

BUSINESS STUDIES

- Management
- Marketing
- Finance



3 CAMPUSES

- Paris
- Bordeaux
- Lyon



ERASMUS CODE
F PARIS244



TEACHING LANGUAGES
English OR French



APPLICATION DETAILS

FALL 2026 **APRIL 30** NOMINATION DEADLINE **MAY 15** APPLICATION DEADLINE **MAY 30** NOTIFICATION OF ADMISSION **JUNE 15** COURSES SELECTION DEADLINE

SPRING 2027 **OCTOBER 15** NOMINATION DEADLINE **OCTOBER 30** APPLICATION DEADLINE **NOVEMBER 15** NOTIFICATION OF ADMISSION **DECEMBER 1** COURSES SELECTION DEADLINE

ACADEMIC CALENDAR

FALL 2026 **ORIENTATION DAY** **SEMESTER START** **SEMESTER END**
MASTER 1 SEPTEMBER 1 **MASTER 2** SEPTEMBER 4 **MASTER 1** SEPTEMBER 2 **MASTER 2** SEPTEMBER 7 **MASTER 1** DECEMBER 11 **MASTER 2** DECEMBER 11

SPRING 2027 **ORIENTATION DAY** **SEMESTER START** **SEMESTER END**
MASTER 1 JANUARY 4 **MASTER 1** JANUARY 5 **MASTER 1** APRIL 30

APPLICATION PROCEDURE

NOMINATION

Partners institutions will receive a nomination email with a link to **Mobility Online Platform**. All nominations must be submitted via this platform.

1

APPLICATION

Nominated students will receive a link via email to start their application on our **Mobility Online platform**. At this stage, students will be asked to select and rank their preferred majors and campus.

2

ADMISSION

Applications will be reviewed by our **international team** and students will be informed of the outcome by the incoming coordinator by email.

3

LANGUAGE REQUIREMENTS

FOR PROGRAMS OFFERED IN ENGLISH, NON NATIVE STUDENTS MUST PROVIDE :

- AN OFFICIAL **B2 CERTIFICATE** FROM ENGLISH TEACHER OR INTERNATIONAL RELATIONS DEPARTMENT
- **OR** IELTS: 6.0 / TOEFL IBT: 83 / TOEIC: 780

FOR PROGRAMS OFFERED IN FRENCH, NON NATIVE STUDENTS MUST PROVIDE :

- AN OFFICIAL **C1 CERTIFICATE** FROM FRENCH TEACHER OR INTERNATIONAL RELATIONS DEPARTMENT
- **OR** TCF, TEF, DELF (DALF)

APPLICATION DOCUMENTS



TO UPLOAD ON THE MOBILITY ONLINE PLATFORM IN PDF FORMAT

- Latest transcript of records
- Language proficiency certificate
- A passport-sized portrait photo

CONTACT



ERASMUS+ Manager
Marjolijn KUIZINGA
erasmus@inseec.com

PARIS CAMPUS

incoming@inseec.com
+33 (0)1 42 09 82 14

37 Quai de Grenelle
Building Pollux
75015 PARIS

BORDEAUX CAMPUS

Raphaëlle DENAT
rdenat@omneseducation.com
+33 (0)5 56 00 73 81

Hangar 19, Quai de Bacalan
33300 BORDEAUX

LYON CAMPUS

Christelle DEHENNIN
cdehennin@inseec.com
+33 (0)4 78 29 77 31

25 Rue de l'Université
Citroën Building
69007 LYON



PARIS

37 Quai de Grenelle, Building Pollux
75015 PARIS



Study at INSEEC Grande Ecole Paris, ideally located near the Eiffel Tower, and benefit from a stimulating academic environment while experiencing the cultural richness, Parisian lifestyle, and renowned French gastronomy. The campus provides easy access to professional networks, world-class museums, and iconic neighborhoods.



BORDEAUX

Hangar 19, Quai de Bacalan
33300 BORDEAUX



INSEEC Grande Ecole Bordeaux is located along the historic riverfront, providing an inspiring setting for students. Known for its rich heritage and internationally renowned wine culture, Bordeaux offers a vibrant and welcoming atmosphere where tradition and innovation coexist. Its location also makes it an ideal base for exploring the wider Southwest of France, from vineyards to coastline and countryside.



LYON

25 Rue de l'Université, Citroën Building
69007 LYON



INSEEC Grande École Lyon, set in the historic Citroën garage, combines industrial heritage with modern academic excellence. Close to the Alps and the Southwest of France, the campus offers a dynamic environment for learning, cultural discovery, and Lyon's celebrated culinary traditions. Students also benefit from Lyon's vibrant city life and strong professional and networking opportunities.



HOUSING

INSEEC GRANDE ÉCOLE DOES NOT OFFER ON-CAMPUS HOUSING
CHECK THE ACCOMMODATION SECTION OF OUR ONLINE WELCOME GUIDE

VISA

ALL NON-EU STUDENTS SHOULD FOLLOW FRANCE VISAS PROCEDURES TO APPLY FOR A STUDY VISA. WE ADVISE STUDENTS IN NEED OF A VISA TO START THEIR APPLICATION PROCESS AS SOON AS POSSIBLE.
[FRANCE-VISAS.GOUV.FR/EN/WEB/FRANCE-VISAS/](https://france-visas.gouv.fr/en/web/france-visas/)

HEALTH

ALL STUDENTS ARE REQUIRED TO HAVE HEALTH INSURANCE COVERAGE. EUROPEAN HEALTH INSURANCE AND/OR PRIVATE INTERNATIONAL INSURANCE. STUDENTS WHO ARE EU CITIZENS MUST BRING THEIR EUROPEAN HEALTH INSURANCE CARD (EHIC)

WEBSITE

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



WELCOME GUIDE

omnes-international.com/en/welcome-to-france/practical-guide/



BUSINESS STUDIES

At INSEEC Grande École, exchange students select their campus and major during the application process.

Their academic path is then structured in two steps:

1. Choose between Master 1 and Master 2 program, depending on their prior studies and level.
2. Select elective courses within their major to tailor their curriculum to their interests and career goals.

STEP 1 : CHOOSE YOUR PROGRAM & MAJOR

MASTER 1 MAJOR - 10 ECTS
OR
MASTER 2 MAJOR - 20 ECTS



STEP 2 : ADD ELECTIVE COURSES

MASTER 1 ELECTIVES OR MASTER 2 ELECTIVES
Electives are blocks of courses between 2 ECTS & 5 ECTS



OPTIONAL : ADD FRENCH COURSES

FRENCH LANGUAGE & FRENCH CULTURE
4 ECTS

IMPORTANT, PLEASE READ :

- Electives must be selected as a **block of courses**; individual course selection is not allowed.
- Master 1 students must select Master 1 Electives. Master 2 must select Master 2 Electives.
- You must complete a **minimum of 20 ECTS**, including both your major and electives, and ensure you meet the **credit requirements of your home university**.
- The language of instruction for your electives will match that of your major. **Courses cannot be mixed between English and French.**

PROGRAM & MAJORS AVAILABILITY

depends on the number of students registered. During the application process, students must rank 3 majors by order of preference. If their 1st choice does not open, they will be placed in their 2nd choice, and if necessary, their 3rd choice.

FULL YEAR STUDENTS

have to take Master 2 Program for Fall semester and Master 1 Program for Spring semester.

DOUBLE DEGREE PROGRAM

is available only to students from partner universities that have a **double degree agreement** with INSEEC Grande Ecole.

STEP 1 : CHOOSE YOUR MAJOR DEPENDING ON YOUR PROGRAM

Students are required to **select either the Master 1 or the Master 2 program**, both comprising **one mandatory major** and a selection of elective courses.

MASTER 1 MAJORS

Program suitable for bachelor's and 1st year master's students.
Equivalent to the **4th year of higher education**.

LANGUAGE OF INSTRUCTION	PROGRAM	MASTER 1 PROGRAM MAJOR	CAMPUS FALL 2026 or SPRING 2027
	MASTER 1	International Relations, Law & Strategic Management	PARIS / BORDEAUX / LYON
	MASTER 1	Finance	PARIS
	MASTER 1	Marketing, Artificial Intelligence and Big Data	PARIS
	MASTER 1	Marketing, Sales & Procurement Strategy	LYON
	MASTER 1	Marketing, Innovation Digitale & Stratégie Média	PARIS / LYON

MASTER 2 MAJORS

Program suitable for 1st year master's and final-year master's students.
Equivalent to the **5th year of higher education**.

LANGUAGE OF INSTRUCTION	PROGRAM	MASTER 2 PROGRAM MAJOR	CAMPUS FALL 2026 ONLY
	MASTER 2	International Business Management	PARIS / BORDEAUX / LYON
	MASTER 2	Luxury Brand Management	PARIS
	MASTER 2	Corporate Finance and Financial Analysis	PARIS

DOUBLE DEGREE MAJORS

Available only to students from partner universities that have a **double degree agreement** with INSEEC Grande Ecole.

Please refer to the last page of the course catalog for more details about the Double Degree structure.

LANGUAGE OF INSTRUCTION	PROGRAM	DOUBLE DEGREE PROGRAM MAJOR	CAMPUS FULL YEAR
	MASTER 2	International Business Management	PARIS / BORDEAUX / LYON
	MASTER 2	Luxury Brand Management	PARIS
	MASTER 2	Corporate Finance and Financial Analysis	PARIS

MASTER 1 MAJORS

Master 1 Majors are suitable for bachelor's and 1st year master's students.
Equivalent to the 4th year of higher education.

For more details on the courses, please check the Course overview document.

INTERNATIONAL RELATIONS, LAW & STRATEGIC MANAGEMENT

INTERNATIONAL RELATIONS, LAW & STRATEGIC MANAGEMENT MAJOR	10 ECTS	FALL or SPRING
Corporate Law	2	PARIS BORDEAUX LYON
Sustainable Management and Eco-innovation	3	
Geopolitical Changes	2	
International Trade & Globalization	3	

FINANCE

FINANCE MAJOR	10 ECTS	FALL or SPRING
Investment Decision	3	PARIS
Advanced Accounting	3	
Financial Mathematics	2	
Financial Markets & Green Finance	2	

MARKETING, ARTIFICIAL INTELLIGENCE AND BIG DATA

MARKETING, ARTIFICIAL INTELLIGENCE AND BIG DATA MAJOR	10 ECTS	FALL or SPRING
Digital strategy & Digital Marketing	2	PARIS
Sustainable Brand Strategy	3	
Foundations of Digital Transformation and Society	2	
Python Coding & Big Data Management	3	

MARKETING, SALES & PROCUREMENT STRATEGY

MARKETING, SALES & PROCUREMENT STRATEGY MAJOR	10 ECTS	FALL or SPRING
Digital Strategy & Digital Marketing	2	LYON
Sustainable Brand Strategy	3	
Sales Management	2	
Purchasing, Procurement and Supply-chain	3	

MARKETING, INNOVATION DIGITALE & STRATEGIE MEDIA

MARKETING, INNOVATION DIGITALE & STRATEGIE MEDIA MAJOR	10 ECTS	FALL or SPRING
Stratégie et marketing digital	2	PARIS BORDEAUX LYON
Management des marques durables	3	
Stratégies de Communication 360°	3	
Planning Strategique	2	

MASTER 2 MAJORS

Master 2 Majors are suitable for 1st year master's and final-year master's students.

Equivalent to the 5th year of higher education.

For more details on the courses, please check the Courses overview document.

INTERNATIONAL BUSINESS MANAGEMENT

INTERNATIONAL BUSINESS MANAGEMENT MAJOR	20 ECTS	FALL 2026
Geopolitics for International Business	2	PARIS BORDEAUX LYON
Global Finance	3	
Global Legal Environment	2	
Global Macroeconomics	2	
International Business Project Management	2	
International Management Strategy	3	
International Marketing and Business Development	3	
International Purchasing and Sourcing	3	

LUXURY BRAND MANAGEMENT

LUXURY BRAND MANAGEMENT MAJOR	20 ECTS	FALL 2026
Luxury Brand Equity Management	3	PARIS
Art and Luxury Brands Universes	3	
Communication and New Media in Luxury Sector	3	
Corporate and Social Responsibility in Luxury	3	
Origins & History of Luxury	3	
Luxury Brand Distribution And Retailing	2	
Luxury Consumption Behavior and Customer Experience	3	

CORPORATE FINANCE AND FINANCIAL ANALYSIS

CORPORATE FINANCE AND FINANCIAL ANALYSIS MAJOR	20 ECTS	FALL 2026
Investment capital : M&A and Private Equity	2	PARIS
Asset, Wealth & Portfolio Management	2	
International Capital Market	2	
Recent Developments in Corporate Finance	2	
Corporate Risk Management	2	
Corporate Legal Aspects	2	
Startups: Value Creation and Financing	2	
Financial Analysts & Investor Relations	2	
Advanced Bloomberg	2	
Programmation Financière de l'entreprise (VBA, Python & Power BI)	2	

STEP 2 : ADD ELECTIVES DEPENDING ON YOUR PROGRAM

MASTER 1 ELECTIVES

The major is compulsory (10 ECTS) within the master 1 program and students may add elective courses if they wish to obtain additional ECTS credits.

BUILDING AUTONOMY

BUILDING AUTONOMY ELECTIVE	FALL SEMESTER 5 ECTS	SPRING SEMESTER 4 ECTS
Insec Digital Innovation Challenge (IDIC)	1	NO IDIC
Transitions in the contemporary world in the era of AI	2	2
Economic, Political and Social Issues	2	2

DIGITAL DATA & INFORMATION SYSTEM

DIGITAL DATA & INFORMATION SYSTEM ELECTIVE	2 ECTS	FALL or SPRING
Advanced Excel / Excel avancé	2	

CORPORATE FINANCIAL MANAGEMENT

CORPORATE FINANCIAL MANAGEMENT ELECTIVE	4 ECTS	FALL or SPRING
Management Control with AI / Contrôle de gestion avec l'IA	2	
Corporate Finance / Finance d'entreprise	2	

MARKETING AND MARKET UNDERSTANDING

MARKETING AND MARKET UNDERSTANDING ELECTIVE	2 ECTS	FALL or SPRING
Market and Consumer Insights / Etudes de marchés et des consommateurs	2	

STRATEGY & MANAGEMENT

STRATEGY & MANAGEMENT ELECTIVE	5 ECTS	FALL or SPRING
Strategic Management / Management stratégique	3	
AI-Augmented Project & Operations Management / Gestion des Projets et des Operations Augmentée	2	

INTERNATIONAL WEEK

INTERNATIONAL WEEK ELECTIVE	2 ECTS	SPRING SEMESTER ONLY
International week	2	

MASTER 2 ELECTIVES

The major is compulsory (20 ECTS) within the master 2 program and students may add elective courses if they wish to obtain additional ECTS credits.

STRATEGY EVENTS

STRATEGY EVENTS ELECTIVE	6 ECTS	FALL SEMESTER ONLY
Open Innovation Challenge	2	
Crisis Night	1	
Business and Corporate Strategy	3	

ETHICS AND HRM

ETHICS AND HRM ELECTIVE	5 ECTS	FALL SEMESTER ONLY
Organisational Behaviour & Advanced Management	3	
Business Ethics & Corporate Social Responsibility	2	

OPTIONAL : ADD FRENCH COURSES

FRENCH COURSES ELECTIVE

INSEEC Grande Ecole offers French language courses worth 4 ECTS credits, if recognized by the student's home university.

These courses are offered as an elective option for Master 1 and Master 2 students.

FRENCH COURSES

FRENCH COURSES ELECTIVE	4 ECTS	FALL or SPRING
French Language (<i>Beginner or Intermediate/advanced</i>)	2	
French Culture	2	

DOUBLE DEGREE PROGRAM

- Double Degree Program is available only to students from partner universities that have a **double degree agreement** with INSEEC Grande Ecole.
- Double Degree students must be enrolled as **full year students**.

CHOOSE YOUR DOUBLE DEGREE MAJOR

LANGUAGE OF INSTRUCTION	DOUBLE DEGREE	DOUBLE DEGREE (FULL YEAR) MAJOR	20 ECTS
	MASTER 2	International Business Management	PARIS / BORDEAUX / LYON
	MASTER 2	Luxury Brand Management	PARIS
	MASTER 2	Corporate Finance and Financial Analysis	PARIS

For more detailed information about these majors, please refer to the "MASTER 2 MAJORS" section.

STRATEGY EVENTS

STRATEGY EVENTS COURSES	6 ECTS	FALL 2026 Mandatory courses
Open Innovation Challenge	2	
Crisis Night	1	
Business and Corporate Strategy	3	

ETHICS AND HRM

ETHICS AND HRM COURSES	5 ECTS	FALL 2026 Mandatory courses
Organisational Behaviour & Advanced Management	3	
Business Ethics & Corporate Social Responsibility	2	

DOUBLE DEGREE PREPARATION COURSES

DOUBLE DEGREE PREPARATION COURSES	5 ECTS	FALL 2026 Mandatory courses
Research Methodology	3	
Final Oral Exam Preparation	2	

FRENCH COURSE

FRENCH COURSES	4 ECTS	OPTIONAL FOR DOUBLE DEGREE STUDENTS
French Language	2	
French Culture	2	

DOUBLE DEGREE SPRING COURSES

DOUBLE DEGREE COURSES	24 ECTS	SPRING 2027 Mandatory courses
Final Thesis	15	
Final Oral Exam	4	
Internship	5	

This document provides a summary of all courses offered within the program. Each course overview outlines the main objectives, key topics, and teaching methods, giving students a clear understanding of what to expect and how each course contributes to their overall learning experience.

MASTER 1 - MAJORS

INTERNATIONAL RELATIONS, LAW & STRATEGIC MANAGEMENT MAJOR

COURSES	10 ECTS
<p>Corporate Law The course is a comparative approach between French law and elements of common law system. After acquiring the methodological bases for solving legal problems, the students perfect their mastery of legal reasoning and argumentation through an in-depth examination of the legal framework relating to the organization of the company and business practice. The course consists of lectures on general principles of business law and independent and group work on specific topics. The course is sanctioned by a written exam in the form of the resolution of a practical case (50%) and the rendering of a group work consisting of the resolution of a practical case covering several parts of the program (50%).</p>	2
<p>Sustainable Management and Eco-innovation This course deals with the new role of the manager with a focus on the emotionally intelligent and responsible manager. We will see the evolution of the manager's role and will introduce new conceptions that will help the new or front-line manager to handle the challenges they may face in a more and more uncertain environment where the relational skills are becoming essential. A mixture of conceptual frameworks, skill-oriented activities, and field work will be used and applied to each topic. Topics include emotional intelligence, agility, decision making, etc. Class sessions and assignments are intended to help participants acquire the skills that new and front-line managers need to improve management and leadership skills, team relationships and performance.</p>	3
<p>Geopolitical Changes This course analyzes major geopolitical transformations and how they influence global stability, conflict, and cooperation. Students will gain insights into shifting power dynamics, regional developments, and strategic decision-making in international affairs.</p>	2
<p>International Trade & Globalization This course provides an in-depth understanding of international trade principles and how globalization shapes economic relations across countries. Students will explore key trade theories, global institutions, and real-world challenges in a connected world."</p>	3

MASTER 1 - MAJORS

MARKETING, ARTIFICIAL INTELLIGENCE AND BIG DATA

COURSES	10 ECTS
<p>Digital strategy & Digital Marketing Understanding, defining, and developing a 360 marketing strategy requires the acquisition of new skills, specific tools and essential reflexes. The idea is to identify and decrypt all the levers of digital marketing to be able to activate them in a relevant way according to the objectives of the company. The idea is to identify and decrypt all the levers (/ tools) of digital marketing so the firm can employ them in line with the company objectives. This course will allow all the students to gain a clear and a precise understanding of the specific vocabulary used in "digital marketing".</p>	2
<p>Sustainable Brand Management This course deals with brands, why they are important, what they represent to consumers and what should be done by firms to manage them properly. Students will learn about how we build a brand. They will discover the brand equity concept which can provide marketers valuable perspective to interpret the potential effects of various strategies for their brands. The course stresses the importance of the role of the brand in sustainable marketing strategies. It will also tackle the impact of digitalization on the sustainable brand strategy.</p>	3
<p>Foundations of Digital Transformation and Society In an era where digital technologies are reshaping industries and societies, organizations of all types must adapt to remain competitive and relevant. This course explores the fundamental principles of digital transformation, examining its impact on business models, operations, customer engagement, and societal structures. Through case studies and practical insights, students will gain an understanding of the key drivers of digital change, the challenges organizations face, and the strategic approaches needed to navigate and lead successful digital transformations. By the end of the course, participants will be equipped with the knowledge and tools to assess digital readiness, implement transformation initiatives, and address the broader societal implications of an increasingly digital world.</p>	2
<p>Python Coding & Big Data Management Foundations of Python programming and big data analysis provides a comprehensive introduction to Python for data-driven applications. Students will learn fundamental programming concepts, data structures, and libraries such as Pandas and NumPy. The course also covers essential techniques for big data processing, visualization, and analysis using tools like Spark and SQL. Ideal for beginners and those looking to apply Python in data-intensive environments.</p>	3

MASTER 1 - MAJORS

MARKETING, SALES & PROCUREMENT STRATEGY

COURSES	10 ECTS
<p>Digital Strategy & Digital Marketing Understanding, defining, and developing a 360 marketing strategy requires the acquisition of new skills, specific tools and essential reflexes. The idea is to identify and decrypt all the levers of digital marketing to be able to activate them in a relevant way according to the objectives of the company. The idea is to identify and decrypt all the levers (/ tools) of digital marketing so the firm can employ them in line with the company objectives. This course will allow all the students to gain a clear and a precise understanding of the specific vocabulary used in "digital marketing".</p>	2
<p>Sustainable Brand management This course deals with brands, why they are important, what they represent to consumers and what should be done by firms to manage them properly. Students will learn about how we build a brand. They will discover the brand equity concept which can provide marketers valuable perspective to interpret the potential effects of various strategies for their brands. The course stresses the importance of the role of the brand in sustainable marketing strategies. It will also tackle the impact of digitalization on the sustainable brand strategy.</p>	3
<p>Sales Management The sales team is a key variable in the company's performance in the market. It must allow the company to achieve its commercial objectives but also to translate its strategic marketing objectives. Knowing how to manage this variable, in an increasingly competitive context, seems essential in specialized training in marketing. Students will need to be able to reestablish the management of the sales team as part of the company's marketing approach.</p>	2
<p>Purchasing, Procurement and Supply-chain The module is aimed at presenting the key elements to manage international procurement operations and to introduce the supply chain management. The student will be given presentations, assigned readings, hands-on examples & business cases. Supply chain approach has turned from cost management into value chain management, and is viewed as a strategic component of business. This transverse approach link sale, distribution, production & procurement, and having significant impact on finance. The students will be able to reconsider the supplychain approaches within principles of global sustainability development, business ethics, as well as of contributions to reduction of global warming. Therefore, students will have to demonstrate critical thinking, and show the ability to perform in an international environment.</p>	3

MASTER 1 - MAJORS

FINANCE

COURSES	10 ECTS
<p>Investment Decision</p> <p>The mission of the Accounting and Finance function is to model financial flows in order to:</p> <ul style="list-style-type: none"> • to provide information on the financial situation of the company in relation to external partners • to assist in decision-making by putting forward the necessary economic data • to make the best use of the financial resources available in the company • to obtain the capital (at the best cost) necessary for the development of the business <p>The stakes of the investment decision for companies lie in the good management of financial flows which will allow the company to obtain better results in terms of value creation. Moreover, better costing will enable decisions to be taken that will be economically profitable. Making the right decisions within the framework of an efficient financial policy will make it easier for the company to obtain the capital necessary for its strategic development. The objective of this course is to master the process of value creation within companies through the main financial investment and financing decisions related to financial markets in an uncertain environment.</p>	3
<p>Advanced Accounting</p> <p>This course provides students with a comprehensive approach to the inventory work required to prepare the company's annual accounts.</p> <p>It has a double purpose:</p> <ul style="list-style-type: none"> • Enable students to apply accounting principles, integrate the notion of time in the accounting process, distinguish between current operations and inventory operations, and understand the difficulties of valuing assets and liabilities. • Enable students to obtain a solid understanding of end-of-year accounting work. <p>Overall, the course is designed to enable students to understand the different approaches to accounting and finance, understand the limits of accounting treatment and, therefore, the frequent need for restatements and controls.</p>	3
<p>Financial Mathematics</p> <p>This module provides a solid mathematical introduction to the subject of Compound Interest Theory and its application to the analysis of a wide variety of complex financial problems, including those associated with mortgage and commercial loans, and the valuation of securities. The investment and risk characteristics of the standard asset classes available for investment purposes are also briefly considered.</p>	2
<p>Financial Markets & Green Finance</p> <p>This course aims at identifying, reviewing, analyzing and budgeting cash flow needs companies may have, and therefore related alternative financing solutions. Cash flow statements, both historical and prospective, will be extensively presented. Potential risks for discrepancies between budgets and actual results will be addressed.</p>	2

MASTER 1 - MAJORS
MARKETING, INNOVATION DIGITALE & STRATEGIE MEDIA - IN FRENCH ONLY

COURSES	10 ECTS
<p>Stratégie et marketing digital Comprendre, définir et développer une stratégie marketing 360 nécessite l'acquisition de nouvelles compétences, d'outils spécifiques et de réflexes essentiels. L'objectif est d'identifier et de décrypter l'ensemble des leviers du marketing digital afin de pouvoir les activer de manière pertinente en fonction des objectifs de l'entreprise. Ce cours permettra à tous les étudiants d'acquérir une compréhension claire et précise du vocabulaire spécifique utilisé dans le "marketing digital".</p>	2
<p>Management des marques durables Ce cours traite des marques, de leur importance, de ce qu'elles représentent pour les consommateurs et de ce que les entreprises doivent faire pour les gérer correctement. Les étudiants apprendront comment construire une marque. Ils découvriront le concept de capital marque, qui offre aux marketeurs une perspective précieuse pour interpréter les effets potentiels de diverses stratégies sur leurs marques. Le cours insiste sur l'importance du rôle de la marque dans les stratégies marketing durables. Il abordera également l'impact de la digitalisation sur la stratégie de marque durable.</p>	3
<p>Stratégies de Communication 360° Ce cours a pour objectif de former les étudiants à la mise en œuvre d'une stratégie de communication 360 en tenant compte des enjeux actuels liés à la digitalisation, à la data, et à l'évolution des comportements consommateurs. Ce cours est fondé sur des études de cas réels, des travaux en groupe, et des analyses de campagnes existantes, permettant aux étudiants de développer une vision globale de la communication.</p>	3
<p>Planning Stratégique Le but de ce cours est d'acculturer les étudiants sur le rôle et les missions du Planning stratégique dans l'élaboration d'une stratégie de marque et/ou de communication et de bien discerner la différence entre Stratégie et Planning. L'objectif est de leur transmettre une méthodologie, des outils et des exemples concrets pouvant être appliqués en agence ou dans une direction de la communication pour :</p> <ul style="list-style-type: none"> • analyser le contexte de la marque, son positionnement, son image par exemple • travailler sur la raison d'être de la marque (le purpose) • savoir identifier les cibles / audiences de la marque et ses concurrents • décrypter les tendances, mouvements de fond • remettre en perspective avec l'entreprise/le groupe possédant la marque ainsi qu'avec les enjeux sociétaux, économique voire politique auxquels la marque est confrontée. 	2

MASTER 1 - ELECTIVE COURSES

IMPORTANT, PLEASE READ :

- Electives must be selected as a **block of courses**; individual course selection is not allowed.
- Master 1 students must select Master 1 Electives. Master 2 must select Master 2 Electives.

BUILDING AUTONOMY

COURSES	5 ECTS (4 ECTS SPRING)
Inseec Digital Innovation Challenge (IDIC) - ONLY FALL SEMESTER To keep pace with the ever-changing professional world, INSEEC Grande École trains managers with solid technical skills, open-mindedness and adaptability. The INSEEC Digital Innovation Challenge is one of the innovative experiences set up at INSEEC since 2011, consisting of interactive sessions focusing on "teaching by doing". INSEEC offers Master 1 students the chance to discover entrepreneurship from a digital perspective: a special course of themed conferences, coaching by experts, brainstorming sessions... The aim of the Challenge is for each team of 8-12 students to present the teaching team with a business creation project 2 in the digital economy (Games, E-commerce, Smartphone Applications, etc...). The presentation materials include a business model and an elevator pitch video.	1
Transitions in the contemporary world in the era of AI Societies have economic, social and political dynamics. Today, our societies are facing many disruptions: mainly environmental (climate change and biodiversity loss) and technological (digitalisation and transformation of the workplace). The objective of this course is to address these societal disruptions that affect (and are affected by) business. The course adopts a macro-micro perspective. Therefore, we will discuss the main macro transitions in ecology and digitalisation in order to explore the impact of these transitions within organisations.	2
Economic, Political and Social Issues The Political, Social, and Economic Issues course encourages students to critically examine the economic, political, and social structures around them. Building on their studies of these systems in their third year, students will watch a series of films—such as Les Misérables (2019), 13th (2016), The Big Short (2016), Inside Job (2010), and The Corporation (2003)—to explore current and future challenges in society, including climate change, fake news, and the impact of technology. Students will analyze key film sequences, connecting them to theories, systems of oppression, historical events, and contemporary issues, and present their findings to the class.	2

DIGITAL DATA & INFORMATION SYSTEM

COURSES	2 ECTS
Advanced Excel The main purpose of teaching computer science at Inseec GE is to train students as experienced users, not to turn them into computer scientists. The program has been designed to provide students with the basics of the IT tools they will need in the short and medium term. In the short term at school in most subjects or during their internships, in the medium term in their future professional life as a presentation, management and decision tool. At the end of the 2nd year module, students will have to pass the TOSA Excel certification: https://www.isograd.com	2

MASTER 1 - ELECTIVE COURSES

CORPORATE FINANCIAL MANAGEMENT

COURSES	4 ECTS
<p>Management Control with AI This course offers students a broad-based approach of corporate performance measurement through a review of corporate financing and financial controlling activities. The course's two key objectives are to give students basic practical tools to assess corporate operating performance, and also to enable them to better understand the typical corporate management sequence : forecasts, actual performance, decisions, controls. All together, this course will give students a good feel and understanding of financial controlling activities.</p>	2
<p>Corporate Finance This course provides students with a comprehensive approach to managing the financial performance of a company through the study of corporate finance and financial control. This course has a two fold overall objectives:</p> <ul style="list-style-type: none"> • To enable the student to master the fundamental tools of corporate financial practice • To enable the student to understand the three main components of the financial management of a company: Forecasts, Decisions, Control. <p>The Corporate Finance course is designed to enable student to master the tools of the company's financial diagnosis, and to study the problems of corporate financing for the short and long term.</p>	2

MARKETING AND MARKET UNDERSTANDING

COURSES	2 ECTS
<p>Market and Consumer Insights Understanding consumer behavior is essential for any marketing process and crucial for companies operating in consumer markets. This knowledge is even more vital today as sociological, technological, and ecological factors rapidly evolve, impacting consumer behavior. The course focuses on the key concepts of consumer behavior, exploring the decision-making process behind purchasing or not purchasing, and the influences shaping this process—whether psychological (individual characteristics) or environmental (social and cultural factors). Theoretical insights will be supported by real-world marketing and business communication examples. Additionally, emerging consumer trends will be presented and analyzed. The “Applied Market Research” course aims to present an overview of the field of market research. This course will provide students with the theory and practices in marketing research and will pay particular attention to the role of research in management decisionmaking. The course looks at each stage of the research process – from problem definition, to research design, to design implementation, to data analysis, to reporting of results. Both qualitative and quantitative research methods will be discussed.</p>	2

INTERNATIONAL WEEK **SPRING ONLY**

COURSES	2 ECTS
<p>International week This 2 day seminar aims to expose students to international professors, international issues and solutions. Students will assist conferences around a annually changing theme, work in groups and deliver a presentation after 2 intense days of work. This course also aims at encouraging students to look and analyse critically some international aspects in order to understand the challenges and opportunities we are facing today globally.</p>	2

MASTER 1 - ELECTIVE COURSES

STRATEGY & MANAGEMENT

COURSES	5 ECTS
<p>Strategic Management</p> <p>The objective of this course is to review the main concepts, methods and tools which are used in the strategy analysis, formulation and implementation processes, identify the business situations in which they can be applied most effectively, as well as understand the limitations of the various approaches, especially with respect to CSR objectives and restrictions.</p>	3
<p>Project & Operations Management</p> <p>This course covers the fundamentals of operations and project management. It begins with an operational perspective, starting at the organizational level before focusing on operational and business processes, which are observed, defined, and analyzed. The course then moves to process improvement, emphasizing its importance in operational efficiency and exploring relevant methodologies. The second part introduces project management, highlighting its significance in modern organizations. Key topics include project scope, time, and cost management, followed by a focus on agile project management. Core agile concepts are examined, with particular emphasis on Scrum and its similarities and differences with traditional methods. Each topic concludes with case studies that allow students to apply their knowledge, ensuring practical understanding and the ability to transfer insights to real-world contexts.</p>	2

OPTIONAL : ADD FRENCH COURSES

FRENCH COURSES ELECTIVES

FRENCH COURSES

COURSES	4 ECTS
<p>French Language</p> <p>For French as a foreign language, this course aims to help you become proficient in your second language. It focuses on perfecting the four key language skills—written and oral comprehension, and written and oral expression—through a wide range of real-life and professional situations. The goal is to enhance your ability to communicate effectively in various contexts, from everyday interactions to professional environments.</p>	2
<p>French Culture</p> <p>This module is designed for foreign students (Erasmus program) and focuses on French culture. The objectives include:</p> <ul style="list-style-type: none"> • Studying the history, customs, ethics, and mindset of France from the 18th century to the present. • Understanding the unique characteristics of French culture compared to other cultures worldwide. • Developing the ability to write structured arguments on various topics. <p>Students will analyze and discuss a mix of classical, modern, and innovative materials. Active participation in class is required, and a final examination will assess students' understanding.</p>	2

MASTER 2 - MAJORS
INTERNATIONAL BUSINESS MANAGEMENT

COURSES	20 ECTS
<p>Geopolitics for International Business</p> <p>This course introduces key concepts of geopolitics and provides a methodology to assess the geopolitical landscape of a country. A case study of China will be analyzed in class, followed by group assignments where each group will present a geopolitical analysis of a different country. This hands-on approach helps students apply the methodology. The course also covers Political Risk, a critical concept for international business, especially in marketing, sales, and finance. Two case studies on Political Risk will be discussed: one focusing on an exporter to Côte d'Ivoire and the other on an importer from Thailand. Students will also explore firms that provide risk assessment and insurance for political risks.</p>	2
<p>Global Finance</p> <p>This course covers essential concepts in global finance, including:</p> <ul style="list-style-type: none"> • Identifying key corporate finance issues and making informed decisions based on an analysis of major corporate financial statements. • Valuing companies using market valuation multiples. • Exploring opportunities for raising equity capital and understanding its impact on the cost of capital. • Analyzing the pros and cons of Initial Public Offerings (IPOs) and key considerations for the stock market. 	3
<p>Global Legal Environment</p> <p>This course examines the structure of the international legal framework, with a focus on the international legal order and the role of international treaties in shaping international law. Topics include:</p> <ul style="list-style-type: none"> • The regulation of specific international contracts. • Conflicts of laws in relation to international contracts and companies operating across borders. • Mandatory regulations, the legal principles of the World Trade Organization (WTO), and the fundamentals of international dispute resolution. • Other key international legal issues. 	2
<p>Global Macroeconomics</p> <p>This course will provide an overview of macroeconomics issues: determination of output, employment, unemployment, interest rates and inflation. Monetary and fiscal policies, public debt and international economic issues, introduction to basic models of macroeconomics with France and European countries experiences. Students will acquire critical thinking skills to link together economic and financial challenges facing different economies worldwide and how they impact each other.</p>	2
<p>International Business Project Management</p> <p>This course aims to apply acquired knowledge from seven fields: Finance, Purchasing and Sourcing, Management, Macroeconomics, Geopolitics, International Marketing Strategy, Law across countries.</p> <p>Students will develop a highly leadership skills such as integrity, empathy, accountability in project management. Along with leadership skills, students will learn how to manage a project with associated constraints as time, scope, benefits, risk.</p>	2
<p>International Management Strategy</p> <p>This course is designed to meet the scope and sequence requirements to traditional approach to management using the leading, planning, organizing, and controlling approach.</p> <p>Understanding the major key areas covered by international management strategy and the key concepts of this broad business discipline, and how Management accompanies organizations in their current transformations with new technologies and new generations mix.</p>	3
<p>International Marketing and Business Development</p> <p>This course focuses on international strategic marketing issues and going through the essentials of both marketing and strategy in an international framework.</p>	3
<p>International Purchasing and Sourcing</p> <p>Learn about the procurement function and teach to the students to think differently to learn from the Covid19 pandemic: the New Procurement and Supply Chain Management, understanding a new geographical approach to supplier risk. Better understand purchasing in an international environment, demonstrate critical thinking and show the ability to perform in an international environment.</p>	3

MASTER 2 - MAJORS

LUXURY BRAND MANAGEMENT

COURSES	20 ECTS
<p>Luxury Brand Equity Management This course explores key challenges and trends shaping strategic brand decisions in the luxury sector. Students will apply branding tools to compare brands using key criteria and assess brand equity relative to competitors. The course also develops the ability to conceptualize a competitive brand plan to enhance overall brand equity.</p>	3
<p>Art and Luxury Brands Universes The course prepares students to understand the important role that Art can play with luxury brands. At the end of the course the student will have a better grasp of how to build deeper and more meaningful relationships without the need of advertising. They will be able to make the difference between marketing and brand content, analyze the quality of suggested brand content, work with a creative team.</p>	3
<p>Communication and New Media in Luxury Sector This course introduces the students to Communication and New Media development strategies of international luxury brands, from market maturity to Internet adoption.</p>	3
<p>Corporate and Social Responsibility in Luxury This course introduces students to the core principles of corporate social responsibility (CSR) within the luxury industry. It covers key regulations, legislative frameworks, and best practices, while examining the global forces driving the shift toward sustainability. Students will gain the knowledge and tools to apply CSR principles in practice, including how to develop and launch a sustainable brand project in the luxury sector.</p>	3
<p>Origins & History of Luxury Origins and History of Luxury This course offers a deep exploration into the historical and anthropological roots of luxury. By tracing its evolution across time and cultures, students will discover that the appeal of luxury is not a modern phenomenon but a fundamental aspect of human nature. The course invites students to reflect on how luxury has been defined, desired, and expressed throughout history, providing essential context for understanding its role in today's world.</p>	3
<p>Luxury Brand Distribution And Retailing This course explores the strategies behind distributing and retailing luxury brands in a global context. It examines international retail approaches tailored to the luxury market and highlights the importance of personalized customer experiences and curated environments in enhancing brand value and customer loyalty.</p>	2
<p>Luxury Consumption Behavior and Customer Experience This course examines the psychological processes that influence luxury consumption and the unique experiences customers encounter in the luxury space. It explores the impact of sensorial and environmental factors, along with broader societal and cultural influences, on consumer behavior and brand perception.</p>	3

MASTER 2 - MAJORS
CORPORATE FINANCE AND FINANCIAL ANALYSIS

COURSES	20 ECTS
<p>Investment capital : M&A and Private Equity This course provides a practical overview of mergers and acquisitions (M&A) and private equity within the corporate finance landscape. Students will learn how standard valuation techniques are used during negotiations, explore how private equity firms operate and target investments, and gain a deeper understanding of the risks and opportunities involved in acquisitions. The course also covers corporate valuation methods, leveraged transactions, and the dynamics of debt capacity in deal structuring.</p>	2
<p>Asset, Wealth & Portfolio Management Students will deepen their understanding of the foundations of portfolio theory, the different characteristics of various types of financial instruments, and the understanding of investment risk, return and diversification effects.</p>	2
<p>International Capital Market This course offers a comprehensive introduction to the global capital markets, with a focus on key concepts, instruments, and structures. Special emphasis is placed on the Foreign Exchange Market, equipping students with a solid understanding of its role within the broader financial system and how it impacts international financial decision-making.</p>	2
<p>Recent Developments in Corporate Finance Students will be given some of the markets and product information for them to be able to identify important corporate finance issues and decisions. Emphasis will be placed on more recent corporate finance evolutions in terms of new financing alternatives and lines getting a little bit blurred between public and private equity markets as a consequence of new financing possibilities.</p>	2
<p>Corporate Risk Management The aim of the course is to allow students to develop a stronger understanding of the key characteristics of company-wide risk management, and of some key risk-management procedures usable in the context of market, operations and credit risks.</p>	2
<p>Corporate Legal Aspects This course focuses on encouraging students to look and analyze critically some legal aspects in order to understand the difficulties and how some companies have, in the recent past, failed or succeeded in dealing with them. It provides a discussion of key theoretical and policy issues in corporate finance law through the review of some real-life cases.</p>	2
<p>Startups: Value Creation and Financing This course should help students get a clearer idea on how to secure start-up funding as it will review the many financing options available to obtain new venture funds. Develop and winning pitching strategies by being fully prepared for the standard critical questions: when to raise outside capital? From what investor type? How to negotiate a term sheet?</p>	2
<p>Financial Analysts & Investor Relations This course provides some insights in terms of analyzing the performance of companies and of the most important financial assets, i.e. shares. In addition, students will be made more aware of the importance of conveying this analyzing. In this regard, students will hear about Investor Relations as an increasingly strategic management responsibility that encompasses strategy, finance, communication, marketing and compliance with corporate governance.</p>	2
<p>Advanced Bloomberg This course aims at providing students with a good knowledge of the key Bloomberg functions as they relate to macroeconomics, to company presentations, company analysis and research. Graphing will also be presented.</p>	2
<p>VBA Learning advanced excel and basis VBA will give students various interesting opportunities. For example, they will see how to automate some otherwise very repetitive and time-consuming tasks. Furthermore, at a time when excel skills are now shared by most, VBA proficiency will give students an edge and a comparative advantage when it comes to tackling quantitatively heavy projects.</p>	2

MASTER 2 - ELECTIVE COURSES



IMPORTANT, PLEASE READ :

- Electives must be selected as a **block of courses**; individual course selection is not allowed.
- Master 1 students must select Master 1 Electives. Master 2 must select Master 2 Electives.

STRATEGY EVENTS

COURSES	6 ECTS
<p>Open Innovation Challenge Dedicated to framing and solving of a problem related to innovation in a real study case. Students will work in group and apply theoretical and empirical knowledge. The Open Innovation Challenge module also mobilizes students' creative capabilities. After a thorough analysis of the market, students will design an innovation project for an industry or a firm. They will end up the project defending their innovation project in front of a jury or a company.</p>	2
<p>Crisis Night This seminar aims at teaching crises management. Students will develop knowledge about different dimensions of crisis management through theory and practice: organization, human aspects, communication, decision-making process, etc. The course focuses on four objectives: 1. Learn about different aspects of crisis and crisis management basic principles 2. Put theoretical knowledge into practice in concrete crisis situation 3. Develop relevant strategies through analyzing, anticipating and acting in a crisis situation. 4. Develop self-control and collective intelligence</p>	1
<p>Business and Corporate Strategy This course in Business & Corporate Strategy develops students' capabilities in strategic thinking from an organizational context. We focus on strategic analysis and decision making within organizations so they might meet the challenges imposed by a highly competitive environment. The objective is to understand how organisations identifies and achieves sustainable competitive advantage from a growth perspective (M&A, Competence based approach, etc.). We use real life examples, case studies, discussion, group work and academic/professional literature, and market reports to aid this analysis.</p>	3

ETHICS AND HRM

COURSES	5 ECTS
<p>Organisational Behaviour & Advanced Management This course integrates theoretical insights with practical simulations, as students assume roles such as managers or coworkers. Guided by the instructor, simulations foster debate, provide corrective feedback on behavior, and connect real-time experiences to established theories and evidence in organisational behaviour.</p>	3
<p>Business Ethics & Corporate Social Responsibility Managing is about making decisions. But what is an ethical decision? What is a responsible company? What forms of corporate governance are most conducive to socially responsible corporate behavior? And how can ethical management be combined with overall corporate performance? In this course we seek to understand the role of ethics for companies and business activities in general. We will reflect on the role of companies in society and determine what social responsibilities may arise from this role, beyond the obligation to comply with the law. We will also reflect on the idea of applying ethics to business and management. Finally, we will look at the ethical issues of the different functions of business (human resources, production, marketing and communication) as well as the latest ethical issues of globalization.</p>	2

MASTER 2 - ELECTIVE COURSES

OPTIONAL : ADD FRENCH COURSES

FRENCH COURSES

COURSES	4 ECTS
<p>French Language For French as a foreign language, this course aims to help you become proficient in your second language. It focuses on perfecting the four key language skills—written and oral comprehension, and written and oral expression—through a wide range of real-life and professional situations. The goal is to enhance your ability to communicate effectively in various contexts, from everyday interactions to professional environments.</p>	2
<p>French Culture This module is designed for foreign students (Erasmus program) and focuses on French culture. The objectives include:</p> <ul style="list-style-type: none"> • Studying the history, customs, ethics, and mindset of France from the 18th century to the present. • Understanding the unique characteristics of French culture compared to other cultures worldwide. • Developing the ability to write structured arguments on various topics. <p>Students will analyze and discuss a mix of classical, modern, and innovative materials. Active participation in class is required, and a final examination will assess students' understanding.</p>	2

DOUBLE DEGREE PROGRAM

MANDATORY DOUBLE DEGREE COURSES : DOUBLE DEGREE PREPARATION COURSES

COURSES	5 ECTS
<p>Research Methodology This seminar aims to prepare students to carry out their master's thesis by developing their ability to mobilize and summarize theoretical frame- works on a given topic, to collect relevant data and to analyze them. The seminar underlines the required scientific standards relating to research in management sciences. These trainings allow each group of students to undertake their "master's thesis" projects with appropriate methodological tools.</p>	3
<p>Final Oral Exam Preparation This course is designed to prepare students for the Grand Oral Examination. Students will develop the ability to formulate a clear problem statement, conceptualize ideas, construct coherent arguments, and provide thoughtful perspective based on relevant research related to assigned topics. They will learn to apply their multidisciplinary knowledge, integrate original references, and draw from personal experiences to support a well-structured presentation. The course also focuses on mastering public speaking techniques and demonstrating intellectual engagement through persuasive and logically consistent argumentation. By the end of the course, students will be able to construct a well-organized and problematized argument around a given theme, convincingly present their ideas to an audience, and effectively utilize the breadth of knowledge acquired throughout their academic program.</p>	2

DOUBLE DEGREE PROGRAM

MANDATORY DOUBLE DEGREE COURSES : DOUBLE DEGREE SPRING COURSES

COURSES	24 ECTS
<p>Final Thesis</p> <p>The Final Thesis course includes a "Research Methodology Seminar" designed to prepare students for their master's thesis. It focuses on developing the skills needed to:</p> <ul style="list-style-type: none"> • Mobilize and synthesize theoretical frameworks on a specific topic. • Collect relevant data and analyze it effectively. <p>The seminar emphasizes the scientific standards required for research in management sciences. Students will also be required to deliver a final thesis on a chosen topic, applying the methodological tools and research techniques learned throughout the course.</p>	<p>15</p>
<p>Final Oral Exam</p> <p>The final oral exam marks the final step of the students' academic journey and serving as a demonstration of their employability. The oral exam may be directly linked to the master thesis topic. The exam involves a simulation in front of an executive board from a major company. In pairs, students must present a topic relevant to the company's activities, providing a comprehensive response using a multidisciplinary approach that incorporates management sciences, economics, political science, philosophy, history, sociology, geography, legal sciences, biology, and more. The final oral exam allows students to showcase their achievements, critical thinking, ability to synthesize information, and their capacity to present and argue convincingly.</p>	<p>4</p>
<p>Internship</p> <p>The internship provides students with practical experience in a real-world business setting, either in France or abroad, allowing them to apply academic knowledge and develop professional skills.</p>	<p>5</p>