

Study Tracks and Specializations

The Cnam Executive MBA programme combines in a consistent way two features: on one hand, a management program that remains generalist, and on the other hand specializations. The core courses provide the whole cohort with fundamental tools, skills and competencies that all business managers should possess whatever their particular function or sector of activity.

Then students can opt for one of three study tracks (Fashion, Project, or Innovation Management). The objective of these electives is to offer students a deeper view and understanding of the management issues of a specific industry or subject in line with their own professional ambitions.

Three specialized study tracks are presently offered to students:

[Project Management](#)

[Innovation Management](#)

[Fashion Business Management](#)

Project Management

The Project Management (Business Unit Management) track allows students to develop their career as a successful leader of a project or a business unit.

List of courses:

- Project Management for Managers
- Cost & Time Management
- Team Dynamics & Communication
- Risk Management
- Leadership and Change

Project Management classes are held in hybrid mode(one weekend per month in two years) **within the period of April to June.**

Innovation Management

Innovation Management which specifically targets current project managers who aim at taking larger responsibilities related to innovating processes and change management. This tracks insists upon innovation not only in technology and technological processes but also innovation as a way of thinking, managing and structuring organizations.

List of courses:

- Strategic Innovation Management
- Marketing of Innovations
- Financing Start-ups
- Corporate Entrepreneurship
- Digital Transformation

Innovation Management classes are held in hybrid mode(one weekend per month in two years) **within the period of April to June.**

Fashion Business Management

Fashion Business Management which targets an industry which presents specificities in terms of management. For this purpose, the Cnam students benefit from the collaboration with [ESMOD](#), a prominent name in Education for the fashion industry.

The MBA in fashion business development has been designed to respond to the needs of new strategies facing globalization in the textile and fashion sectors. Through an interdisciplinary and contextual approach, this MBA enables participants to understand the forthcoming challenges facing this creative industry in their respective countries. It builds the skills to manage innovative projects and find innovative solutions. Participants will develop the ability to identify consumer trends, strategies of key players and acquire the skills to assume management roles, from concept to actual product. It provides participants with the methodology and practical tools needed to analyze the fashion environment and dynamics of the fashion business.

ESMOD is the oldest and one of the most famous fashion design school in the world, with 24 schools in 14 different countries. Fashion business development has been designed to respond to the needs of new strategies for the textile and fashion sectors. Through an interdisciplinary and contextual approach, this specialization enables students to understand the forthcoming challenges while facing this creative industry in their respective countries. It helps to develop necessary skills to manage innovative projects and find innovative solutions. Students develop the ability to identify consumer trends, strategies of key players. They acquire the skills to assume management roles for the whole process of business development: from concept to actual product. Student benefit from the outstanding relations of ESMOD with the fashion industry. They are involved in numerous business visits, from the haute couture to the current marks, for e.g.: Newman, Agnès B, OneStep, IKKS or Catimini (Zannier Group), Freelance (luxury shoe manufacture), or The "Village des créateurs" (an incubator for fashion and design entrepreneurs)

List of courses:

- Fashion Products Strategies
- Trends Management
- Managing the Fashion Environment
- Managing Innovation Process
- Fashion Onsite

Fashion Business Management classes are held in intensive mode(full time)**within the program schedule**(study trips including).

Further information

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For more information on our MBA, click here:

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[Program Structure and Study Modes](#)
[Study Tracks and Specializations](#)
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MBA Brochure
MBA Fashion Business Development
MBA Project and Agile Management

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