# INSEEC BUSINESS INSEEC BUSINESS SCHOOL 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.





## Majors in English

- **International Business** Management

- **Luxury Brand**

Students of INSEEC Business School



## **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.



# = Courses taught in ENGLISH



= 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)

### Finance Track:

## **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.



Inside IBS Paris Campus

## **Program Dates**

5 ECTS Finance Core course #

Course includes: Décisions d'investissement et de financement, Mathématiques Financières, Banques et Marchés Financiers

Minor:

5 ECTS Corporate Finance # - Paris & Bordeaux

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

5 ECTS Comptabilité et Contrôle () - Paris & Bordeaux

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

Finance d'entreprise 1 - Paris & Bordeaux 5 ECTS

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

## **Marketing Track:**

5 ECTS *Marketing Core courses* • • • • Paris & Bordeaux

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

Minor:

5 ECTS Strategic Marketing # - Paris & Bordeaux

Course includes: Strategic Marketing, International Marketing and Marketing Trends

5 ECTS *Marketing stratégique* • Paris & Bordeaux

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

5 ECTS *Marketing et Business Development* • Paris & Bordeaux

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

5 ECTS *Marketing Digital* • Paris & Bordeaux

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

5 ECTS Wine and Spirits Management # - Bordeaux

Course includes: Wine Culture and Civilization, Introduction to Wine Marketing, Oenology

5 ECTS Luxury Brand Management # - Paris & Bordeaux

Course includes: Introduction to Luxury, Strategic Management of Luxury Business, Global Luxury





## Erasmus +

## **Contact Us**

#### Lorena ZANELLI

Director of International Relations Paris-Bordeaux-Lyon-Chambéry

## **Student Inquiries**

#### **Paris Campus**

Virginie HOSTIN Eva ALONSO Justine DAMON incoming@inseec.com

**Bordeaux Campus** Noemie DUPLANTIER Internationalbordeaux@inseec.com Trends

## Management Track:

5 ECTS *Management Core courses* 🔐 - Paris & Bordeaux

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

#### Minor:

5 ECTS International Management 🔀 - Paris & Bordeaux

Course includes: International Management, Trade export, Global Fi-

5 ECTS Purchasing and Logistics # - Paris & Bordeaux

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

5 ECTS Gestion des Ressources Humaines () - Paris & Bordeaux

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

5 ECTS *Entrepreunariat* () - Paris & Bordeaux

Course includes : Business Plan, Marketing et Entrepreunariat, Prévisions

Financières

## 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.



= Course taught in ENGLISH

= 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 : Research Methodology)

5 ECTS Strategy ## ()

Course includes: Applied Seminars, Strategy 360 and Crisis night

Electives (Major): Students may choose one Major

20 ECTS Supply Chain & Purchasing # - Paris & Bordeaux

This major includes 4 modules of 5 ECTS each:

- 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 Responsability
- International Negotiation & Management 5 ECTS : International Negotiation, Cross Cultural Management, International Trade Compliance



INSEEC Buisness 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.

### 20 ECTS Luxury Brand Management # - Paris

This major includes 4 modules of 5 ECTS each:

- 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, Niche Luxury

## 20 ECTS International Business Management # - Paris & Bordeaux

This major includes 4 modules of 5 ECTS each:

- 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

## 20 ECTS Strategic Marketing Management # - Paris

This major includes 4 modules of 5 ECTS each:

- **Strategic Marketing 5 ECTS**: Marketing Engineering, Markstrat Simulation, International Marketing
- Marketing Innovation 5 ECTS : Marketing Innovation, New Product Development, Marketing Metrics.
- **Brand Management 5 ECTS**: Brand Management, Experiental Marketing, Law Applied to Brand Management
- **Digital Marketing 5 ECTS** : Digital Marketing, Social Media Strategy, E- commerce

## 20 ECTS Corporate Finance 🔀 - Paris

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 ( Ad vances 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

## 20 ECTS **Communication Digitale et Publicité** () – Paris Cette majeure inclus <u>4 modules</u> 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, coporate, 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

## 20 ECTS *Finance Audit Contrôle* • Paris & Bordeaux

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

#### 20 ECTS *Finance d'entreprise* — Bordeaux et Paris

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

## 20 ECTS Gestion des Ressources Humaines et des Talents 1 – Paris & Bordeaux

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



## 20 ECTS Management du Développement Durable & de la RSE 1 - Bordeaux

Cette majeure inclus 4 modules de 5 ECTS :

- **Droits Environnementaux et Humains 5 ECTS**: Droit de l'environnement, Human rights and Corporations, Négociations Climatiques Internationales
- Workshop Prospective 2050 5 ECTS
- Workshop Utopie et Uchronie : écrire le futur 5 ECTS
- Modèles économiques de la RSE 5 ECTS

## 20 ECTS *Marketing et Business Development* • Paris & Bordeaux

Cette majeure inclus 4 modules de 5 ECTS :

- Marketing et creation de valeur 5 ECTS : CRM, Marketing Sensoriel et experience 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.

### 20 ECTS Stratégies et Marketing Digital - Paris & Bordeaux

Cette majeure inclus 4 modules de 5 ECTS :

- Start Up Strategy 5 ECTS : Culture et Créativité, Constitution et Financement, Marketiing 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

## 20 ECTS *Marketing Stratégique et Innovation des marques* — Paris & Bordeaux

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 expérentiel et sensorial.
- Marketing Digital et commerce connecté 5 ECTS : Commerce Connecté, Stratégie médias sociaux, Marketing Digital.