



GUIDE TO BUSINESS AND MANAGEMENT PROGRAMMES

TAUGHT IN FRENCH OR ENGLISH

**Grande École Programme, Master, Bachelor,
Specialized Masters, MSc, Short Programmes.**



PROFESSIONALISATION



CARREER GUIDANCE
SERVICE



SENIOR STUDENT
SUPPORT AND ALUMNI
NETWORK



BUSINESS INCUBATOR



GAP YEAR

COMMUNITY LIFE



INTRODUCTION
WEEK



ACCOMMODATION
SERVICE AND
WELCOME SERVICES
FOR NEW STUDENTS



ALL PROGRAMMES
ARE OPENED
TO OUR EXCHANGE
STUDENTS



STUDENTS CLUBS

INTERNATIONAL



INTERNATIONAL
EVENTS



INTERNATIONAL DOUBLE
DEGREES



ACADEMIC
EXCHANGES



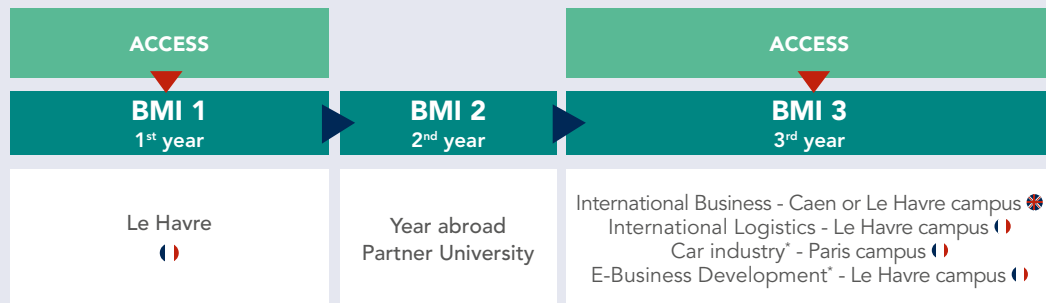
FRENCH AS A FOREIGN
LANGUAGE: FLE

UNDERGRADUATE PROGRAMMES

BACHELOR IN INTERNATIONAL MANAGEMENT

State Accredited Degree

Requirements: Level of English B2, TOEIC 700, IELTS 6.0, TOEFL IBT 79, CBT 210, Level of French B2. ECTS Credits: 60/year = 180 ECTS in total.  



*Only available in cooperative track (work and study programme).



FORMAT AND OBJECTIVES

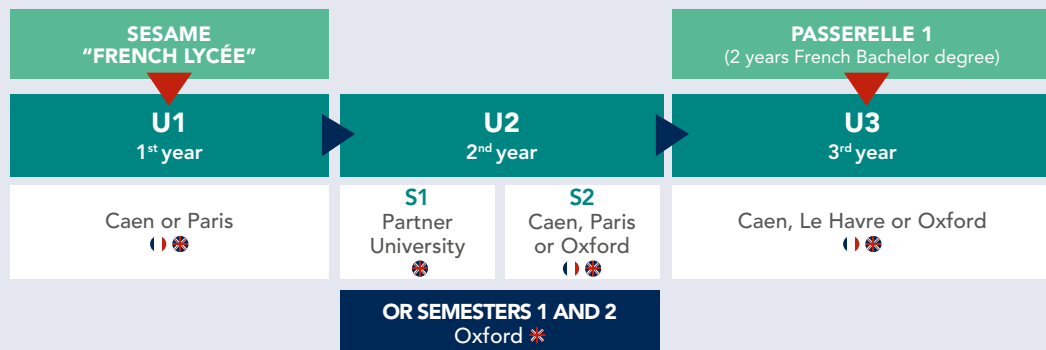
This 3-year programme in International Commerce and Marketing is designed to help students achieving and developing professional knowhow and insight of current issues in International Marketing and Business.

WHEN?

- Fall semester: September to December
- Spring semester: January to May

GRANDE ECOLE PROGRAMME

State Accredited Degree. Its award is the official "Grade de Master".
Fundamentals of Business and Management.  



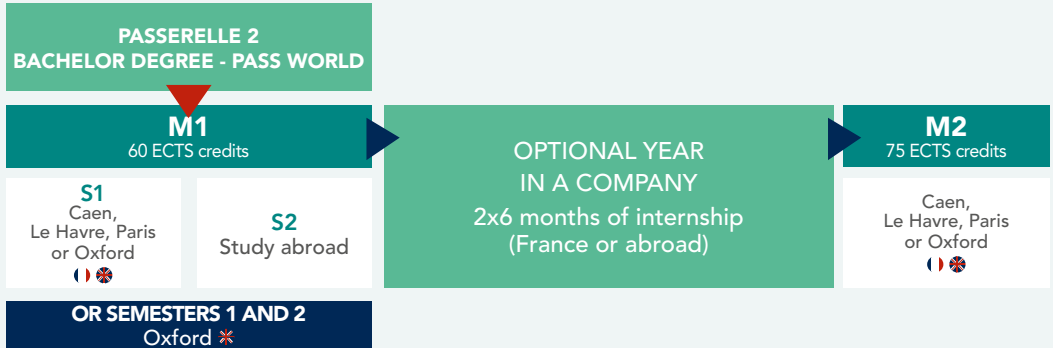
GRADUATE PROGRAMMES

GRANDE ECOLE PROGRAMME

MASTER DEGREE

ECTS CREDITS 60 (Le Havre) 🇫🇷 🇮🇹

Requirements: B2, TOEIC 790, IELTS 6.5, TOEFL IBT 88, CBT 230.



M1 - GENERAL MANAGEMENT PROGRAMME 🇫🇷 🇮🇹

M2 - DOUBLE DEGREE OR SPECIALISATIONS

- **To go abroad and return with a Double Degree!** Take the M2 Year with one of our foreign partner universities.
- **To join a specialisation programme at one of our partners in France, with the option of a double degree!** 18 programmes offered by Université de Caen Normandie, ESC Dijon and Grenoble Ecole de Management*.
- **To enhance your professional profile with any of the 16 specialisation options we offer in the M2 Year!**

AUDIT AND BUSINESS FINANCE P

CROSS CULTURAL MARKETING AND NEGOTIATION 🇫🇷

TERRITORY DEVELOPMENT, INNOVATIONS AND MARKETING P

DIGITAL BUSINESS STRATEGY P 🇫🇷 In partnership with Grenoble Ecole de Management

ENTREPRENEURSHIP

GROUP FINANCE

INTERNATIONAL BUSINESS 🇫🇷

INTERNATIONAL EVENTS MANAGEMENT 🇫🇷

INTERNATIONAL LOGISTICS AND CRISIS MANAGEMENT P 🇫🇷

MANAGING INFORMATIONS SYSTEMS P

In partnership with EMSI Grenoble (a Groupe Grenoble Ecole de Management Institution)

HUMAN RESOURCE MANAGEMENT P

DIGITAL MANAGEMENT

AGRIFOOD MARKETING, COMMUNICATION AND ENGINEERING

In partnership with Esitpa Rouen

SALES AND MARKETING STRATEGY P

START-UP AND DIGITAL DEVELOPMENT

SUPPLY CHAIN MANAGEMENT P 🇫🇷

Specialisations in partnership with other business schools*:

- Business Development (In partnership with Grenoble Ecole de Management) 🇫🇷
- Innovation, strategy and entrepreneurship (In partnership with Grenoble Ecole de Management) 🇫🇷
- Wine Management (In partnership with ESC Dijon) 🇫🇷
- Management of the Cultural Companies and Creatives Industries (In partnership with ESC Dijon) 🇫🇷

* Not open to exchange students. P Work and study programme. 🇫🇷 Taught in French. 🇬🇧 Taught in English.

SPECIALIZED MASTERS IN FRENCH AND IN ENGLISH

A combination of training seminars with Missions and Company Challenges of several weeks each. Seminars are mainly given by recognised experts in their area of specialization. Missions and Company Challenges are facilitated jointly by professionals and EM NORMANDIE faculty. A final work placement / internship offers a flexible and efficient transition towards the working world.

All EM NORMANDIE MS and MScs are accredited by the Conférence des Grandes Écoles.



- **MS HUMAN RESOURCE MANAGEMENT ()**

Career perspectives: Area Manager, Profit Center Manager, Project manager, Area Manager, HR Consultant

- **MS MARKETING, COMMUNICATION ET INGÉNIERIE DES PRODUITS AGROALIMENTAIRES (AGRIFOOD MARKETING, COMMUNICATION AND ENGINEERING) ()**

Career perspectives: Product Manager, Group Manager, Marketing/Communication Consultant, Project Manager, Head of Sector, Senior Marketing Management, Senior Sales Management

- **MS DÉVELOPPEMENT, INNOVATION ET MARKETING TERRITORIAL (TERRITORY DEVELOPMENT, INNOVATION AND MARKETING) ()**

Career perspectives: Head of Economic Development, Business Start-up and Development Officer, Economic Developer, Territory Business Engineer, Local Development Project Manager, Territory Development Officer.

- **POST GRADUATE PROGRAMME MANAGEMENT OF INFORMATIONS SYSTEMS ()**

Career perspectives: Project integrator, Account Relationship Manager, customer service manager, project manager, ERP Programmer, Chief Information Officer

- **MS ENTREPRENEURSHIP - STARTUP AND DIGITAL DEVELOPMENT ()**

Career perspectives: Business Manager, Business Developer, Business Engineers, Research analysts, councilors, company creation

- **MSc INTERNATIONAL LOGISTICS AND CRISIS MANAGEMENT SUPPLY CHAIN MANAGEMENT ☒**

Career perspectives: Head of Industrial Operations, Head of Planning/Scheduling, Head of Procurement, Head of Logistics Flows, Products Manager, Industrial Buyer, Supply Chain Controller, Consultant in Supply Chain Management

- **MSc INTERNATIONAL EVENTS MANAGEMENT ☒**

Career perspectives: Events Communication and Marketing Firms, Actors of Events (Design logistics, Convention Centers) Communication Departments

- **MSc CROSS CULTURAL MARKETING AND NEGOTIATION ☒**

Career perspectives: Category Manager, International Brand Manager, International Project Manager, International Marketing Consultant



SHORT PROGRAMMES

At EM NORMANDIE we have more than 20 years of experience in running short academic programmes for undergraduate and post graduate students.

Our short programmes combine academic input and industrial/cultural excursions so participating students benefit from **a unique experience of business and culture in France and Europe.** In addition students may obtain **ECTS/US credits.**

The academic input can be based on themes such as **Business Practices, Intercultural Management, Entrepreneurship, Logistics, Marketing.** The focus is on France and Europe. In addition, visits are organized to relevant **companies and institutions** as well as to **sites of cultural interest.**

FOR FURTHER DETAILS, PLEASE CONTACT:

Séverine GROULT
International Development Manager
(Short programmes) EM NORMANDIE

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e-mail: sgroult@em-normandie.fr

SOME EXAMPLES OF OUR SHORT PROGRAMMES

NORMANDY WINTER PROGRAMME

JAN - FEB
*4-week residential
winter school*

Destination: Normandy

Modules:
Doing Business in
Europe, Cross-Cultural
Management, Supply
Chain Management,
Business project

Up to 8 ECTS credits

GO FOR EUROPE

MAY - JUNE
*4-week multi-country
summer school*

Destinations: Brussels,
Normandy/Paris,
Cracow, Barcelona

Modules: Doing
Business in the
EU, Intercultural
Management,
Entrepreneurship,
International Marketing
and Business
Communication

Up to 6 US credits

NORMANDY GRADUATE SUMMER PROGRAMME

JUNE - JULY
*5-week multi-country
summer school*

Destinations: Brussels,
Normandy, Paris

Modules: Doing
Business in France/
Europe, Negotiation
skills, Cross-Cultural
Management, Business
project

Up to 8 ECTS credits

NORMANDY FALL PROGRAMME

SEPT - OCT
*4-week residential
fall school*

Destination: Normandy

Modules: Doing
Business in France/
Europe, Marketing,
Supply Chain
Management,
Business project

Up to 8 ECTS credits



MAIN RESEARCH AREAS :

Entrepreneurship,
Cross-Cultural Management,
International Logistics

Contact International Office :

Tel.: +33 (0)2 32 92 52 65

E-mail: international@em-normandie.fr

Or Your university's international office
or undergraduate and graduate advising offices.

More information on EM NORMANDIE
or its programmes:

english.em-normandie.fr

13 500

ALUMNI

5 000

ASSOCIATED FIRMS

3 000

STUDENTS

200

PARTNER UNIVERSITIES
WORLDWIDE

66

FACULTY MEMBERS

4

CAMPUS : CAEN,
LE HAVRE, PARIS, OXFORD



FT

FINANCIAL
TIMES

Master in Management Ranking 2015

Only one year after gaining the international accreditation AACSB, EM NORMANDIE has now entered the prestigious Financial Times ranking of Master's Degrees in Management. It has achieved an

overall ranking of 69 in the classification of the World's top 80 Master's Degrees in Management. (11th for its practical aspects, 36th for the international mobility, 81% of graduates satisfaction)