

2023

2024

FALL SEMESTER

FACTSHEET EXCHANGE STUDENTS PROGRAMS

MANAGEMENT PROGRAM 2A P2025*

*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.

CORE MODULES

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

BUILDING AUTONOMY 5 ECTS	Courses included : Transition in the Contemporary World (2 ECTS), Economic, Political and Social Issues (2 ECTS), Inseec Digital Innovation Challenge (IDIC) (1 ECTS)
DIGITAL DATA AND INFORMATION SYSTEM 2 ECTS	Course included: Advanced Excel
CORPORATE FINANCIAL MANAGEMENT 4 ECTS	Courses included: Corporate Finance (2 ECTS), Introduction to Management Control (2 ECTS)
MARKETING AND MARKET UNDERSTANDING 4 ECTS	Courses included: Consumer's Behaviour (2 ECTS), Applied Market Research (2 ECTS)
STRATEGY & MANAGEMENT 5 ECTS	Courses included: Strategic Management (3 ECTS), Project & Operations Management (2 ECTS)
FRENCH COURSES 4 ECTS	Courses included: French Culture (2 ECTS), French Language (2 ECTS)
SELECTIVES 4 ECTS	Courses included: French culture (2 ECTS), Public Relations & Personal Branding (2 ECTS)

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.

ALL courses within a module are mandatory. Students can not choose only part of the courses within the module.

TRACKS (MAJORS)

MANAGEMENT TRACK 10 ECTS	Course included : Human Resources Management (3 ECTS), Sustainable Management and eco-innovation (3 ECTS), Purchasing procurement and supply-chain (2 ECTS), Law on Collectives Relation (2 ECTS)	PARIS, LYON, BORDEAUX
FINANCE TRACK 10 ECTS	Course included : Investment decisions (3 ECTS), Financial Mathematics (2 ECTS), Financial Markets and Green Finance (2 ECTS) , Advanced Accounting (3 ECTS)	PARIS ONLY
MARKETING TRACK 10 ECTS	Course included : Digital Strategy & Digital Marketing (3 ECTS), Luxury Brand Management (3 ECTS), Sales Management (2 ECTS), Sustainable Brand Management (2 ECTS)	PARIS, LYON, BORDEAUX

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 P2024***

*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.

CORE COURSES

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

STRATEGY EVENTS 6 ECTS	Course included : Open Innovation Challenge (2 ECTS) , Crisis Night (1 ECTS), Business Corporate Strategy (3 ECTS)
ETHICS & HRM 6 ECTS	Course included : Organisational Behaviour & Advanced Management (3 ECTS), Business Ethics and Corporate Social Responsibility (3 ECTS)
FRENCH COURSES 4 ECTS	Course included: French Culture (2 ECTS), French Language (2 ECTS)
Double Degree 4 ECTS	Research Methodology, Final Oral preparation



ELECTIVES (MAJOR) - PARIS CAMPUS

INTERNATIONAL BUSINESS MANAGEMENT 20 ECTS	<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
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**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

**SUSTAINABLE BUSINESS
TRANSFORMATION
20 ECTS**

- Organizing within planetary boundaries - 2 ECTS
- Environmental footprint and life cycle assessment: the luxury case- 2 ECTS
- Organizational change & organizational behavior- 2 ECTS
- Sustainable entrepreneurship- 2 ECTS
- Reading and research seminar - 2 ECTS
- Sustainable reporting - 2 ECTS
- Sustainable finance- 2 ECTS
- Digital Path to sustainability : Issues and Challenges - 2 ECTS
- Sustainable Business Strategy - 2 ECTS
- Field project company - 2 ECTS

Majors only open if enough students are registered. You will have the possibility to choose 3 majors.

We suggest students wait for the final result after the commission of the INSEEC Grande Ecole to take logistical mesures.

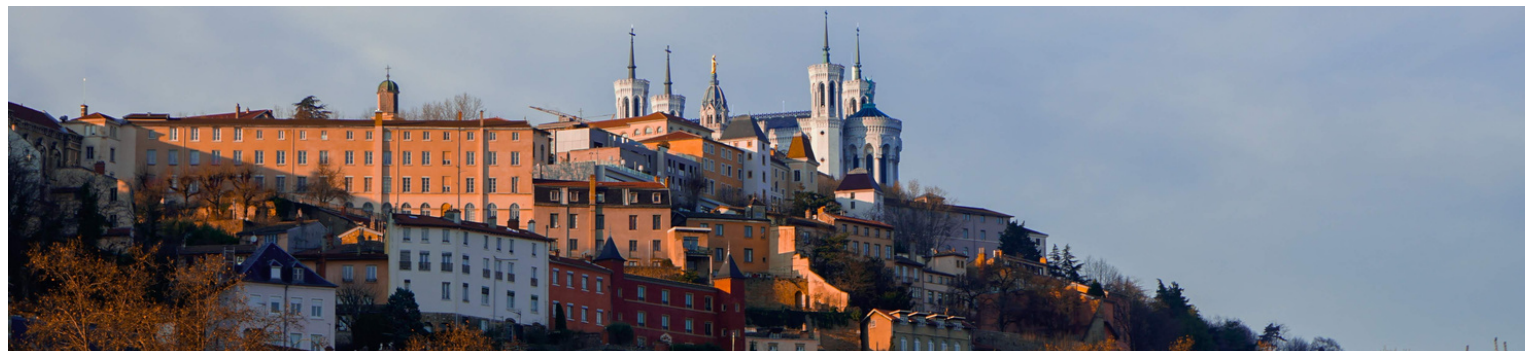
Students are required to take at least 20 ECTS. You must choose core courses + 1 major (all courses within this major are mandatory) Please note that mixing tracks is not possible.



ELECTIVES (MAJOR) - BORDEAUX 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

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

Please note that if the number of student is reached for a major, you may be assigned on another campus. 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 INFORMATION



Erasmus + Code	FPARIS244
Semester starts	2A : 04/09/2023 3A : 11/09/2023
Semester ends	15/12/2023
Orientation Day	2A : 01/09/2023 3A : 08/09/2023
Exam week	11/12/23-16/12/23
Language requirements	English B2 - French C1 (for students attending courses in French)
Double Degree	For more information please contact incoming@inseec.com
Minimum ECTS requirements	Students should take at least 20 ECTS
Full Year Students	You have to select a 3A course for the Fall semester & 2A course for the spring semester
Facebook	https://fr-fr.facebook.com/inseec.ge/

CONTACT INFORMATION

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