

## Program Structure and Study Modes

### Program Structure

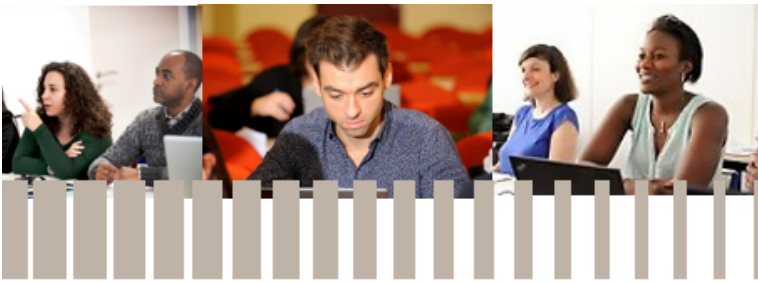
Remaining faithful to its founding principle of encouraging professional transformation, the Cnam Executive MBA Program has been completely developed in order to meet the needs of managers' ambitions in today's business world.

What we have created is an innovative MBA program that delivers value to our students in multiple areas, including:

**Customized Curriculum** with the choice of different study tracks such as Innovation Management, Fashion Management, and Project Management which take full advantage of the Cnam's vast courses catalogue. Learning at the Cnam MBA is specific for your professional needs and goals, yet flexible with the professional activities and evolving business practices.

**Personal Development** starts from the admission procedure to after the graduation where our world-class faculty engages with and challenges students, deploying integrated teaching methods that are designed to enhance strategic vision, design thinking, analytical ability, complex problem solving, as well as creativity, leadership and team management skills. Learning at the Cnam MBA is effective, collaborative and sense-making perspective on management.

**International Networking** is made possible by our strategic location in the heart of Paris, the center of business, and cultural exchange. The Cnam MBA attracts a diverse group of talented students from around the globe, meeting with recognized professionals from different industries in a variety of settings. Learning at the Cnam MBA is a multicultural journey as students spend time to study trips abroad at one or more of our partner institutions in Europe and the US.



## Curriculum



### Program “Expand your Horizons”

#### Core Curriculum:

- Corporate Strategy
- Marketing
- Human Resource Management
- Organization Behavior
- Financial Accounting
- Management Accounting
- Corporate Finance
- Negotiation
- Economics
- Business Statistics
- Management Information Systems
- Business Law & Ethics
- Operations Management

#### Activities:

- Integration
- International study trips
- Company visits
- Alumni Entrepreneurs Pitch

#### Personal Capstone Program

##### Study tracks:

##### > Project Management

Project Management for Manager  
Cost & Time Management  
Team Dynamics & Communication  
Risk Management  
Leadership & Change

##### > Fashion Management (ESMOD)

Management of Innovation  
Fashion product strategies  
Trends Management  
Managing the Fashion environment  
Fashion on site

##### > Innovation Management

Strategic Innovation Management  
Marketing of Innovations  
Corporate Entrepreneurship  
How to Turn Ideas into Successful Start-ups  
Digital transformation

#### Career Development & Coaching:

Personal assessment, professional & personal

#### Final Capstone Project:

Methodology	Supervision
Conception & Pitch	Individual work
Collective & Project Review	Thesis & Presentation

## Hybrid study mode: a blended learning mode

Our study mode provides students with the values of:

**Consistent:** 100% courses in English, 1 curriculum of 13 core modules, a study track to personalize a professional domain, coaching and networking, study trips and a final project.

**Flexibility:** Possibility to complete the curriculum while working full time.

**Mentorship:** Different promotions have classes together, allowing for greater interaction and networking opportunities.

**Accessible:** 2 intakes per year: October or January. Payment in 3 installments per year.

**Adaptable:** A large selection of elective courses with modular electives & minors on different practical subjects. Possibility to take modular electives for certification.

Studying while working at the same time:

Work load per module could be from 35 hours up to 45 hours, consisting of:

11 hours autonomous Classes (Online Materials)

7X1,5 hours Interactive Online synchronized Classes

10,5 hours face to face classes

10,5 hours optional face to face classes

3 hours evaluation

## Courses rhythm over the 2 academic years

*October to June:*

2 to 3 online sessions from 7:30 to 9:00 pm every week  
2,5 days of onsite sessions per month (Thursday night, Friday and Saturday all day)

*July to August:*

1 week at Bucharest Business School, Bucharest, Romania  
1 week at UC Berkeley, San Francisco, USA

## Further information

Emmanuelle Rochefort  
[emmanuelle.rochefort@lecnam.net](mailto:emmanuelle.rochefort@lecnam.net)  
External Relation Manager  
Tel : + 33 1 40 27 26 36  
Cnam-IIM  
Case courrier EPN15  
2, rue Conté  
75003 Paris



**For more information on our MBA, click here:**

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MBA Brochure  
MBA Fashion Business Development  
MBA Project and Agile Management

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