

# INSEEC BUSINESS SCHOOL

PARIS - BORDEAUX

SPRING SEMESTER 2019



Factsheet - Programs in Management

SPRING 2018

## 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.



Students of INSEEC Business School

## Minors in English

- Corporate and International Finance
- Strategic Marketing
- Luxury Business Management
- Wine and Spirits Management
- International Management
- Purchasing and Logistics



## 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.

## Spring Semester Management Program 2A2

Students applying to this program are expected to have a basic understanding of Finance, Marketing and Economics.

Students have to choose the program Full English OR Full French.

**Core courses** are offered in English or French on the 2 campuses Bordeaux and Paris:

### 5 ECTS ***Applied Foreign Language***

Course includes:

- French as a foreign Language
- French Culture
- Personal Branding

### 5 ECTS ***Business Law and Business Ethics***

Course includes:

- Business ethics,
- Norms and institutions of CSR
- Business Law

### 5 ECTS ***Principles of Economics***

Course includes:

- International economics and financial regulations,
- Analysis of Economic conditions
- Business intelligence

### 5 ECTS ***Negotiation and Professional Development***

Course includes:

- Negotiation Technics,
- Sales Challenges and Negotiation,
- Project Management

### 2 ECTS ***Doing Business in France (optional)***



Inside IBS Paris Campus

## Program Dates

### *Management Program 2A2*

- Mandatory Orientation :  
5 January 2018
- Semester ends:  
21 May 2018



## Contact Us

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## Student Inquiries

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**Track :** Students may choose one Track (**one minor + mandatory core courses linked to the minor**)

## Track Finance :

5 ECTS **Finance core courses :**

Course includes :

- Corporate Finance
- Financial Economy
- Risks Analysis

### 1 Minor to choose in the Track Finance:

5 ECTS **Comptabilité Audit Contrôle (FR)** Paris, Bordeaux

Course includes :

- Comptabilité approfondie,
- Audit et révision des comptes
- Contrôle budgétaire

5 ECTS **Corporate and International Finance (EN)** Paris & Bordeaux

Course includes:

- International Finance
- Banking
- Bloomberg Certification

5 ECTS **Finance d'entreprise (FR)** Paris Bordeaux

Course includes :

- Banking,
- Gestion de trésorerie,
- Finance appliquée

## Track Marketing :

5 ECTS **Marketing Core courses :**

Course includes :

- Market study
- Digital Culture and strategies
- Event Communication and public Relations

### 1 Minor to choose in the Track Marketing :

5 ECTS **Strategic Marketing (EN)** Paris & Bordeaux

Course includes :

- CRM and customer loyalty
- Project Management
- Photoshop and Illustrator for beginners

5 ECTS **Luxury Business Management (EN)** Paris

Course includes:

- Understanding the business challenges in the luxury industry
- Consumer behavior with luxury goods
- Strategic management of luxury businesses

5 ECTS **Wine and spirits management (EN)** - Bordeaux

Course includes:

- Introduction to the wine and spirits markets,
- International wine economics
- Oenology

5 ECTS **Marketing stratégique (FR)** Paris, Bordeaux

Course includes :

- CRM et stratégie de fidélisation



- Gestion de projet (Challenge entreprise)
- Initiation à Photoshop et Illustrator

5 ECTS **Marketing Opérationnel (FR)** - Paris, Bordeaux

Course includes :

- Marketing Direct
- Marketing des services
- Category Management

5 ECTS **Marketing Digital (FR)** - Paris, Bordeaux

Course includes :

- Marketing Mobile
- Management de projet digital
- Initiation à Photoshop et Illustrator

5 ECTS **Comportement du consommateur (FR)** - Paris, Bordeaux

Course includes :

- Approche culturelle de la consommation
- Psychologie du consommateur
- Sémiologie

5 ECTS **Communication et Publicité (FR)** Paris, Bordeaux

Course includes :

- Conduite de campagne
- Community Management
- Initiation à Illustrator

## Track Management :

5 ECTS **Management Core courses :**

Course includes :

- International Human Resources management
- International Business Week
- Doing Business Abroad

**1 Minor to choose in the Track Management :**

5 ECTS **International management (EN)** Paris, Bordeaux

Course includes :

- Conflict Analysis
- Trade Export 2
- International Marketing

5 ECTS **Purchasing and Logistics (EN)** Paris, Bordeaux

Course includes :

- International Contracts 1
- Emerging Markets 1
- Risk Management 1

5 ECTS **Introduction aux problématiques RH (FR)** Paris, Bordeaux

Course includes :

- Recrutement et integration
- Rémunération et gestion de la paie
- Contrôle de gestion social (Excel avancé appliqué aux RH)

5 ECTS **Entrepreneuriat (FR)** Paris

Course includes :

- Business Models
- Prévisions financières
- Lancement de nouveaux produits



**INSEEC Business School,  
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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.

