

About INSEEC Business School (IBS)

INSEEC 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.

« The whole of France is a vast university of Art, Literature and Music... it is worth anyone's while to dally here for years. France is a seminar, a post-graduate course in everything »

- James Thurber



Students of INSEEC Business School

Majors in English

- International Business
- Corporate Finance
- Strategic Marketing Mgmt
- Supply Chain & Purchasing
- Luxury Brand Mgmt
- Wine & Spirits Mgmt



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.

Dual Degree

Management Program 3A1

Students applying to this program are expected to have a good understanding of Finance, Marketing and Economic concepts as well as prior knowledge of their concentration of choice. The program is in Full English.

Core courses are offered in English or French on all three campuses:

5 ECTS **Management**

Course includes: Organizational theory, Skills management and Change management

5 ECTS **Strategy**

Course includes: Strategic management, Strategy 360 and Crisis night

Electives (Major) : Students may choose one Major

20 ECTS **Supply Chain & Purchasing (EN)** – Paris

During the past years, the world economy has gone through a series of turmoil. Business is now global and in this context, companies must adapt their strategies to face tougher and global competition, and keep their business profitable. Without question, purchasing and supply chain are the key drivers in the operational field to support companies to develop new strategies, gain market shares, and improve their margins. This major will provide students with the understanding of supply chain and purchasing management in an international and global environment. The course will focus on examining the processes of organizations in purchasing and supply chain, sourcing and outsourcing, supplier relationships management, negotiations, forecasting, capacity planning, quality and inventory management. In addition students will also review the regu-



Inside IBS Paris Campus

Program Dates (2016 - 2017)

Management Program 3A1

- Mandatory Orientation :
07 September 2016
- Semester ends:
22 December 2016

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. Nearby you will find the Atlantic Ocean and the immense natural lakes perfect for surfing and water sports as well as the Pyrenees perfect for skiing and winter sports.



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latory aspects of international trade, the management of contracts, financial issues, corporate social responsibility and how to work in a cross cultural environment

20 ECTS *Luxury Brand Management (EN)* – Paris

This major provides a diverse and interdisciplinary approach to the global luxury industry. Professionals involved in the sector must learn how to adapt to an international environment as well as possess an acute knowledge of this complex and demanding market. This major is built to develop these skills in coherence and connection with the luxury sector.

20 ECTS *Wine and Spirits Management (EN)* – Bordeaux

Wine is certainly a current media object. It means history and terroir, culture and Epicurus. The economics of the wine are growing (267 million bottles sold with a turnover of nearly 107 billion US\$). In France, the wine is the second largest sector of exports behind aeronautics. These figures also weighed in terms of jobs (300 000 jobs), all difficult to relocate. Today, wine sector represents a real laboratory of globalization. The rise of the emerging countries on this market (Argentina, USA, South-Africa, Chili, China, Hungary, Bulgaria,...), both in terms of production and consumption, is emblematic of this. More recently, in all greater financial places, wine has become one of the most traded "alternative assets". Also this sector generates a wide variety of job (merchants, brokers, financial investment advisors, marketers, logisticians, consulting business...). This stringent academic and professional worldwide training prepares students for this diversity of functions and other job opportunities (agri-food sector and luxury business).



Inside IBS Bordeaux Campus



City of Bordeaux



Castle and vineyards around Bordeaux

20 ECTS *International Business (EN)* – Bordeaux

This major is aimed at students who want to increase their knowledge and develop the specific aptitudes required for a career in international management. It provides teaching that is oriented towards the opportunities resulting from globalization and the multicultural environment. These specificities combined with teaching in English and/or international content ensures that students obtain a better understanding of the

management challenges encountered throughout the value chain in the global economy. Students will learn about demand creation and satisfaction in the global context including the management techniques that are essential to operating in the diversity of contexts present in the world. The teaching program can be divided into several sub-areas combining theoretical and practical work including the international business environment, cross cultural issues, organizational issues and current focus which provides the flexibility and adaptability to respond to the continuous changes encountered by international business people.

20 ECTS **Strategic Marketing Management (EN)** – Paris

The major Strategic Marketing Management features a core strategic marketing module, an innovation marketing module, a brand management module, and a digital marketing module. During your studies you will develop a knowledge and understanding of marketing processes and procedures, including marketing engineering, marketing planning and strategy, marketing communications and brand portfolio building, digital marketing, and e-commerce. The lecturers of this major bring industry experience to the classroom, and content will be delivered through lectures, seminars, self-study, and analysis of case studies. Group projects will be used to ensure you are exposed to the complexities of real-world business problems. Through the courses you will develop both a critical view of the literature and an understanding of how the theories apply to practical marketing problems. Together this provides you with a solid basis for a creative execution of theories and principles in your marketing career.

20 ECTS **Corporate Finance (EN)** – Paris

This major exposes students to the various problems within the field of finance as defined by companies. It aims to train future decision-makers in the functions of financial analysis, financial engineering and financial management. Topics include: analysis work, comprehensive understanding of financial markets and mastery of financial analysis tools. Lessons are geared toward deepening the corporate finance policies, financial analysis and financial decisions in a national and international environment.



Contact Us

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