Guide to Business and Management programmes
in French and English
École de Management de Normandie

Opening tomorrow’s worlds
The École de Management de Normandie is one of the main business schools in France, providing managers and entrepreneurs with the knowledge and savoir-faire to excel in their chosen careers, through 3 effective strategies:

- A pedagogy combining academic with professional experience;
- International experience: study periods and internships abroad;
- Personal development and coaching in communication skills.

With its network of nearly 150 international partner institutions, EM NORMANDIE has developed a wide range of teaching and research programmes grounded in the assets of the region and the quality of its staff.

Our mission is to create a Global Village by:

- Providing incoming and outgoing students with an opportunity to widen their world view and life experience.
- Facilitating student integration into new cultures and new pedagogical systems, while encouraging student autonomy, responsibility and sensitivity.
- Cultivating mutually rewarding international academic partnerships which promote the exchange of students and foster collaboration in research and teaching expertise between faculty members.
- Internationalisation@home: fostering an internationally mixed staff and student body; hosting international events; surveillance of international developments which impact or demand action at home.

The International Development Office accompanies incoming international students throughout their study abroad experience. It assists students with lodging, banking, immigration, etc, allowing non French speakers and others to minimise worry and maximise integration.

Editorial

Jean-Guy BERNARD, General Director, EM NORMANDIE.

Alain OUVRIEU, International Development Director, EM NORMANDIE.

Location

2 600 students on our 3 campuses:
Caen
Deauville
Le Havre

International

70 International Visiting professors
500 Incoming students.

Research

40 researchers
3 main themes :
Undergraduate programmes

3rd year

REQUIREMENTS
Level of English: TOEFL 79 (IBT), IELTS 6.5, DELF B2, TEF 3-4 or current studies in English speaking programme at home institution.

BACHELOR
in EUROPEAN BUSINESS (EURO BA)

FORMAT AND OBJECTIVES
A 2-semester course intended as the final year of an undergraduate business education at bachelor level. The focus is on business in the enlarged European context.
An ideal springboard for doing business or further master’s studies in Europe.

WHERE AND WHEN
Caen campus
Fall semester: September to December.
Spring semester: February to May.

Institutional certificate
ECTS CREDITS: 60
(30 / SEMESTER)

BACHELOR
in EUROPEAN MANAGEMENT (BME)

FORMAT AND OBJECTIVES
A 2-semester course intended as the final year of an undergraduate business education at bachelor level.
The focus is on business in the enlarged European context.

WHERE AND WHEN
Caen campus
Fall semester: September to December.
Spring semester: February to May.

Institutional certificate
ECTS CREDITS: 60
(30 / SEMESTER)

BACHELOR
in INTERNATIONAL MANAGEMENT (BMI)

FORMAT AND OBJECTIVES
This 3-year programme in International Commerce and Marketing is designed to help the students acquire a deeper knowledge of International Business. 3 options:
- Tourism (English).
- International Business (English).
- Logistique internationale (French).

WHERE AND WHEN
Le Havre, Caen and Deauville campuses
Fall semester: September to December.
Spring semester: January to May.

State Accredited Degree
ECTS CREDITS: 60
(30 / SEMESTER)

GRANDE ÉCOLE PROGRAMME

FORMAT AND OBJECTIVES
The undergraduate cycle, taught in French, aims to develop students’ fundamental business knowledge: Economy, Law, Finance and Marketing…

WHERE AND WHEN
Le Havre and Caen campuses
Fall semester: early September to December.
Spring semester: early January to May.
Internship and Professional dissertation: May to November.

Institutional certificate
ECTS CREDITS: 60
(30 / SEMESTER)
Graduate programmes
(Open to double-degree Agreements)

### UNDERGRADUATE STUDIES

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### GRADUATE STUDIES

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#### REQUIREMENTS
Level of English: TOEFL 88 (IBT), 230 (CBT), IELTS 6.5, TOEIC 790, DELF B2, TEF 3-4 or current studies in English speaking programme at home institution.

#### Master

**Year 1**

**FORMAT AND OBJECTIVES**
Associating action-based learning activities and classroom interactions, the curriculum provides the student with an international perspective on how companies are operating and developing. Special attention is given to entrepreneurship issues as well as sustainable development and strategy.

**WHERE AND WHEN**
Le Havre and Caen campuses
Fall semester: September to December.
Spring semester: January to May.

#### Master in CROSS-CULTURAL MARKETING AND NEGOTIATION

**Year 2**

**FORMAT AND OBJECTIVES**
Designed to develop students’ knowledge, skills and personal qualities necessary to communicate in cross cultural contexts, and to manage or work well in multi-cultural teams. Adds an intercultural perspective to a business management education with a focus on marketing and negotiation issues.

**WHERE AND WHEN**
Caen campus
Fall semester: September to December.
Spring semester: January to April.
Internship and Professional dissertation: May to December.

#### Master in INTERNATIONAL BUSINESS

**Year 2**

**FORMAT AND OBJECTIVES**
A 1-year programme designed for Middle Managers and team leaders intending to work internationally which provides students with not only theoretical knowledge but also operational training.

**WHERE AND WHEN**
Deauville campus
Fall semester: September to December.
Spring semester: January to April.
Internship and Professional dissertation: May to November.
Master
in SUPPLY CHAIN MANAGEMENT / INTERNATIONAL LOGISTICS AND CRISIS MANAGEMENT
Year 2

FORMAT AND OBJECTIVES
2 options:
- Supply Chain Management: Focuses on the strategic role of operations management networks and global supply and demand networks.
- International Logistics and Crisis Management: The students will have all the tools and methods to actively participate in dynamic and sustainable decision-making sectors.

WHERE AND WHEN
Le Havre campus
Fall semester: September to December.
Spring semester: January to April.
Internship and Professional dissertation: May to December.

Master
MARKETING AND SALES MANAGEMENT
Year 2

FORMAT AND OBJECTIVES
Designed to develop future managers’ professional skills in Marketing and Sales for fast and high-quality integration into the labor market, promote their entrepreneurial and innovative spirit so as to contribute to business development.

WHERE AND WHEN
Le Havre campus
Fall semester: September to December.
Spring semester: January to March.
Internship and Professional dissertation: April to December.

Option also available: Marketing, Communication and Technology of agrifood products
ESITPA, Rouen campus

Master
FINANCE
Year 2

FORMAT AND OBJECTIVES
We offer two majors in Finance:
- Audit and Corporate Finance (Le Havre).
- International Corporate Finance (Caen).
Programs designed to prepare students to work in audit, cost control, banking & corporate finance sectors with operational and management responsibilities.

WHERE AND WHEN
Le Havre campus
Courses: September to November / April to June.
Internship and Dissertation: December to March / July to December.

Caen campus
Courses: September to April.
Internship and Dissertation: April to October.

Master
HUMAN RESOURCE AND SKILLS MANAGEMENT
Year 2

FORMAT AND OBJECTIVES
A 1-year programme designed for Human Resource Managers, team leaders and Business Department Managers alike, intending to examine HRM tools from a skills management perspective.

WHERE AND WHEN
Deauville campus
Fall semester: September to December.
Spring semester: January to April.
Internship and Professional dissertation: May to November.
Master
ENTREPRENEURSHIP
Year 2

A 1-year programme which provides students with operational as well as theoretical training. Students develop business diagnostic and auditing skills, management responsibility and a global vision of the enterprise. Optional individual coaching for business start-up or company acquisition.

WHERE AND WHEN
Le Havre and Caen campuses
Courses: September to end March.
Internship and Professional dissertation: April to September.

Post-Graduate
INFORMATION SYSTEM MANAGEMENT
Year 2

A 1-year program designed for future information systems managers. Participants will become «bilingual» bridges between technology and business worlds.

WHERE AND WHEN
Deauville Campus
Courses: September to April.
Internship and Dissertation: May to December.

Practical information

How can I register?

1/ Contact your international coordinator at your home institution. She/he will confirm you if your university has an agreement with EM NORMANDIE Business School (exchange and/or double degree).
2/ Ask for our Student guide. It will provide you some practical information and give you an idea of our school and campuses.
3/ Once you decide to study at EM NORMANDIE, your coordinator will nominate you.
4/ Fill in our application form and provide all the required information before the deadlines.
5/ Don’t forget to ask for your passport and Visa for France if needed!

Where will I study?

LE HAVRE, INTERNATIONAL MARITIME METROPOLIS
1st Port in France for Foreign Trade and Containers.
The Port of the Greater Paris Area.
A rising Pole of Excellence in Environmental Economy.

CAEN, A CRADLE OF ENTREPRENEURS
2nd University city for Employment.
2nd City for Culture.
2nd City for Student Fun and Social Activities.
3rd Best City for Student Living Conditions.

DEAUVILLE, HOME OF THE AMERICAN AND ASIAN FILM FESTIVALS
Convention Centre at the heart of all events.
World Famous Sea Side Resort.
International Horse Riding Showcase.

Watch a video on the 3 cities and our campuses on www.youtube.com/TheEmnormandy

Who will help me in Normandy?

On each campus, international students are given assistance with accommodation, banking, immigration, health insurance cover, in order to minimize stress. For faster integration, you will be able to study French as a Foreign Language and to participate to international events with local students.

See you soon in Normandy!

* 2012-2013 L’Étudiant Ranking, in the 200,000 + Cities category.
Summer programmes

REQUIREMENTS
Level of English: TOEFL CBT 213, IBT 79, IELTS 6.5, DELF B2 or current studies in English speaking programme at home university.

KNOW EUROPE

A 4-week summer residential programme based on doing business in Europe, organised in association with 3 partner institutions.
Throughout the programme students conduct the necessary research and creative work to produce a business plan for expansion into Europe, to be presented to a panel of experts on the last day.

WHERE AND WHEN
1st week: Brussels (Belgium).
2nd week: Amsterdam (Netherlands).
3rd week: Paris and Normandy (France).
4th week: Barcelona (Spain).
Session in June.

Normandy Graduate SUMMER PROGRAMME

In association with ITM Navi Mumbai and EPHEC Bruxelles.

FORMAT AND OBJECTIVES
A 5-week programme in Brussels and Caen, including:
- Visits to European institutions
- Visits to companies in Belgium and France
- Classes on HRM, Cross cultural management, and a project on Doing Business in France.

WHERE AND WHEN
1st week: Brussels (Belgium).
week 2nd to 5th: Normandy.
Dates: June - July.

Normandy SUMMER PROGRAMME

In association with the University of Southampton and with the support of Interreg.

FORMAT AND OBJECTIVES
A 2-week intensive Management programme designed to introduce the continental European approach to the business environment.
Target group: business students who wish to deepen their knowledge of management in continental Europe.

WHERE AND WHEN
- In Normandy.
- Session in July.
The École de Management de Normandie has been created by the Chambers of Commerce of Caen and Le Havre.

Member of the Chapitre des Écoles de Management de la Conférence des Grandes Écoles (CGE) • Member of the Polytechnicum de Normandie • Member of the Fondation Nationale pour l’Enseignement de la Gestion des Entreprises (FNEGE) • Active Member of the Union des Grandes Écoles Indépendantes (UGE) • Member of Campus France • Founding member of the European Master of Business Sciences (EMBS) • Member of the European Foundation for Management Development (EFMD) • Member of the Association to Advance Collegiate Schools of Business (AACSB) • EPAS accreditation for the pre-experience EM NORMANDIE Master’s degree.

EM NORMANDIE is committed to sustainable development.

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