

Groupe INSEEC

Factsheet

Directorate of International Relations Groupe INSEEC

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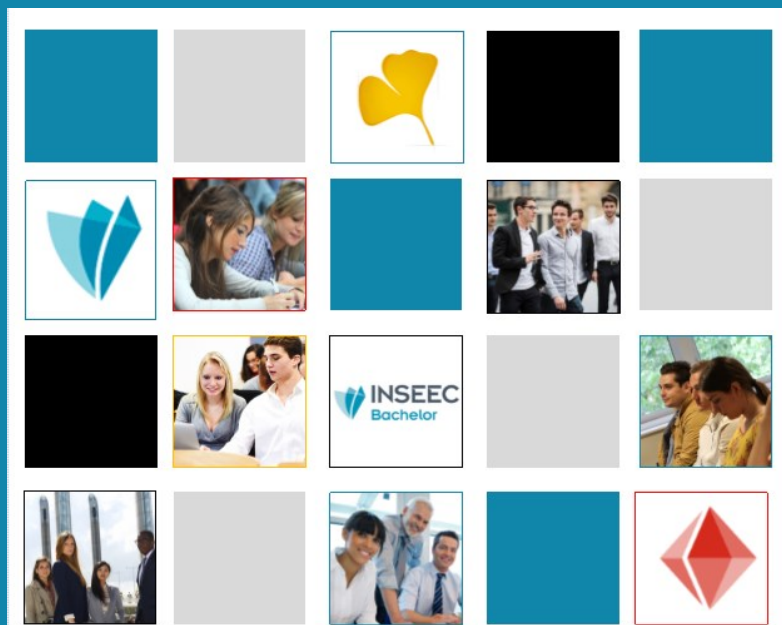
The Directorate of International Relations at Groupe INSEEC is responsible for managing the network of partner universities, developing new cooperations abroad, communicating the opportunities and international activities of Groupe INSEEC to the partners, defining the international strategy of each school within the group and implementing standards which correspond to national and international accrediting bodies.



About Groupe INSEEC

Groupe INSEEC is a group of private higher education institutions specializing in all aspects of business administration with a special focus on communication, advertising and international management. For students looking to study abroad in France Groupe INSEEC is the ideal institution. Since its foundation in 1976, Groupe INSEEC has continued to integrate an international dimension into its academic programs by strengthening its university exchange programs and by providing global internship opportunities. In addition, INSEEC has satellite campuses in: London and Chicago. The flexibility for students and staff to participate to inter-institutional exchanges is an example of INSEEC's innovative strategy to maintain an international environment as well as international network of alumni and professors. Today the INSEEC Group has a budget of 120 million euro, hosts 14,000 students, has an alumni network of 40,000 students and the International University of Monaco is seeking AACSSB accreditation. And INSEEC Business School is one of the top 20 Business Schools in all of France. Below, you will find the contact details of the local international relations team.

For more information about any of our programs, please do not hesitate to contact the Directorate of International Relations of Groupe INSEEC.





For students looking to study abroad in France, Groupe INSEEC is the ideal institution. Since its foundation, INSEEC has continued to integrate an international dimension into its academic programs by strengthening its university exchange programs and by providing global internship opportunities. On each site there is a local international office dedicated to providing high quality student services as well as increasing and improving the quality of student mobility.

Currently, there are 4 schools within the group which offer courses taught entirely in English INSEEC Business School, INSEEC Bachelor, Sup de Pub, School of Communication, BBA INSEEC. In accordance with the school, students can choose to study in Paris, Bordeaux, Chambery and Lyon.

In addition, the International University of Monaco has programs and courses fully taught in English as well as a highly developed network of partners. For more information about the International University of Monaco please contact Florence RAMILLON or Jessica CHAGNARD.



Local International Offices

INSEEC Paris Campus

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Programs taught in English for Graduate and Undergraduate Exchange Students

For French programs: visit www.inseec.com

Business and Commerce
Luxury Brand Communication & Marketing
International Brand Strategy

- INSEEC Paris Campus

Management Program 1
(undergraduate & graduate level)

- INSEEC Paris Campus
- INSEEC Bordeaux Campus
- INSEEC Chambéry Campus

Management Program 3 (graduate level)

- INSEEC Paris Campus
- INSEEC Bordeaux Campus
- INSEEC Chambéry Campus

International Business Administration
Atlantis Program

- INSEEC Lyon Campus

International Marketing & Communication

- INSEEC Bordeaux Campus



Application Process

Nominations and student files should be sent by email : incoming@inseec.com

The Directorate of International Relations will send an email with the online link to all partners.

Deadlines

- Fall online application opens : 01 April
- Fall nominations : 01 May
- Fall applications : 15 May
- Spring online application opens : 01 October
- Spring nominations 15 October
- Spring applications : 01 November

Students may only apply for the International University of Monaco, if they partner has a bilateral agreement in place.



Business Program 1

This program is appropriate for students in their 1st, 2nd and in some cases, 3rd year of undergraduate studies. Students must choose a minimum of 4 courses from the list below (24 ECTS). Please note that some courses are comprised of two sessions which will be taught by 2 different faculty members. Students registering for these classes are required to attend both sessions.

School: INSEEC Bachelor

Location: 63 Boulevard Exelmans 75016 Paris, France

Language: Fully taught in English

Mandatory orientation (fall semester): 09 September 2015

Fall Semester ends: 29 January 2016

Course listing:

6 ECTS *Finance*

Course includes: international finance and capital markets

6 ECTS *Management Control*

6 ECTS *Corporate Finance*

6 ECTS *International Business*

Course includes: Cross Cultural Communication and International Marketing

6 ECTS *Brand Marketing*

Course includes: Strategic Brand Management & Luxury Brand Management

6 ECTS *Strategic Marketing*

Course includes: B to B Marketing and Advertising and New Medias

6 ECTS *Entrepreneurship*

6 ECTS *Business Law and Ethics*

Course includes: International Business Law & International Business Ethics

6 ECTS *Strategic Management and Human Resources*

Course includes: Strategic Management and Human Resources Management

6 ECTS *Developing Communication skills*

Course includes: International Press Review and Advanced Public Speaking

6 ECTS *French Culture & Civilization*

6 ECTS *French as a Foreign Language (Sister school ALIP)*

Course includes: language course and workshop



Luxury Brand Communication and Marketing

This program is appropriate for students in their final year of undergraduate studies or the first year of their master's program. During the semester, several industries are studied including, fashion, fashion accessories, watchmaking, design and well-being, but also the food sector (wines and champagne etc.) A large part of teaching focuses with industry of Luxury Hotels.

School: INSEEC Communication School, Sup de Pub

Location: 31 Quai de la Seine, 75019 Paris, France

Language: Fully taught in English

Mandatory orientation: 26 August 2015

Semester ends: 28 January 2016

Course listing:

3 ECTS *Geopolitics*

2 ECTS *Advertising English and TOEIC preparation or ALIP, French Language courses*

10 ECTS *Advertising Competitions*

15 ECTS *Luxury Brand Communication and Marketing*

This course is made up of several lectures and will focus on the following points
themes introduction to luxury, luxury marketing strategies, luxury products and
counterfeits, luxury brand management, luxury marketing and CRM, worldwide lux-
ury clientele, luxury communication and sponsoring, event managing and PR, image
coaching, Lux 10, the art of selling in luxury, merchandising strategy, luxury e-
reputation & news medias, luxury e-business, sustainable luxury, luxury resume prep-
arations

International Brand Strategy and Marketing

This program is appropriate for students in their final year of undergraduate studies or the first year of their master's program. This program is the emblematic profession n consultancies and leads to the professions of advertising manager, group leader, or strategic planner. The strategic manager handles one or several budgets amounting to several million euros.

School: INSEEC Communication School, Sup de Pub

Location: 31 Quai de la Seine, 75019 Paris, France

Language: Fully taught in English

Mandatory orientation: 26 August 2015

Semester ends: 28 January 2016

Course listing:

3 ECTS *Geopolitics*

2 ECTS *Advertising English and TOEIC preparation or ALIP, French Language courses*

10 ECTS *Advertising Competitions*

15 ECTS *Brand Strategy – 59 ECTS*

This course is made up of several lectures and will focus on the following points
brand management, international campaign, international marketing, marketing research,
account planning, E-business, social media, the art of pitching, trendspotting, media strategy,
PR strategy, comparative media literacy, communication in Europe and sales management.

Management Program 1

This program is appropriate for students in their final year of undergraduate studies or the first year of their master's program.

School: INSEEC Business School

Location: Students may choose their campus (Paris, Bordeaux, Chambéry)

27 Avenue Claude Vellefaux, 75010 Paris, France

Hangar 19, Quai de Bacalan, 33070 Bordeaux, France

12 avenue Lac d'Annecy, Savoie Technolac, 73381 Le Bourget-du-Lac, France

Mandatory orientation: 01 September 2015

Semester ends: 18 December 2015

Course listing:

5 ECTS *Contemporary Issues*

Course includes: introduction to geopolitics; institutional and political concepts as well as news analysis

5 ECTS *Languages and Personal Development – 5 ECTS*

Course includes: French culture and language courses as well as E reputation and professional network

5 ECTS *Legal Environment for Business – 5 ECTS*

Course includes: Diversity of corporate contracts, criminal law and tax law

5 ECTS *Marketing and Development – 5 ECTS*

Course includes: Marketing services, strategic marketing and IDIC

5 ECTS *Ethics and Corporate Governance – 5 ECTS*

Course includes: Ethics of business, management and CSR tools and corporate governance

Students can choose one elective

5 ECTS *Strategic Marketing – 5 ECTS*

Course includes: Strategic marketing, international marketing and marketing engineering

5 ECTS *International Management – 5 ECTS*

Course includes: International relations, purchasing and trade export



Management Program 3

This program is appropriate for students in their second year of master's or students participating to a double degree program.

School: INSEEC Business School

Location: Students may choose their campus (Paris, Bordeaux, Chambéry)

27 Avenue Claude Vellefaux, 75010 Paris, France

Hangar 19, Quai de Bacalan, 33070 Bordeaux, France

12 avenue Lac d'Annecy, Savoie Technolac, 73381 Le Bourget-du-Lac, France

Language: Fully taught in English

Mandatory orientation: 11 September 2015

Semester ends: 18 December 2015

Course listing:

<i>Competitive Intelligence</i>	<i>ECTS 2</i>	<i>International Finance</i>	<i>ECTS 2</i>
<i>Business Ethics</i>	<i>ECTS 2</i>	<i>Geostrategy</i>	<i>ECTS 2</i>
<i>Public Institutions</i>	<i>ECTS 1</i>	<i>Conflict analysis</i>	<i>ECTS 2</i>
<i>Research Methods</i>	<i>ECTS 1</i>	<i>International contracts</i>	<i>ECTS 2</i>
<i>General Knowledge</i>	<i>ECTS 1</i>	<i>International Management</i>	<i>ECTS 2</i>
<i>Team Management</i>	<i>ECTS 1</i>	<i>Strategy 360°</i>	<i>ECTS 2</i>
<i>Strategic Management</i>	<i>ECTS 2</i>	<i>Crisis Night</i>	<i>ECTS 2</i>
<i>Cross Cultural Management</i>	<i>ECTS 2</i>	<i>French Culture</i>	<i>ECTS 1</i>
<i>Purchasing</i>	<i>ECTS 2</i>	<i>ALIP, French Language</i>	<i>ECTS 1</i>
<i>Supply Chain Management</i>	<i>ECTS 2</i>	<i>Financial Analysis</i>	<i>ECTS 2</i>



Signature du partenariat



INSEEC CONSEIL
JUNIOR-ENTREPRISE de l'INSEEC

International Business Administration

This program is appropriate for undergraduate students.

School: BBA INSEEC

Location: 19 Place Tolozan 69001 Lyon, France

Language: Courses offered in French and English

Mandatory orientation (fall semester): 08 September 2015

Fall Semester ends: 12 December 2015

Course listing:

- 2 ECTS *Business & Legal Management*
- 2 ECTS *Cross Cultural Management*
- 2 ECTS *Press Review*
- 4 ECTS *Research Methodology*
- 2 ECTS *Financial Analysis*
- 4 ECTS *Marketing Studies*
- 2 ECTS *Theoretical Framework of Business Strategies*
- 6 ECTS *Business Game*

Foreign Languages Electives

- 3 ECTS *French for International Students*
- 3 ECTS *Business English*
- 3 ECTS *Advanced German*
- 3 ECTS *Advanced Spanish*
- 3 ECTS *Advanced Italian*



Atlantis Program

This program is appropriate for undergraduate students.

School: BBA INSEEC

Location: 19 Place Tolozan 69001 Lyon, France

Language: Courses offered in French and English

Mandatory orientation (fall semester): 08 September 2015

Fall Semester ends: 12 December 2015

Course listing:

- 6 ECTS *Finance in a Flat World*
- 6 ECTS *Marketing Strategy*
- 6 ECTS *Information Systems Management*
- 6 ECTS *Globalization*
- 6 ECTS *Business Game*
- 3 ECTS *French for Atlantis Student*



International Marketing and Communication

This program is appropriate for undergraduate students.

School: BBA INSEEC

Location: 26 Rue Raze, 33000 Bordeaux, France

Language: Courses offered in French and English

Mandatory orientation (fall semester): 08 September 2015

Fall Semester ends: 12 December 2015

Course listing:

3ECTS	<i>International Principles of Economics</i>
1ECTS	<i>Corporate Strategy</i>
1ECTS	<i>Supply Chain Management</i>
2ECTS	<i>International Management Issues</i>
3ECTS	<i>Business Game "WORLDSTRAT"</i>
2ECTS	<i>Brand Management</i>
2ECTS	<i>Luxury Marketing</i>
2ECTS	<i>Consumer Behavior</i>
2ECTS	<i>Digital Marketing</i>
2ECTS	<i>Sustainable Marketing</i>
2ECTS	<i>International Distribution Agreements</i>
2ECTS	<i>Corporate Communication</i>
2ECTS	<i>Marketing Studies</i>
2ECTS	<i>Internal Auditing</i>
2ECTS	<i>Business Control</i>
5ECTS	<i>Cultural Communication & Understanding</i>
3ECTS	<i>French for Foreigners</i>

