



CONFÉRENCE DES  
**GRANDES  
ÉCOLES**

**Qualiopi**  
processus certifié



Erasmus+



WORLD  
UNIVERSITY  
RANKINGS

VERY GOOD



**INSEEC**  
GRANDE ÉCOLE

PARIS - BORDEAUX - LYON

**SPRING  
2024**

# FACTSHEET PROGRAMS IN BUSINESS STUDIES



ASSOCIATION  
OF  
**AMBA**

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 (except for French courses), students need to choose 20 ECTS minimum

INTERNATIONAL WEEK

FRENCH COURSES ; French language & French culture - 4 ECTS

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

ECONOMIC, POLITICAL AND SOCIAL ANALYSIS

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.

<b>BUILDING AUTONOMY</b> 4 ECTS	<b>Includes the courses :</b> <ul style="list-style-type: none"><li>-Transition in the Contemporary World</li><li>-Economic, Political and Social Issues</li></ul>
<b>DIGITAL DATA AND INFORMATION SYSTEM</b> 2 ECTS	Advanced Excel
<b>CORPORATE FINANCIAL MANAGEMENT</b> 4 ECTS	<b>Includes the courses :</b> <ul style="list-style-type: none"><li>-Corporate Finance</li><li>-Introduction to Management Control</li></ul>
<b>MARKETING AND MARKET UNDERSTANDING</b> 4 ECTS	<b>Includes the courses :</b> <ul style="list-style-type: none"><li>-Consumer's Behaviour</li><li>-Applied Market Research</li></ul>
<b>STRATEGY &amp; MANAGEMENT</b> 6 ECTS	<b>Includes the courses :</b> <ul style="list-style-type: none"><li>-Strategic Management</li><li>-Project &amp; Operation Management</li></ul>
<b>FRENCH COURSES</b> 4 ECTS	<b>Includes the courses :</b> <ul style="list-style-type: none"><li>-French Culture</li><li>-French Language</li></ul>
<b>International Week</b> 2 ECTS	<b>International week</b>

## TRACKS (MAJORS) : CHOOSE 1

All courses of the chosen track are mandatory

<b>MANAGEMENT TRACK</b> 10 ECTS	<b>Include following courses:</b> <ul style="list-style-type: none"><li>-Human Resources Management</li><li>-Sustainable Management and eco-innovation</li><li>-Purchasing procurement and supply-chain</li><li>-Corporate Law</li></ul>
<b>MARKETING TRACK</b> 10 ECTS	<b>Include following courses:</b> <ul style="list-style-type: none"><li>-Digital Strategy &amp; Digital Marketing</li><li>-Luxury Brand Management</li><li>-Sales Management</li><li>-Sustainable Brand Management</li></ul>

ernance is very much an evolving co  
n by the need to restore investor co  
nents alike have been proactive in seeking  
are more accountable, that qualified indepe

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 Campuse 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



FOLLOW US !





## USEFUL INFORMATION

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 <a href="mailto:incoming@inseec.com">incoming@inseec.com</a>
Minimum ECTS requirements	Students should take at least 20 ECTS

## CONTACT INFORMATION

PARIS CAMPUS  
Agathe Dassonval  
[incoming@inseec.com](mailto:incoming@inseec.com)

INSEEC GE Paris  
27 Avenue Claude Vellefaux 75010  
Paris - France

LYON CAMPUS  
Christelle DEHENNIN  
[cdehennin@inseec.com](mailto:cdehennin@inseec.com)

INSEEC GE Lyon  
25 Rue de l'Université 69007  
Lyon - France

Director of International Relations  
Andreas GABRIEL

Erasmus+ Coordinator  
[Marjolijn KUIZINGA-erasmus@inseec.com](mailto:Marjolijn.KUIZINGA-erasmus@inseec.com)