

Programs
Admission & Registration
Structure of Studies



INSEEC

MASTERS & MBA

PARIS • BORDEAUX • LYON • LONDON • MONACO

masters.inseec-france.com

INSEEC IS A PRIVATE BUSINESS SCHOOL

OVERVIEW OF INSEEC MASTERS

FRENCH-SPEAKING PROGRAMS

	PARIS	BORDEAUX	LYON	Main objectives and professions prepared
LONDON Trading Rooms, Professions in Trading & Risk Management	●	●		Prepares students for technical advanced responsibilities in France or abroad in trading rooms, back office, on-line broking, trading or technical analysis. These occupations may be exercised within investment companies or major financial institutions.
Corporate Finance	●			Focused on corporate finance professions, this program particularly prepares students for careers in financial analysis, cash flow management, and activities linked to financial operations: evaluation, business transfer
Bank & Insurance	●	●		This multidisciplinary course is designed to help students acquire administrative, commercial and managerial skills within banking-houses. Its objective is to train line managers to the positions of portfolio manager, financial analyst, account manager and general insurance agent.
Engineering & Asset Management	●	●	●	Provides access to a wide variety of business positions, in companies and independent firms, specialized in asset auditing or product-oriented: real estate, stock exchange, insurance or artworks market.
Audit & Management Control	●	●	●	Graduates will integrate the business of auditing (internal or external, legal, social or fiscal audit) and management control. Enhancing their knowledge of the information systems, they will participate to the financial communication and to the relation with stockholders.
Tax System, Business Law, Consulting & Business Management	●	●		Provides highly specialized skill in management and administration to jurists while putting their previous knowledge in law and tax system into practice. Graduates integrate business law firms, legal, fiscal and mergers and acquisitions departments of large companies.
Business, Entrepreneurship & Strategy	●	●	●	Particularly designed for scientific, technologist and generalist profiles and to students wishing to set up their own business, this program helps them acquire dual skills.
Commercial Engineering & Project Management	●	●	●	Opened to engineers or scientists, the course is committed to developing their commercial and marketing skills and to teaching how to manage cross-cutting projects in companies.
MONACO Real Estate & International Asset Engineering	●			Economic, legal, fiscal and financial aspects will be approached in this program. Students who choose this sector will find a job as a director or a property manager in real estate or wealth management fields.
MONACO LONDON Art & Culture Activities Management	●			This Master trains executives in positions of responsibility in public or private cultural institutions, in cultural coordination institutions or in communication department of large companies. Students also benefit from the cultural wealth of Paris, London and Monaco.
Health Centers Management	●	●		This formation prepares for executive positions in public or private health centers. This program gets onto 4 large topics: HR/management, accounting/finance, quality/risks management, environmental and regulatory specificities.

& MBA PROGRAMS

	PARIS	BORDEAUX	LYON	Main objectives and professions prepared
LONDON Human Resources & Social Relations Management <i>3 specializations: Internal Communication & Management, Applied Psychology to HR, International HR Management.</i>	●	●	●	Gives future HR managers a high-level formation in labor law, social auditing, training or pay policy. Specializations allow students to develop an expertise in actual problems faced by the companies.
LONDON MONACO Communication & Advertising <i>4 specializations: Global Communication, Visual Communication Engineering, Local & Territorial Corporate Communication, Event Communication & Cross-Media.</i>	●	●	●	Prepares students for integrating communication departments in advertising agencies and large companies, exercising as a communication manager, an advertising executive or a strategic planner. The course also aims to master all the new communication technics.
Medias Management, Production & Promotion	●			This program is designed for students with generalist profile wishing to work in the medias, as a media project manager, a producer, a scriptwriter, an art director, a studio head, an editorial manager, or more widely, an executive in publishing houses or music and video production firms.
MONACO Tourism Management & Services Marketing	●	●		The Master trains high-level executives with advanced skills in marketing and management. Graduates will integrate large organizations in tourism and leisure fields: hotel groups, travel agencies, tour-operators, transport companies, sport management
LONDON MONACO Marketing, Communication & Commercial Strategies <i>5 specializations: Brand Management, International Marketing of sectors, E-Business, CRM & Loyalty Strategy, Health & Nutrition Marketing.</i>	●	●	●	As a full preparation of marketing professions, this program offers a heavy formation in operational and strategic marketing and integrates all new technologies used in companies. Each specialization allows students to acquire an added value in the most innovative fields of marketing.
Information Systems Engineering & Management		●		This course is designed for students wishing to develop managerial skills to meet the requirements of the management activities and of the organization and evolution of a large-scale information system.
Sustainable Development Management			●	Trains future managers so as to ensure the evolution of the corporate culture, understand the changing needs of consumers and employees, and develop innovation capacities of the companies.
Web Community Management & Social Networks		●		Opened to new technology enthusiasts, this program offers the opportunity to master specific tools in order to maintain and enhance the brand image of an online company or to become a brand ambassador.

LONDON and MONACO: these 2 campuses of the INSEEC Group welcome Masters and MBA students for optional tracks, from 6 to 12 weeks depending on the programs.

INTERNATIONAL PROGRAMS

	PARIS	BORDEAUX	LYON	Main objectives and professions prepared
International Business Management <i>Classes in French and in English, or classes in English</i>	○	○	○	As a general course in management and international affairs, it offers to study 3 markets among: Africa, America, China, Europe and Japan. The objective is to join international directions of large companies or small businesses in France and abroad.
International Sport Business & Management <i>Classes in English</i>	○			Prepares for careers in sports while imparting an international vision of this sector. It welcomes students from diverse backgrounds and allows to decipher potential career opportunities in this coveted but demanding environment, that require an effective professional network in France and abroad.
International Purchasing & Logistic <i>Classes in French and in English</i>	○	○	○	Students will study problems linked to the buying, the sourcing, the purchaser teams management and the supply chain management. At the end of the course, students should be able to implement a real international purchasing strategy and to master policies and costs of an optimized and rationalized supply chain.
African MBA <i>Classes in French and in English</i>	○			This multidisciplinary formation conveys to students in-depth knowledge of Western and Northern Africa markets. It is made up of 3 months in Paris, then 4 to 5 months in schools and universities of Casablanca and Dakar, and a 5 to 6 months internship in France or Africa.
Asian MBA <i>Classes in French and in English</i>	○			As a general formation in management and business, this course offers students to specialize on the Asian markets study and development. Students can take courses in English in an Asian University and/or complete an internship in China, Japan, Korea or Thailand. An introduction to Chinese is also offered in Paris and in the chosen foreign university.
Eastern MBA <i>Classes in French and in English</i>	○			This international program focuses on the mastery of the Eastern European markets. This upscale formation in management will take place in Russia and is made up of 3 months in Paris, 4 to 5 months in schools and universities in Russia, and a 5 to 6 months internship in France or Russia.
Euro MBA <i>Classes in English*</i> 4 specializations: Finance, Marketing, Luxury, International Human Resources Management	○			High-level course in management and entirely delivered in English, this program is designed for students wishing to give an international and managerial profile to their formation.
Latin American MBA <i>Classes in French and in English</i>	○			This multidisciplinary program provides an in-depth knowledge of Latin American markets. International and bilingual, it takes place at least in two continents.
Luxury Brand Management, Food & Wine <i>Classes in English</i>	○	○		Teaches students to master marketing, commercial, strategic specificities of the luxury market that becomes more accessible. Thereby, this Master trains international managers in luxury brand management, and more precisely, in the fields led by French firms: Wines and Spirits, Hotel Business and Gastronomy, Fashion, Jewelry and Perfume, Art and Deco.
Wine Marketing & Management <i>Classes in English</i>	○	○		Delivered in the world capital of wine, this program trains line managers in both commercial and technical areas. This course allows to master necessary methods and tools to manage the wine and spirits field. Aimed positions are exports area manager, product manager, marketing manager

* depending on the location, offered specializations are subject to change.

ADMISSION AND REGISTRATION

CONCERNED STUDENTS:

All French and foreign graduates from University, Business School or Engineering School who have successfully completed a three or four year degree (Bac+3 or Bac+4), whatever their background. INSEEC Masters & MBA programs also provide the admission through the credit-equivalency for work experience (VAE).



ADMISSION PROCESS:

Applicants declared admissible (after the review of their completed application form by a jury) are called for personal interview aimed at appreciating their motivations and the adequacy of their professional project with their profile and the chosen program.

Applications must be made online, on the website: masters.inseec-france.com
For any question regarding the process, please contact your chosen campus.

TUITIONS FEES 2011-2012:

- French-speaking programs:

INSEEC Masters in 1 year:	M2 = 8.180€
INSEEC Masters in 2 years:	1 st year: M1 = 6.650€ 2 nd year: M2 = 7.050€ (2011-2012 tuition fees given for reference only)

- International programs:

INSEEC Masters & MBA in 1 year: M2 =	if the year is fully completed in France: 8.580€ if a semester is achieved abroad*: 8.900€
INSEEC Masters & MBA in 2 years: 1 st year: M1 = 7.250€	2 nd year: M2 = for reference only, 2011-2012 tuition fees: if the year is fully completed in France: 7.450€ if a semester is achieved abroad*: 7.800€

* only for African, Asian, Eastern and Latin American MBA.

- Programs

“International Sport Business & Management”
“Luxury Brand Management, Food & Wine”
“Wine Marketing & Management”:

in 1 year:	M2= 10.900€
in 2 years:	1 st year: M1 = 7.250€ 2 nd year: M2 = 8.900€ (2011-2012 tuition fees given for reference only)

Duration of studies: one or two year(s), depending on applicant's existing academic qualifications.

One-year programs are open to applicants who have successfully completed a four or a five year university degree (Bac+4 or Bac+5). These programs take place on the Paris, Lyon and Bordeaux campuses. Some programs offer to study a part of the courses in London or in Monaco. To meet the European LMD scheme and take account of formation levels 3-5-8, INSEEC also offers the opportunity to integrate a Master after the validation of a three year university degree (Bac+3). This two-years program is planned on a rhythm that alternates study periods in school and training periods in company. It pursues the same objectives of expertise than one-year programs, opened to bac+4/bac+5 post-graduate students.

Two starts per year: October session or February session.



* When a student registers in 1st year (M1), he chooses the field of study and the specialty program he wish to follow in 2nd year (M2). After the 1st quarter, he can change his mind and choose another specialty program in the studied field, depending on his grade, on his internship or on the advices of the pedagogical team.

OF STUDIES

Rhythm of studies: flexibility and assets of alternation.

Alternation between school-based periods and periods of workplace training is designed as a formation tool and allows students to link courses to their implementation, depending on a very flexible calendar. School / Company sessions alternate with full-time internship sessions. Sandwich course is not mandatory and could only take place with an internship agreement or an employment contract (short-term contract or long-term contract).

Marketing / Communication*

International*

Full-time specialty internship 5 to 6 months

- Specialty seminars:**
- Presentation of various occupations by professionals
 - Simulation Cases
 - Law / Tax System / Finance

Thesis

5 Masters

- **Marketing, Communication & Commercial Strategies**
(5 specializations: Brand Management, International Marketing of sectors, E-business, CRM & Loyalty Strategy, Health & Nutrition Marketing)
- **Communication & Advertising**
(4 specializations: Global Communication, Visual Communication Engineering, Local & Territorial Corporate Communication, Event Communication & Cross-Media)
- **Medias Management, Production & Promotion**
- **Tourism Management & Services Marketing**
- **Web Community Management & Social Networks**

10 Masters & MBA

- **International Business Management**
(with choice of the markets)
- **International Purchasing & Logistic**
- **International Sport Business & Management**
- **Asian MBA**
- **Euro MBA**
- **Latin American MBA**
- **African MBA**
- **Eastern MBA**
- **Wine Marketing & Management**
- **Luxury Brand Management, Food & Wine**

Full-time professional internship 5 to 8 months

Exam sessions

Academic defense
of the thesis

dissertation



PARIS: an unrivaled potential of opportunities

Welcoming around 300,000 students each year, Paris merits its title of European university capital. The campus is located in the middle of the district Saint Martin République : you will find there a unique and exciting student life. You will also enjoy the cultural wealth of Paris, valued by numerous exhibitions, tours, concerts and parties. As an amazing economic capital, Paris is

the city where you will develop your network, by meeting professionals of your industry, renowned companies executives...

The quality of the partnerships obtained by the INSEEC Group with firms assures to students a wide offer of internships and professional experiences.

INSEEC Campus:

10 rue Alibert, 75010 Paris (France) – Phone +33 (0)140 402 480



BORDEAUX: an attractive and luxurious city

The new face of the city attests that, while defending a predominant position in the wine and aviation industries, Bordeaux is committed to preserve its exceptional quality of life. Chartrons district, birthplace of the INSEEC Group since 35 years, offers students the charm of a historic quarter and stunning new university buildings, next to the river and the new tramway.

Small restaurants, bars and terraces shape their everyday environment.

The West Coast spirit prevails in the region: an art of living made of conviviality and passions. Nearby: the Atlantic and natural lakes to practice surf and water activities, but also the Pyrenees for winter sports and hiking.

INSEEC Campus:

Hangar 18, Quai de Bacalan, CS 9104, 33070 Bordeaux Cedex (France) – Phone +33 (0)556 007 387



LYON: a European capital full of assets

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.

Close to the Opera House and the Town Hall, INSEEC has beautiful and completely renovated premises, in the style of an urban campus. Cafés, bouchons, student rooms and subway stations are within walking distance of the school. 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 Campus:

19 place Tolozan, 69001 Lyon (France) – Phone +33 (0)478 298 028



LONDON: The Place to be

London is a city that never sleeps and exudes an atmosphere that pleases people of all ages and lifestyles. London is fast-becoming a renowned international capital of fashion, architecture, finance and technology. Attractions such as the London eye perfectly illustrate the truly visionary spirit which flows through its veins. London is also an incredible melting pot of cultures and identities living harmoniously together and offering unequalled culinary variety. London is a prestigious city: modern, proposing a plethora of world-renowned enter-

tainment, hotels, museums and public parks. It is practically impossible for a student to not be seduced by the squares and gardens of Kensington and Mayfair, the buskers of Covent Garden and the unique bohemian atmosphere of Portobello Road.

The INSEEC Group has recently opened a new campus between Regent's Park and Oxford Street. The site is perfectly situated and offers an ideal environment in which to study and benefit from all that London has to offer.

INSEEC Campus:

110 Marylebone High Street, London W1U 4RY – Phone +44 (0)2 074 672 422



MONACO: a "city-state" 100% international

Monaco is the smallest state in the Mediterranean basin but the city is internationally recognized as an important economic center. The town counts 4,500 firms in various sectors of the international business, services, tourism, real estate, bank and finance.

From the old mediaeval town to the contemporary sculptures into its streets and gardens, the very famous oceanographic museum, Monaco is a very nice and pleasant city! The International University of Monaco is at the heart of this international town that brings together more than 120 nationalities.

Located between the foot of the Southern Alps and the Mediterranean, Monaco emerges as a convenient starting point for exploring the French Riviera and discovering Italy.

INSEEC Campus:

2 Avenue Albert II, MC 98000 Monaco – Phone +37 797 986 986