

### The faculty at the Cnam is our greatest asset



The IIM's teaching team, including professors, adjunct faculty and lecturers, stands out for its quality and reputation. Adjunct faculty, for example, consists of mainly of professionals holding senior positions in business, consulting and government, with a wide and credible experience. Whether from the world of business or academics, all members of our teaching team are genuinely committed to and enthusiastic about teaching, with an impressive talent for sharing their expertise. Classes are both entertaining and inspiring. This blend of academic and professional worlds allows students to enjoy a dual approach: they see how practice translates into theory and how theory is reflected in practice.

Our methods will give you confidence in your own leadership skills and ability to meet a variety of challenges, propelling you toward accomplishing your career goals and aspirations.

### Featured Faculty Profiles

Thomas Durand, Full professor, Strategy  
Jean-Michel Raicovitch, Full professor, Marketing  
Olivier Basso, Adjunct professor, Leadership  
Stéphane Bourliataux-Lajoie, Associate professor, Digital Marketing  
Anne-Gaëlle Jolivot, Associate professor, International Marketing  
Christelle Pezon, Associate professor, Management  
Timea Csaszar, Adjunct professor, Project Management  
Vesselina Tossan, Associate professor, Marketing

### Profiles of our professors for MBA

*US171S COR-Strategy-* Thomas Durand  
*US171S COR-Strategy-* Minh Duc Hoang  
*US171S COR-Strategy-* Alexis Pokrovsky  
*US171T COR-Organization Theory & Organizational Behavior-* Philippe Collas  
*US171U COR-Statistics-* Vasile Strat  
*US171V COR-Management Information Systems-* Franck Laurence  
*US171V COR-Management Information Systems-* Jean-Michel Raicovitch  
*US171W COR-Operations Management-* Emmanuel Caillaud  
*US171W COR-Operations Management-* Ziad Hajar  
*US171X COR-Business Law & Ethics-* Corinne Boismain

US171Y COR-Economics- Anton Granik  
 US171Z COR-Financial Accounting- Maria Ruiz  
 US1720 COR-Management Accounting- Iulia Jianu  
 US1721 COR-Corporate Finance- Safwan Mchawrab  
 US1722 COR-Marketing Management - International Perspective- Jean-Michel Raicovitch  
 US1722 COR-Marketing Management - International Perspective- Madalina Meghisan  
 US1723 COR-Negotiations- Yahya Fallah  
 US1724 COR-Human Resource Management- Elena Chopin  
 US1724 COR-Human Resource Management- Anne-Françoise Bender  
 US172B Career Development & Coaching- Gildas Laguës  
 US172B Expand your Horizons - Guest speakers (in charge : Tra Nguyen, Aude Pollet)  
 USII14 Managing innovation process in Fashion industry- Lionel Roure  
 USII15 Fashion products strategy- Farid Chenoune  
 USII16 Trend Management- Nicole Foucher  
 USII17 Managing the fashion environment- Jean Francoise Leguay  
 USII18 Fashion on site- Nicole Foucher  
 USII19 Advanced Finance- Xing Fan  
 USII1A Business communication- Gildas Lagues  
 USII1B Corporate Entrepreneurship- Olivier Basso  
 USII1B Corporate Entrepreneurship- Olivier Leclerc  
 USII1C Leadership and Change- Olivier Basso  
 USII1C Leadership and Change- Giulia Del Fabbro  
 USII1D How to turn ideas into successful start-ups- Jean-Luc Guizot  
 USII1F Marketing of innovation- Thomas Lepers  
 USII1G Project management for managers- Kamel Kaidi  
 USII1P Strategic Innovation Management- Anne Berthinier-Poncet  
 USII1Y Risk Management- Georges Abi Rached  
 USII1Z Digital transformation- Philippe Dumé  
 UAI02 Study trips - Guest speakers (in charge : Tra Nguyen)  
 UAI03 - Final Project (methodology) - Alexis Pokrovsky

## Profiles of our professors for Master in Management

### Master 1 - Academic Head: Christelle Pezon

US172U Management Accounting - Isabelle Miroir  
 US172P Marketing - Vessélina Tossan  
 US172P Marketing – Kevin Church  
 US172Q Human Resources Management – Emmanuelle Saint Julien  
 USM304 Organization Theory - Éric Hertzler  
 US172W Finance – Xing Fan  
 US172N Financial Accounting – Stéphanie Boyer  
 USM311 E-Business – Stephane Bourliataux-Lajoinie  
 US172S Management of the Firm - Christelle Pezon  
 US172S Management of the Firm - Jean-Michel Raicovitch  
 UA1719 Integrative Group Project - Christelle Pezon

### Master 2 International Business and Corporate Development

#### Academic Head: Anne-Gaëlle Jolivot

USM317 International Marketing - Anne-Gaëlle Jolivot  
 US173S International Corporate Strategy – Thomas Durand  
 US173S International Corporate Strategy – Minh Duc Hoang  
 US173R Global Economic Players - Benjamin Taupin  
 USM306 International Business Law – Ted Gleason  
 USM30H Corporate Social Responsibility – Xavier Amoros  
 US173U International Trade – Constance Elia Cochet  
 US173U International Trade - Stella Aguigah-Provost  
 US173X International Corporate Finance - Lara Barghout  
 US173Y Multicultural Management - Éric Hertzler  
 US173V Consulting and Change Management – Daina Herpe  
 US173V Consulting and Change Management – Ahmed Alexandre El Aouadi

USM30Q International Human Resource – Olivier Herrbach  
USM30J E-Commerce and Logistics – Stephane Bourliataux-Lajoinie  
USM313 Business simulation - Monia Amami  
USM313 Business simulation - Tra Nguyen  
US173C Career Management - Vincent Fayolle  
US173C Career Management – Pascale Joli

## **Master 2 Project Management and Business Engineering**

### **Academic Head: Timea Csaszar**

US172Y Project Management Fundamentals - Rabah Hamiane  
US1733 Organization and Team Dynamics - Olivier Eyraud  
US1739 Feasibility study & Business Plan - Gwenaëlle Rolland-Rey  
USM30A Added Value Creation Process - Rabah Hamiane  
US173A B to B Marketing - Anne Benoît  
USM316 Business Law & Contract Mngement – Ted Gleason  
USM314 Advance Project Management – Timea Csaszar  
USM314 Advance Project Management – Patrice Broage  
USM314 Advance Project Management – Kevin Church  
US1734 Managerial Behaviors & Business Communication - Olivier Eyraud  
USM30C Entrepreneurship – Lara Barghout  
USM315 Agile Management - Gwenaëlle Rolland-Rey  
USM313 Business simulation - Monia Amami  
USM313 Business simulation - Tra Nguyen  
US173C Career Management - Vincent Fayolle  
US173C Career Management – Pascale Joli

## **Master 2 e-Business and Digital Marketing**

### **Academic Head: Stephane Bourliataux-Lajoinie**

USM312 Business Model Evolution & Strategic Marketing – Jean-Michel Raicovitch  
USM312 Business Model Evolution & Strategic Marketing – Stephane Bourliataux-Lajoinie  
USM312 Business Model Evolution & Strategic Marketing – Yann Gabay  
USM30K New Consumer Behavior – Arielle Belicha-Hardy  
USM30K New Consumer Behavior – Muriel Monteiro  
US172Y Project Management Fundamentals - Rabah Hamiane  
US173A B to B Marketing - Anne Benoît  
USM30P Business Law & Cyberlaw – Ted Gleason  
USM30P Business Law & Cyberlaw – Alain Bauer  
US173S International Corporate Strategy – Thomas Durand  
US173S International Corporate Strategy – Minh Duc Hoang  
USM30J E-Commerce and Logistics – Stephane Bourliataux-Lajoinie  
USM30M Digital Marketing - Guillaume Rigal  
USM30R Web Analytics – Truong Thi Pham  
US1730 Management & Information Systems - Élie Liberman  
USM313 Business simulation - Monia Amami  
USM313 Business simulation - Tra Nguyen  
US173C Career Management - Vincent Fayolle  
US173C Career Management – Pascale Joli