



CONFÉRENCE DES
**GRANDES
ÉCOLES**



Erasmus+

Qualiopi
processus certifié



INSEEC
GRANDE ÉCOLE

PARIS - BORDEAUX - LYON

**SPRING
2024**



**FACTSHEET
PROGRAMS IN BUSINESS STUDIES**



The International Accreditation Advisory Board of MBA's (AMBA) officially granted its prestigious label to INSEEC GE, Master Program



Paris campus

HUMAN SCIENCES & CONTEMPORARY ISSUES

Students applying to this program are expected to have a basic understanding of Business Administration concepts.

ALL COURSES ARE TAUGHT IN ENGLISH

Each course is 2 ECTS, students need to choose 20 ECTS minimum

INTERNATIONAL WEEK

FRENCH COURSES ; French language & French culture

FROM GEOPOLITICS TO GEOECONOMY

A CRITICAL HISTORY OF IDEAS

CIVILIZATION, POLITICS & ECONOMIC HISTORY

OVERVIEW OF CONTEMPORARY IDEAS

STUDY OF SPEECH & CRITICAL THINKING OF MANAGERIAL DECISION MAKING

LAW, ETHICS & THE PHILOSOPHY OF MANAGEMENT

CROSS CULTURAL MANAGEMENT

CHANGE MANAGEMENT

NEGOTIATION SEMINAR, SOCIAL GROUP PSYCHOLOGY & BEHAVIORAL SCIENCE

DATA MINING & DECISION MAKING

COMMUNICATING IN THE DIGITAL AGE

DIVERSITY MANAGEMENT



Lyon campus

Students applying to this program are expected to have a basic understanding of Management or Marketing concepts.
ALL COURSES ARE TAUGHT IN ENGLISH

CORE MODULES

Each module is composed of several courses. The entire module must be chosen.

BUILDING AUTONOMY 4 ECTS	Includes the courses : -Transition in the Contemporary World -Economic, Political and Social Issues
DIGITAL DATA AND INFORMATION SYSTEM 2 ECTS	Advanced Excel
CORPORATE FINANCIAL MANAGEMENT 4 ECTS	Includes the courses : -Corporate Finance -Introduction to Management Control
MARKETING AND MARKET UNDERSTANDING 4 ECTS	Includes the courses : -Consumer's Behaviour -Applied Market Research
STRATEGY & MANAGEMENT 6 ECTS	Includes the courses : -Strategic Management -Project & Operation Management
FRENCH COURSES 4 ECTS	Includes the courses : -French Culture -French Language
International Week 2 ECTS	International week

TRACKS (MAJORS) : CHOOSE 1

All courses of the chosen track are mandatory

MANAGEMENT TRACK 10 ECTS (Lyon campus only)	Include following courses: -Human Resources Management -Sustainable Management and eco-innovation -Purchasing procurement and supply-chain -Corporate Law
MARKETING TRACK 10 ECTS (Lyon campus only)	Include following courses: -Digital Strategy & Digital Marketing -Luxury Brand Management -Sales Management -Sustainable Brand Management



Students are required to take at least 20 ECTS. You must choose core modules + 1 track (**all courses within this track are mandatory**) Please note that mixing tracks is not possible.

Students have to give an order of preference of Campuses and Majors 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 any campuses.

TAKE A LOOK AT OUR CAMPUSES !

Paris campus



Lyon campus



INSEEC
GRANDE ÉCOLE



FOLLOW US !





USEFUL INFORMATIONS

Erasmus + Code	FPARIS244
Semester starts	PARIS CAMPUS :26/02/2024 LYON CAMPUS : 08/01/2024
Semester ends	18/05/2024
Orientation Day	PARIS CAMPUS :23/02/2024 (Friday) LYON CAMPUS : 05/01/2024 (Friday)
Exam week	13th May - 18th May
Language requirements	English B2,
Double Degree	For more information please contact incoming@inseec.com
Minimum ECTS requirements	Students should take at least 20 ECTS

CONTACT INFORMATION

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