



MANAGEMENT PROGRAM 2A P2024*

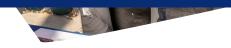
*Level of courses: Last year of Bachelor / Master 1



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

= Courses taught in FRENCH



CORE COURSES

Core courses are offered in English or French on Bordeaux, Lyon and Paris campuses

BUILDING AUTONOMY 5 ECTS	Course includes: Transition in the Contemporary World, Economic, Political and Social Issues, Inseec Digital Innovation Challenge (IDIC)	#
DIGITAL DATA AND INFORMATION SYSTEM 2 ECTS	Course includes: Advanced Excel	#0
CORPORATE FINANCIAL MANAGEMENT 4 ECTS	Course includes: Corporate Finance, Introduction to Management Control	#0
MARKETING AND MARKET UNDERSTANDING 4 ECTS	Course includes: Consumer's Behaviour, Applied Market Research	#0
MANAGEMENT 6 ECTS	Course includes : Business and Corporate Strategy, Corporate Law	4 2
FRENCH COURSES 4 ECTS	Course includes: French Culture, French Language	#0

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)

MANAGEMENT TRACK
10 ECTS

Course includes: Human Resources Management, Sustainable Mangement and eco-innovation, Purchasing procurement and supply-chain, Law on Collectives Relation

Paris, Lyon Bordeaux



FINANCE TRACK 10 ECTS **Course includes**: Investment decisions, Financial Mathematics, Financial Markets and Green Finance, Advanced Accounting

Paris
Bordeaux, Lyon

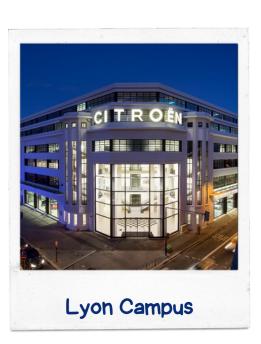
MARKETING TRACK
10 ECTS

Course includes: Digital Strategy & Digital Marketing, Luxury Brand Management, Sales Management, Sustainable Brand Management Paris, Bordeaux 되는

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.









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



= Courses taught in FRENCH

CORE COURSES

Core courses are offered in English or French on Bordeaux, Lyon and Paris

STRATEGY EVENTS 3 ECTS

Course includes: Course includes: Open Innovation Challenge, Crisis Night



ETHICS AND MANAGEMENT 6 ECTS

Course includes: Advanced Management, Business Ethics and Corporate



FRENCH COURSES 4 ECTS

Course includes: French Culture, French Language



Double Degree 4 ECTS

Research Methodology, Final Oral preparation



ELECTIVES (MAJOR) - PARIS CAMPUS

INTERNATIONAL BUSINESS MANAGEMENT 20 ECTS

- 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



LUXURY BRAND MANAGEMENT 20 ECTS

- 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 PRACTITIONNERS 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



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USEFUL INFORMATIONS

Erasmus + Code

Semester starts

Semester ends

Orientation Day

Language requirements

Minimum ECTS requirements

Exam week

Double Degree

Facebook



FPARIS244

2A: 05/09/2022 **3A**: 12/09/2022

16/12/2022

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2A: 05/09/2022 **3A**: 12/09/2022

12/12/22-17/12/22

English B2 - French C1 (for students attending

courses in French)

For more information please contact

incoming@inseec.com

Students should take at least 20 ECTs

https://fr-fr.facebook.com/inseec.ge/

CONTACT INFORMATION

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