux

Si le développement durable a d'abord reposé sur des enjeux environnementaux (Sommet de la Terre de Rio en 1992), il s'est rapidement élargi à la prise en compte des droits de l'Homme, de l'éthique dans les affaires et des problématiques sociales et sociétales. Il est donc primordial d'intégrer l'ensemble de ces enjeux et d'anticiper la montée en puissance d'autres secteurs dans les programmes d'enseignement et de formation dédiés à la RSE. Ainsi en est-il par exemple de l'entrepreneuriat social, de l'Economie Sociale et Solidaire (ESS), de la finance responsable et de bien d'autres sujets, en élaboration constante. La particularité de l'approche RSE, y compris et surtout dans les perspectives métiers est sa grande transversalité. Partant, peu de métiers « strictement » RSE émergent : il s'agit bien plutôt de transformer les métiers fondamentaux – indispensables au fonctionnement de l'économie et de l'entreprise – à l'aune des enjeux RSE actuels et futurs. C'est dans cette perspective que s'inscrit la majeure Management et Métiers de la RSE : Permettre aux étudiants motivés par l'approche RSE de construire un projet professionnel épanouissant; Les doter d'une solide culture professionnelle RSE; Les perfectionner sur les principaux secteurs et métiers en Progression; Consolider leurs acquis techniques et comportementaux

20 ECTS **Marketing et Business Development (FR)** – Paris

La vocation de cette majeure est d'offrir une formation qui allie les connaissances marketing, commerciales et réglementaires pour développer le business avec les compétences techniques de fidélisation, de persuasion et de traitement et d'analyse de données pour gérer et piloter des projets en autonomie. Elle forme des managers opérationnels à fort potentiel puisqu'ils seraient capables à la fois de comprendre les enjeux du marketing orienté client et la plus-value apportée par la gestion des bases de données tout en maîtrisant le volet commercial autour de la vente, la négociation ainsi que la réglementation qui touche à

l'ensemble des domaines d'expertise. Cette majeure forme les managers à maîtriser les fondements et les outils d'analyse du marketing dans une optique commerciale de développement du business. Elle relie quatre aspects fondamentaux abordés au travers de 4 cours : Marketing et création de valeur, analyse des données, Business development et Réglementation et pilotage de projet.

20 ECTS **Marketing, Communication et Stratégies Digitales (FR)** – Bordeaux

Transformation digitale, digitalisation des points de vente, mobilité... Notre quotidien est désormais rythmé par le digital. La majeure partie des actions marketing et communication doivent y répondre. Il faut donc désormais être capable de comprendre les impacts du digital dans nos modes de vies et la société de consommation, prévoir les évolutions et mettre en oeuvre les stratégies marketing / Communication adéquats. Cette majeure en marketing digital donne les clés pour évoluer dans le secteur le plus prometteur et innovant. Elle a pour objectif de faire acquérir les compétences nécessaires et attendues pour un chef de projet qui souhaite évoluer aussi bien en agence conseil que chez l'annonceur. A la fois pratique et théorique, cette majeure dispense un enseignement permettant aux étudiants de mettre en oeuvre des stratégies marketing et communication on line, qu'elles soient axées e-commerce ou publicitaires.

20 ECTS **Marketing Stratégique et Innovation des marques (FR)** – Paris & Bordeaux

Cette majeure en marketing stratégique et innovation des marques a pour objectif de former les étudiants à toutes les facettes attendues aujourd'hui pour un manager marketing dont la spécialisation est l'innovation en marketing, le management des marques, le marketing digital et le marketing stratégique. Les étudiants ont ainsi un balayage théorique et pratique large qui leur permettra de mettre en oeuvre des stratégies marketing et commerciales off-line et on-line pertinentes, et aussi bien dans une perspective nationale qu'internationale.

20 ECTS **Entrepreneurship (FR)** - Paris

It will be delivered soon

20 ECTS **Marketing Digital (FR)** - Paris

It will be delivered soon

