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.

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.

Minors in English

- Corporate and International Finance
- Strategic Marketing
- Luxury Business Management
- Wine and Spirits Management
- Tourism and Hospitality Management
- International Management
- Purchasing and Logistics
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 2 campuses Bordeaux and Paris:

5 ECTS **Applied Foreign Language**
   Course includes: French as a foreign Language, French Culture and Personal Branding

5 ECTS **Ethics and Corporate Governance Management and Finance**
   Course includes: Business ethics, norms and institutions of CSR and corporate governance

5 ECTS **Principles of Economics Economy**
   Course includes: International economics and financial regulations, Analysis of Economic conditions and business intelligence

5 ECTS **Negotiation and Professional Development**
   Course includes: Negotiation Technics, Sales Challenges and Negotiation, Associative Project Management

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

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, Financial Economy, Risks Analysis

1 Minor to choose:
5 ECTS **Comptabilité Audit Contrôle (FR)** Paris, Bordeaux
   Contenu du cours : Comptabilité approfondie, Audit et révision des comptes et Contrôle budgétaire

5 ECTS **Corporate and International Finance (EN)** Paris & Bordeaux
   Course includes: Corporate finance, banking and international fi
Track Finance:
5 ECTS  Finance d’entreprise (FR) Paris Bordeaux
Course includes: Banking, Gestion de trésorerie, Application VBA pour la finance

Track Marketing:
5 ECTS  Marketing Core courses:
Course includes: Market study, Digital Culture and strategies, Event Communication and public Relations

1 Minor to choose:
5 ECTS  Strategic Marketing (EN) Paris & Bordeaux
Course includes: CRM and customer loyalty, Project Management, Photoshop and Illustrator for beginners
5 ECTS  Luxury Business Management (EN) Paris & Bordeaux
Course includes: Understanding the business challenges in the luxury industry, consumer behavior with luxury goods and strategic management of luxury businesses
5 ECTS  Wine and spirits management (EN) - Paris & Bordeaux
Course includes: Introduction to the wine and spirits markets, international wine economics and oenology
5 ECTS  Tourism and Hospitality Management (EN) - Paris, Bordeaux
Course includes: Introduction to specifics of tourism, Tourism Marketing, Hospitality Business Game
5 ECTS  Marketing stratégique (FR) Paris, Bordeaux
Course includes: CRM et stratégie de fidélisation, Gestion de projet (challenge entreprise), Initiation à Photoshop et Illustrator
5 ECTS  Marketing opérationnel (FR) Paris, Bordeaux
Course includes: Marketing Direct, Marketing des services, Category Management
5 ECTS  Marketing Digital (FR) Paris & Bordeaux
Course includes: Marketing Mobile, Management de projet digital, Initiation à Photoshop et Illustrator
5 ECTS  Comportement du consommateur (FR) Paris & Bordeaux
Course includes: Approche culturelle de la consommation, Psychologie du consommateur et Sémiologie
5 ECTS  Communication et Publicité (FR) Paris & Bordeaux
Course includes: Conduite de campagne, Community management, Initiation à Illustrator

Track Management:
5 ECTS  Management Core courses
Course includes: International Human Resources management, International Business Week, Doing Business Abroad

1 Minor to choose:
5 ECTS  International Management (EN) Paris & Bordeaux
Course includes: Conflict Analysis, Trade export 2, International marketing
5 ECTS  Purchasing and logistics (EN) Paris, Bordeaux
Course includes: International contracts 1, Emerging markets 1, Risk Management 1
5 ECTS  Introduction aux problématiques RH (FR) Paris & Bordeaux
Course includes: Recrutement et Intégration, Rémunération et gestion de la paie, Contrôle de gestion social (excel avancé appliqué aux RH)
5 ECTS  Entrepreneuriat (FR) Paris
Contenu du cours : Business Models, Prévisions financières, lancement de nouveaux produits