

 **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 : Last year of 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, Lyon and Paris campuses

<p>BUILDING AUTONOMY 5 ECTS</p>	<p>Course includes : Transition in the Contemporary World, Economic, Political and Social Issues, Insec Digital Innovation Challenge (IDIC)</p>	
<p>DIGITAL DATA AND INFORMATION SYSTEM 2 ECTS</p>	<p>Course includes: Advanced Excel</p>	
<p>CORPORATE FINANCIAL MANAGEMENT 4 ECTS</p>	<p>Course includes: Corporate Finance, Introduction to Management Control</p>	
<p>MARKETING AND MARKET UNDERSTANDING 4 ECTS</p>	<p>Course includes: Consumer's Behaviour, Applied Market Research</p>	
<p>MANAGEMENT 6 ECTS</p>	<p>Course includes: Business and Corporate Strategy, Corporate Law</p>	
<p>FRENCH COURSES 4 ECTS</p>	<p>Course includes: French Culture, French Language</p>	

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)

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

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, Lyon and Paris

<p>STRATEGY EVENTS 3 ECTS</p>	<p>Course includes : Course includes: Open Innovation Challenge , Crisis Night</p>	
<p>ETHICS AND MANAGEMENT 6 ECTS</p>	<p>Course includes: Advanced Management, Business Ethics and Corporate</p>	
<p>FRENCH COURSES 4 ECTS</p>	<p>Course includes: French Culture, French Language</p>	
<p>Double Degree 4 ECTS</p>	<p>Research Methodology, Final Oral preparation</p>	

ELECTIVES (MAJOR) - PARIS CAMPUS

<p>INTERNATIONAL BUSINESS MANAGEMENT 20 ECTS</p>	<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 	
<p>LUXURY BRAND MANAGEMENT 20 ECTS</p>	<ul style="list-style-type: none"> • 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 	

**FINANCE FOR THE
21ST CENTURY
PRACTITIONERS
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



**MARKETING AND
MANAGEMENT IN THE
NEW ERA
20 ECTS**

- Retail & E-retailing - 3 ECTS
- Relationship Marketing & CRM - 3 ECTS
- Marketing Innovation and New Tools of Business Development- 3 ECTS
- Sensory Marketing, customer experience and neuro marketing- 3 ECTS
- Green and Responsible Marketing - 2 ECTS
- Communication and New Media - 3 ECTS
- Artificial Intelligence, Big Data and Marketing- 2 ECTS



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



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.

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.

USEFUL INFORMATIONS



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@insec.com
Minimum ECTS requirements	Students should take at least 20 ECTS
Facebook	https://fr-fr.facebook.com/insec.ge/

CONTACT INFORMATION

Director of International Relations
Lorena ZANELLI - Izanelli@insec.com

Erasmus+ Coordinator
Marjolijn KUIZINGA-erasmus@insec.com

PARIS CAMPUS
Agathe Dassonval
incoming@insec.com

BORDEAUX CAMPUS
Noémie DUPLANTIER
nduplantier@insec.com

LYON CAMPUS
Christelle DEHENNIN
cdehennin@insec.com

INSEEC GE Paris
27 Avenue Claude Vellefaux 75010
Paris - France

INSEEC GE BORDEAUX
Hangar 19 Quai Bacalan 33070
Bordeaux - France

INSEEC GE Lyon
25 Rue de l'Université 69007
Lyon - France