



## FACTSHEET 2024-2025

Bachelor Year 3 & 4 and Master Courses - Business Studies

<https://www.inseec.com/incoming-students-inseec-grande-ecole/>

**Erasmus+**

Enrichit les vies, ouvre les esprits.



Co-funded by  
the European Union

ERASMUS+ code: **F PARIS244**

EWP name: **Institut des Hautes Etudes Economique et Commerciales**



# General Information

## Academic Calendar

### FALL Semester

September - December (exams included)  
Retake exams: February (onsite only)

### SPRING Semester

January/February - May (exams included)  
Retake exams: June (onsite only)

## Areas of Study

Management, Marketing, Finance, Luxury...

## Language of Instruction

English or French on choice

## Equivalence Credits

1 ECTS = 25/30 hours of workload (contact hours + self studies + project, etc..)  
Normal semester load: 30 ECTS  
Minimum ECTS per semester : 20 ECTS

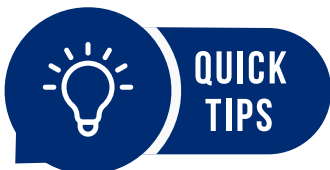
## Grading System

20-point scale, 10 is a pass  
Attendance is mandatory and taken into account for the final grade

## Free French Courses



12 hours of French Language per semester  
12 hours of French Culture per semester



## Visa

Non-European students may need a visa:  
"Etudes en France" procedure , details [HERE](#)  
More information [HERE](#).

## Housing Assistance



INSEEC GE does not provide on-campus housing, but can assist students in finding accommodation.  
Details on partnerships and discount codes will be sent after admission.  
Useful link: [Livin France](#)

## International Office



### Head of the International Relations Office

GABRIEL Andreas [agabriel@inseec.com](mailto:agabriel@inseec.com)

### ERASMUS+ Manager

KUIZINGA Marjolijn [erasmus@inseec.com](mailto:erasmus@inseec.com)

### Paris campus

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+33 (0)1 42 09 82 14

### Bordeaux campus

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+33 (0)5 56 00 73 81

### Lyon campus

DEHENNIN Christelle  
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+33 (0)4 78 29 77 31

# Application Process

## FALL & SPRING Semester

### Nomination

Students have to be nominated by their home institution. Nomination must be done through the *Mobility Online* platform. The link will be send by email.

**Nomination deadline:**

**Fall semester : April 30**

**Spring semester : October 25**



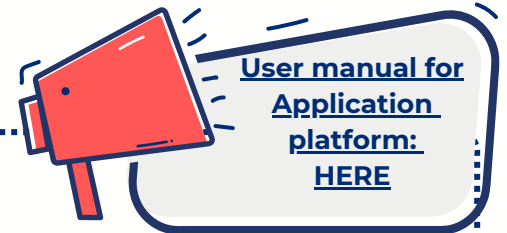
### Online Application

Students will receive an email with a link to the application platform after being nominated by their home institution. Please always check your spam folder.

**Application deadline:**

**Fall semester : May 15**

**Spring semester : October 31**



#### Application documents:

- Last 3 transcripts
- One picture for the student card (format jpg, gif, png, jpeg)
- Language certificate:
  - English: B2 CERL
  - French: B2/C1 CEFR (only if the student intends to follow courses in French)

All documents should be in PDF format, either in French or in English.  
Every document must be uploaded to the application system.  
No documents will be accepted via email.

### Acceptance

Once the admission jury is over, students will be able to download their admission letter directly from the online platform.

**Because all tracks require a minimum number of students to open, we suggest that students wait for the official admission notice before making any logistical decisions.**

# Application Process

## FALL & SPRING Semester

### Step 1 : Choose your level of studies

#### 4th Year BUSINESS PROGRAM / Master 1

Suitable for bachelor's and first-year master's students.

OR

#### 5th Year BUSINESS PROGRAM / Master 2

Suitable for all master's students.



### Step 2 : Choose your campus and your track (major)

During the application process, students have to class by order of preference their campus among **Paris, Bordeaux and Lyon**. Then they will have to **select one track** based on the availability on the chosen campus. *The availability of tracks on the different campuses may be subject to change.*

|          | FALL SEMESTER                      |  | SPRING SEMESTER         |                       |
|----------|------------------------------------|--|-------------------------|-----------------------|
|          | 4th Year/<br>Master 1              | 5th Year/<br>Master 2  | 4th Year/<br>Master 1   | 5th Year/<br>Master 2 |
| PARIS    | Marketing<br>Management<br>Finance | International Business<br>Management<br>Luxury Brand<br>Management<br>Digital Marketing<br>Corporate Finance | Marketing<br>Management |                       |
| BORDEAUX | Marketing                          |  |                         |                       |
| LYON     | Marketing<br>Management            | International Business<br>Management   | Marketing<br>Management |                       |

**If students want to stay for the entire year**, they must select one track from the "5th Year" Business Program in the Fall semester and one track from the "4th Year" Business Program in the Spring semester. The Spring courses will be chosen later in the year.

Double degree students may only select the "5th Year" Business Program in Paris or Lyon campuses



# Choice of Courses

FALL & SPRING Semester

## 4th Year BUSINESS - Master 1

Suitable for *bachelor's and first-year master's students*

Select **one track** based on the availability on the chosen campus (see table above) and add core modules.

Courses are available in **English or in French**.



**Choose one track (10 ECTS)**



**Add core modules**

### MARKETING TRACK

- Digital Strategy and Digital Marketing
- Luxury Brand Management
- Sales Management
- Sustainable Brand Management

### MANAGEMENT TRACK

- Human Resources Management
- Sustainable Management and Eco-innovation
- Purchasing, Procurement and Supply-chain
- Corporate Law

### FINANCE TRACK

- Investment Decisions
- Advanced Accounting
- Financial Mathematics
- Financial Markets and Green Finance

### BUILDING AUTONOMY - 5 ECTS

- Insec Digital Innovation Challenge (IDIC)
- Transition in the Contemporary World
- Economic, Political and Social Issues

### DIGITAL DATA & INFORMATION SYSTEM-2 ECTS

- Advanced Excel

### CORPORATE FINANCIAL MANAGEMENT-4 ECTS

- Introduction to Management Control
- Corporate Finance

### MARKETING & MARKET UNDERSTANDING-4 ECTS

- Consumer's Behaviour
- Applied Market Research

### STRATEGY & MANAGEMENT-5 ECTS

- Strategic Management
- Project and Operations Management

### FRENCH COURSES-4 ECTS

- French Language
- French Culture

[Click here for courses overview](#)

Exchange students must take a **minimum of 20 ECTS**.

Choosing **one track** is mandatory. Then the students add core modules.

Students should select **enough core modules to meet the minimum ECTS requirements set by their home university**.

All courses within a track or module are required.

Courses cannot be selected individually.

# Choice of Courses

FALL & SPRING Semester

## 5th Year BUSINESS PROGRAM - Master 2

*Suitable for all master's students.*

*Select **one track** based on the availability on the chosen campus*

*Courses are available in **English ONLY**.*

### Choose one track (20 ECTS)



### Add core modules

#### INTERNATIONAL BUSINESS MANAGEMENT

- Geopolitics for International Business
- Global Finance
- Global Legal Environment
- Global Macroeconomics
- International Business Project Management
- International Management Strategy
- International Marketing Strategy
- International Purchasing and Sourcing

#### LUXURY BRAND MANAGEMENT

- Luxury Brand Equity Management
- Art and Luxury Brands Universes
- Communication and New media in Luxury Sector
- Corporate and Social Responsibility in Luxury
- Origins and History of Luxury
- Luxury Brand Distribution and Retailing
- Luxury Consumption Behavior and Customer Experience

#### DIGITAL MARKETING INNOVATION & BRAND MANAGEMENT

- Retail and E-Retailing
- Relationship Marketing and CRM
- Marketing Innovation and New Tools of Business Development
- Sensory Marketing, Customer Experience and Neuro Marketing
- Green and Responsible Marketing
- Communication and New Media
- Artificial Intelligence, Big Data and Marketing

#### CORPORATE FINANCE & FINANCIAL ANALYSIS

- Investment Capital : M&A and Private Equity
- Asset, Wealth and Portfolio Management
- International Capital Market
- Recent Developments in Corporate Finance
- Corporate Risk Management
- Corporate Legal Aspects
- Startups: Value Creation and Financing
- Financial Analysts and Investor Relations
- Advanced Bloomberg
- Visual Basic for Applications

#### STRATEGY EVENTS - 6 ECTS

- Open Innovation Challenge
- Crisis Night
- Business and Corporate Strategy

#### ETHICS & HRM - 6 ECTS

- Organisational Behaviour and Advanced Management
- Business Ethics and Corporate Social Responsibility

#### FRENCH COURSES - 4 ECTS

- French Language
- French Culture

[Click here for courses overview](#)

# Choice of Courses

## DOUBLE DEGREE STUDENTS ONLY

Double Degrees are available **ONLY** on the Paris and Lyon Campuses

Courses are available in **English ONLY**.

You must take a minimum of **36 ECTS in the Fall Semester and 24 ECTS in the Spring semester**.

### FALL Semester

#### Choose one track (20 ECTS)

INTERNATIONAL BUSINESS MANAGEMENT

OR

LUXURY BRAND MANAGEMENT

OR

DIGITAL MARKETING INNOVATION & BRAND MANAGEMENT

OR

CORPORATE FINANCE & FINANCIAL ANALYSIS



#### Add core modules

STRATEGY EVENTS - 6 ECTS

ETHICS & HRM - 6 ECTS

FRENCH COURSES - 4 ECTS

### SPRING Semester

MASTER THESIS - 15 ECTS



GRAND ORAL EXAMINATION - 4 ECTS

- Final Oral Preparation
- Research and Methodology



WORK PLACEMENT - 5 ECTS

[Click here for courses overview](#)



# Choice of Campus

**PARIS**

**Address:**

**27 avenue Claude Vellefaux, 75010 Paris**



## Study on the capital of France

INSEEC Grande Ecole Paris is located in the heart of the capital.

Embrace the Parisian life and experience the French “Art de Vivre”, unveiling the city's vibrant culture, exquisite cuisine, and timeless charm !



**[Click here to take a look around !](#)**





# Choice of Campus

**Bordeaux**

**Address:**

Quai de Bacalan, 33300 Bordeaux

## Located along the Garonne river

Bordeaux is the “city of art and history” and an UNESCO world heritage site !

Wine Capital of the World !

Close to the Atlantic Ocean and the Pyrenees Mountains.

Only 2 hours from Paris by train.



**[Click here to take a look around !](#)**





# Choice of Campus

**Lyon**

**Address:**

25 Rue de l'Université, 69007 Lyon

## Located in the heart of Lyon

INSEEC Grande Ecole Lyon is located in the heart of the city of Lyon.

UNESCO World Heritage Site !

A city voted World Capital of Gastronomy and the birth place of Paul Bocuse, the famous starred Chef.

Close to the French Alps and only 2 hours from Paris by train.



**[Click here to take a look around !](#)**





# INSEEC

## GRANDE ÉCOLE



<http://www.inseec.com/incoming-students-inseec-grande-ecole/>



[incoming@inseec.com](mailto:incoming@inseec.com)

Erasmus+  
Enrichit les vies, ouvre les esprits.



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CONFÉRENCE DES  
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