

# MBA

**International, Executive, Hybrid**



## Message from the Manager

“

... Though a MBA degree is reputed, it can never be a « magic stick » without your personal quality and efforts. That's why, our MBA programme will not just try to give you a degree, but practical skills and different ways of thinking and personality.”

Kim Vu, Cnam, MBA Manager

## Why Cnam Paris is the best choice for your MBA?

Overseen by the French Ministry of Higher Education and Research, the Cnam is a unique public scientific, cultural and professional institution that is referred to as a “grand établissement” and considered to be among France's top higher education establishments. Since 1794, it has had a tradition of innovation in research and teaching that is carried on today by a corps of professors and lecturers who are not only highly respected academics, but who also have rich professional experience.

Situated at the center of Europe, in the heart of Paris, the Cnam's main campus is an exceptional backdrop for a diverse student body made up of people from different educational and professional backgrounds, ages and cultures.

The Cnam MBA experience is transformative and unforgettable, from its challenging and stimulating coursework, to its study trips in France and abroad, conferences and guest speakers, competitions and social life.

The Cnam provides a MBA programme with 3 formats: International (full time), Executive (part time ) and Hybrid (online blended learning) delivered in France (Paris) and overseas. Five majors including Business Unit Management (or General Management), Project Management, Fashion Management, Entrepreneurship & Innovation Management and Insurance Management are offered to students. These programmes are designed for those aspiring to develop a career in an international business environment, to widen their professional horizons and to increase their leadership capacity.

The Cnam MBA promotes diversity to achieve a balanced mix of educational and professional backgrounds, age and cultures. The large number of nationalities (we have welcomed more than 40 different nationalities in the past 10 years) and the impressive degree of female participation further promote the variety of viewpoints and ideas voiced in discussions. All this happens in classes of small size, facilitating intensive interactions, as well as the transfer of knowledge and skills.





## Objectives of the Programme

The programme's objectives are to enable students to:

- Acquire or consolidate fundamental and practical knowledge in all the management fields as well as in the underlying scientific domains;
- Understand and anticipate the major stakes of the business environment including the management of complex issues related to ethics corporate social responsibility;
- Improve curiosity, critical thinking, intellectual autonomy and leadership;
- Increase critical spirit and autonomy;
- Increase their readiness to face permanent change;
- Develop entrepreneurial spirit.

## Application Requirements

- Bachelor's Degree (in any discipline);
- 2 recommendation letters (from professional or academic endorsers);
- 3 years of professional experience;
- Proficiency in English; (TOEFL IBT: 90 | TOEIC: 800 | IELTS: 6.5)
- Rolling admission (until places fill up).

## Admission procedures

- Application form in english;
- Interview with Program Director and professors.

## Financial Information

- International MBA/Executive MBA/Hybrid MBA:
  - > Fees: €19,000  
(price likely to change after January 2017)
  - > Training eligible to financial support from Fongecif, OPCA...
  - > Eligible to CPF funding
  - > Compatible with «Contrat de professionnalisation»
  - > Support and guidance for:
    - Fongecif application
    - Masters IDF and Eiffel scholarships

## Programme Structure

The International MBA (full time) is delivered over 1 academic year, the Executive MBA (part time) and the Hybrid MBA (online blended learning) over 2 academic years.

The programme includes:

- An orientation week;
- A core curriculum;
- Electives;
- Study trips;
- A final project;
- Carrer development programme.

Each course consists of 35 hours and carries 3 credits. During the orientation week, students take part in an intensive business game in which they are required to make decisions of variable nature.

The core curriculum is composed of 13 core courses providing a solid foundation in essential business skills and competencies.

The final project (6 credits) is an individual work that turns theory and reflection into real world action. Under the supervision of a professor, students must define and resolve a real business issue from a management or a consulting perspective.

Study trips are a special part of the MBA curriculum. Students have to complete two trips in the course of their programme:

- 2 to 3 weeks study trip to the USA (CSU in San Bernardino) in August;
- 3-days study trips in France for Fashion Management major (organized by ESMOD);
- 1-week study trip to Bucharest (Bucharest Business School);
- Students enrolled in the Insurance Management major spend 3 days in London visiting Lloyds, Aviva, Swiss Re... and 3 days in Brussels (organized by ENASS);
- Students from Bucharest spend 1 week in France.



## Program

International (full time), Executive (part time), Hybrid (online blended learning)

### Core Curriculum

#### > Career development

- Personal assessment (Talent Today platform)
- Professional & Personal coaching
- Workshops

#### > Fundamentals of Management

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

### Personal Capstone Program

#### > Study tracks

##### > Innovation Management

- Strategic Innovation Management
- Marketing innovations
- Change & Leadership
- Financing start-ups
- Digital transformation

##### > Business Unit Management

- Business communication
- Advance Finance
- Risk Management
- Corporate entrepreneurship
- Project Management for Manager

##### > Fashion Management

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

##### > Customise your study track

Choose 5 modules from the above lists and design your own study track.

#### Expand your horizons

Conference program

#### Study trips

United States (University of California State San Bernardino)  
Romania (Bucharest Business School)

#### Final Project

## The faculty at the Cnam is our greatest asset

The school's teaching team, including professors, adjunct faculty and lecturers, stands out for its quality and reputation. Adjunct faculty, for example, consists mainly of professionals holding senior positions in business, consulting and government, with a wide and credible experience. Whether from the world of business or academia, 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.

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*... I found that the executive MBA part-time students that I was part of had seen the ups and downs of economic cycles. I think we all brought experience and savvy to the classroom and became engaged in understanding the overall picture, the global economy and its importance for business leaders.”*

Mats Svensson,  
Data and Information Manager at Eutelsat  
E-MBA 2011/2013

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*... What I value the most about the full time MBA program of the Cnam is that it enables me to live a unique experience for a year. It allows me not only to grow academically and professionally but also as a person: I am learning how to overcome my fears, how to challenge my aptitudes and how to be open-minded.”*

Leticia Valerio,  
ex-Financial Assessor  
I-MBA 2012/2013

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