

# Master of Business Management

(Master **Administration des Entreprises**  
of the University of Lorraine)

**The master (2 semesters)**

- International Management Track
- General Management Track

[isam-iae.univ-lorraine.fr](http://isam-iae.univ-lorraine.fr)

- University Diploma in Management  
(1 semester in English)





# Master of Business Management

The Master of Business Management from ISAM-IAE Nancy is a high level, theoretical and applied management. It is accessible in continuous learning or after a Bachelor degree or First year Master Program (i.e., after 4 years of university studies). It is aimed at both non-business and business students or professionals. It allows students or managers to complement their expertise in non-business fields with a comprehensive curriculum in business. It also allows students or managers specialized in specific fields, to broaden their perspectives and polyvalence through the reinforcement of transversal competencies to face business challenges in a globalized world.

The degree delivered corresponds to 120 ECTS credits (60 ECTS for the M1 year obtained in equivalence + 60 ECTS for the M2 year) or 30 ECTS per semester.

## objectives

- A national diploma from a highly reputed, established university.
- A general degree in management with a process-focussed approach to organizations.
- Courses that tackle the contemporary international issues faced by organizations.
- Knowledge acquisition to strengthen existing managerial skills and cultivate new skills that could lead to promotion.

## an International Management Program

The issues facing management in international contexts form the core of the topics included in all the courses offered. Selected participants will have the chance to take part in student exchange programmes with partner institutions (Canada, India, Germany, Austria, Belgium, Netherlands, Spain, Italy, Slovakia, Switzerland, Poland, Turkey, etc.). The exchanges take place in the second semester (most starting in January).

## opportunities

Graduates of the Master of Business Management programme will be able to take up positions of responsibility in fields where a transversal view of the organization is required or where a dual role, including management, is required of non-business managers.

Students will learn to manage transversal management processes, effect organizational change and define the business strategy of an organization. On completion of the programme, graduates will be able to redefine organizational processes and the roles and structures consistent with a company's business strategy. Students will also learn about managing people and projects in global, multi-cultural contexts, with an emphasis on collaborative transversal processes rather than a functional silo approach.

### Career destinations of programme graduates:

- Manager in International Business (Marketing, commerce, etc.)
- Business Unit Manager
- Organization management: control and performance management.
- Strategic human resource management in multicultural contexts
- Engineering project management (dual competencies)
- Consulting in organizational transformations.



\* The formal French denomination of the Master is «Master Administration des Entreprises»

# curriculum

The general architecture of the degree for regular, on-site students is the following .

	1 <sup>st</sup> semester	2 <sup>nd</sup> semester
<b>Master of Business Management</b> <b>INTERNATIONAL MANAGEMENT TRACK</b>	Courses in French	Courses in English + Internship & Thesis  <b>OR</b> Exchange Semester
<b>Master of Business Management</b> <b>GENERAL MANAGEMENT TRACK (in French)</b>	Courses in French	Courses in French + Internship & Thesis
<b>UNIVERSITY DIPLOMA in Management</b>	X	Courses in English + Internship & Thesis

## Semester 1 : CORE MODULE (in French)

Module	ECTS Credits	Nb/Hrs
<b>Semester 1</b>		
<b>Module AE01 - Accounting and Finance</b> <i>Gestion Comptable et Financière</i>	6	<b>42</b>
International Accounting <i>Comptabilité Générale</i>		21
Corporate Finance <i>Finance d'Entreprise</i>		21
<b>Module AE02 - Marketing</b>	6	<b>42</b>
Strategic and Operational Marketing <i>Marketing Stratégique et Opérationnel</i>		21
Market Studies/Surveys <i>Etudes de Marché / Enquêtes</i>		21
<b>Module AE03 - Human Resource Management</b> <i>Management des Ressources Humaines</i>	6	<b>42</b>
Human Resource Management <i>Gestion des Ressources Humaines</i>		21
Communication and Psychosociology <i>Communication et Psychosociologie</i>		21
<b>Module AE04 - Process and Project</b> <i>Management des Processus et Projets</i>	6	<b>57</b>
Quality Management, Production and Supply Chain <i>Gestion de la Qualité, Production et Supply Chain</i>		21
Project Management and Entrepreneurship <i>Gestion des Projets et Entrepreneuriat</i>		21
Professional Development <i>Ouverture Professionnelle</i>		15

<b>Module AE05 - Decision Making Tools</b> <i>Outils d'Aide à la Décision</i>		<b>57</b>
Statistics <i>Statistiques</i>	6	21
Financial Mathematics <i>Mathématiques Financières</i>		15
Market Finance <i>Finance de Marché</i>		21
<b>Total</b>		<b>30</b>

## SEMESTER 2 : International Management Track (in English)

<b>Module</b>	<b>ECTS Credits</b>	<b>Nb/Hrs</b>
<b>Semester 2 - Track 1</b>		
<b>Information and Control Systems</b>	4	<b>24</b>
Management Control and Performance Management		12
Management Information Systems		12
<b>Management Strategy</b>	6	<b>45</b>
Management Simulation Game		12
Strategic Management/Organization		12
Luxury Management		9
Labour and Employment Relations		12
<b>International Management</b>	6	<b>51</b>
Contemporary Economic Debates		12
Intercultural Management and Mobility		12
International Marketing		15
Consumer Culture Theory		12
<b>French and European Environment</b>		5
French for non-French Natives	18	
European or International Business Law	12	
French Politics	12	
<b>Master's Thesis</b>	9	<b>9</b>
Management Research Methods		9
Masters' thesis & Internship or Professional Activities		
<b>Total</b>	<b>30</b>	<b>171</b>

## SEMESTER 2 : General Management Track (in French)

<b>Module</b>	<b>ECTS Credits</b>	<b>Nb/Hrs</b>
<b>Semester 2 - Track 2</b>		
<b>Module AE06 - Strategic Management</b> <i>Management Stratégique</i>	6	<b>51</b>
Strategic Management/Organization <i>Stratégie/Organisation</i>		30
Economic Context <i>Environnement Economique</i>		21

<b>Module AE07 - Judicial Environment</b> <i>Environnement Juridique</i>		<b>63</b>
Business Law <i>Droit des Affaires</i>	6	21
Social and Labour Law <i>Droit Social et Droit du Travail</i>		21
Fiscal Law <i>Droit Fiscal</i>		21
<b>Module AE08 - Information Systems and Control</b> <i>Systemes d'Information et de Contrôle</i>		<b>45</b>
Management Control <i>Contrôle de Gestion</i>	6	24
Management Information Systems <i>Management et Systèmes d'Information</i>		21
<b>Module AE09 - Development of Managerial Capabilities</b> <i>Développement des Aptitudes Managériales</i>		<b>42</b>
Management Simulation Game <i>Simulation de Gestion</i>	3	21
Business English (or German) <i>Anglais des Affaires (ou Allemand)</i>		21
<b>Module AE10 - Master Thesis and Internship Report</b> <i>Mémoire et Stage</i>		<b>9</b>
Business Research Methods <i>Méthodologie</i>		36
<b>Total</b>	<b>30</b>	<b>237</b>

## who can apply ?

The programme welcomes students from all over the world.

- Students with a Bachelor's degree or equivalent (e.g. 4-year Business Studies degree) with a focus on an aspect of business (e.g. marketing, finance, information systems, management control, accounting, human resource management) who want to develop multi-skilled expertise through a cross-sectional process approach to organizations and management in international contexts.
- Students with a Bachelor's degree or equivalent (4-year degree) in non-business disciplines who want to gain expertise in business in international contexts.
- French or foreign managers, currently employed or between jobs, with a Bachelor's degree (and/or professional experience at management level) who want to strengthen their knowledge and managerial skills in international contexts.
- Courses are also offered at the undergraduate level. Please check:

<http://isam-iae.univ-lorraine.fr>

## application requirements

**Language prerequisites:**



All students wanting to apply for the International Management Track must have a level of English equivalent to a TOEIC score of 780 or a TOEFL score of 90 points minimum (TOEFL iBT).

Eligibility for the course will be decided after examination of the candidate's file (application form available online: follow the links on the ISAM-IAE website).

Admission to the course will follow an interview with a jury/panel based on the candidate's professional project and motivation.

Applications by candidates in adult continuing education who do not hold a 4-year degree or equivalent will be examined by a commission to validate their professional experience. In such cases candidates should have at least three years' managerial responsibility.

Applications by candidates with foreign qualifications will be examined by a commission to validate the equivalence of their diploma. Non-French-speaking candidates must have an adequate level of French and/or English.

### Dates:

## 1<sup>st</sup> session

**Deadline** for submission of applications and interviews  
for **INTERNATIONAL MANAGEMENT TRACK**: mid-May  
for **GENERAL MANAGEMENT TRACK**: mid-June

### Results:

for **INTERNATIONAL MANAGEMENT TRACK**: early June  
for **GENERAL MANAGEMENT TRACK**: late June

## 2<sup>nd</sup> session

**Deadline** for submission of applications and interviews  
for **INTERNATIONAL MANAGEMENT TRACK**: 1st week of September  
for **GENERAL MANAGEMENT TRACK**: 1st week of September

### Results:

for **INTERNATIONAL MANAGEMENT TRACK**: mid-September  
for **GENERAL MANAGEMENT TRACK**: mid-September

**Beginning of Academic Year** Mid-September: classroom attendance

### Fees:

Information about tuition fees is available on our website: <http://isam-iae.univ-lorraine.fr>

Exchange Students: the conditions that apply are those of the convention signed between the two institutions. No further fees are due because of the Erasmus agreement.

## teaching team

The teaching team is made up of teachers and researchers from ISAM-IAE Nancy in business, economics and political science, all of whom have a PhD in their respective disciplines.

Managers with executive positions in different organizations also take part in the teaching, helping to relate the degree to current business challenges faced by organizations.



isam-iae-international-contact  
@univ-lorraine.fr



<http://isam-iae.univ-lorraine.fr>