

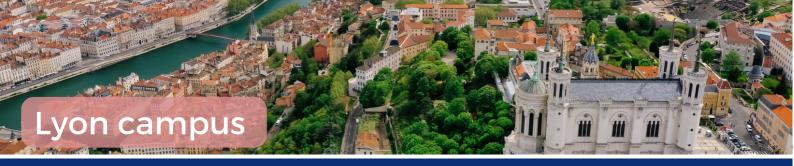


Students applying to this program are expected to have a basic understanding of Business Administration concepts.

ALL COURSES ARE TAUGHT IN ENGLISH

DIVERSITY MANAGEMENT

Each course is 2 ECTS, students need to choose 20 ECTS minimum	
INTERNATIONAL WEEK	
FRENCH COURSES ; French language & French culture	
FROM GEOPOLITICS TO GEOECONOMY	
A CRITICAL HISTORY OF IDEAS	
CIVILIZATION, POLITICS & ECONOMIC HISTORY	
OVERVIEW OF CONTEMPORY IDEAS	
STUDY OF SPEECH & CRITICAL THINKING OF MANAGERIAL DECISION MAKING	
LAW, ETHICS & THE PHILOSOPHY OF MANAGEMENT	
CROSS CULTURAL MANAGEMENT	
CHANGE MANAGEMENT	
NEGOTATION SEMINAR, SOCIAL GROUP PSYCHOLOGY & BEHAVIORAL SCIENCE	
DATA MINING & DECISION MAKING	
COMMUNICATING IN THE DIGITAL AGE	



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.

BUILDING AUTONOMY 4 ECTS

Includes the courses:

- -Transition in the Contemporary World
- -Economic, Political and Social Issues

DIGITAL DATA AND INFORMATION
SYSTEM
2 ECTS

Advanced Excel

CORPORATE FINANCIAL
MANAGEMENT
4 ECTS

Includes the courses:

- -Corporate Finance
- -Introduction to Management Control

MARKETING AND MARKET UNDERSTANDING 4 ECTS

Includes the courses:

- -Consumer's Behaviour
- -Applied Market Research

STRATEGY & MANAGEMENT 6 ECTS

Includes the courses:

- -Strategic Management
- -Project & Operation Management

FRENCH COURSES 4 ECTS

Includes the courses:

- -French Culture
- -French Language

International Week 2 ECTS

International week

TRACKS (MAJORS): CHOOSE 1 All courses of the chosen track are mandatory

MANAGEMENT TRACK
10 ECTS
(Lyon campus only)

Include following courses:

- -Human Resources Management
- -Sustainable Management and eco-innovation
- -Purchasing procurement and supply-chain
- -Corporate Law

MARKETING TRACK 10 ECTS (Lyon campus only)

Include following courses:

- -Digital Strategy & Digital Marketing
- -Luxury Brand Management
- -Sales Management
- -Sustainable Brand Management



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 INFORMATIONS



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 incoming@inseec.com

CONTACT INFORMATION

Minimum ECTS requirements

PARIS CAMPUS Agathe Dassonval incoming@inseec.com

INSEEC GE Paris 27 Avenue Claude Vellefaux 75010 Paris - France LYON CAMPUS
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Students should take at least 20 ECTS

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Director of International Relations
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