

INSEEC BUSINESS SCHOOL

PARIS - BORDEAUX - LYON

SPRING SEMESTER 2019

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
- International Luxury Management
- Wine and Spirits Management
- International Business 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 3 campuses Bordeaux, Paris and Lyon:

5 ECTS **Applied Foreign Language**

Course includes:

- French as a foreign Language
- French Culture
- International Week

5 ECTS **Business Law and Business Ethics**

Course includes:

- Business Ethics,
- CSR Norms and Institutions
- Business Law

5 ECTS **Principles of Economics**

Course includes:

- International Economy, Finance and Regulations,
- Analysis of Economic conditions
- Business intelligence

5 ECTS **Negotiation and Professional Development**

Course includes:

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

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



Inside IBS Paris Campus

Program Dates

Management Program 2A2

- Mandatory Orientation :
Paris, Bordeaux :
4 January 2019
Lyon :
8 January
- Semester ends:
20 April 2019



Contact Us

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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
- Corporate Taxation
- 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 :

- Applied Market study
- Digital Culture and strategy
- PR Communication and Events

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 **International Luxury Management (EN)** Paris

Course includes:

- Business challenges in the luxury industry
- Luxury and Innovation
- Luxury Retailing and Merchandising

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

Course includes:

- Wine and Spirits Industry
- Wine and Spirits Markets
- Communication

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

Course includes :

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

5 ECTS Marketing and Business Development (FR) - Paris, Bordeaux

Course includes :

- Marketing Direct
- Marketing des services
- Category Management

Track Management :

5 ECTS Management Core courses :

Course includes :

- International Human Resources management
- New Management Methods
- Doing Business Abroad

1 Minor to choose in the Track Management :

5 ECTS International Business Management (EN) Paris, Bordeaux, Lyon

Course includes :

- Emerging Markets
- Trade Export 2
- International Marketing

5 ECTS Purchasing and Logistics (EN) Paris, Bordeaux

Course includes :

- International Contracts
- Purchasing - Supply Chain Project Management
- Risk Management

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)



**INSEEC Business School,
Hangar 19 - Quai de Bacalan,
33070 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.

Lyon

Lyon has acquired the unquestionable status of European metropolis.

Welcoming headquarters of international institutions and large companies including chemical and health industries, the city also retains the assets of its rich cultural past.

As a UNESCO World Heritage Site, Lyon figures to the rank of cities as famous as Saint Petersburg, Prague or Venice.

Enjoying the dynamic student life that participates widely in the bustling downtown, INSEEC students have also the opportunity to get away, for a weekend, to the Alpine slopes or the Mediterranean coast.



**INSEEC Business School Lyon
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