



le cnam
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Your MBA in Paris!

1 program, 4 possibilities



Flexibility
Diversity
Creativity...
A transformative experience!

Message from the Manager



As a MBA graduate, and the Cnam MBA and Master in Management programs Manager for several years, I would like to welcome you all to go through this brochure and start with your first questions “Are you ready to go further?” and “Why Cnam Paris is the best choice for your MBA?”

The Cnam MBA builds on more than two decades of experience. We first commissioned MBA programs that were designed for scientists and engineers, which, originally, were the angular stones of the Cnam. Today, we are proud to accompany a great variety of professional profiles: Executives, Managers or Technical Experts from all business areas who need to acquire new skills and competencies to adapt to a fast-changing competitive environment. With rapidly evolving business practices, major evolutions in customer attitudes and the digital transformation of business, companies need managers able to adapt rapidly and efficiently to increasingly innovative challenges, the Cnam MBA has proved over the years to be a formidable asset for professional mobility and personal development.

We are richly endowed with a diversified mix of undergraduates, graduates, doctoral students and faculty that hail from all corners of the globe. We are deeply embedded in the fabric of business and management given the fact that a majority of our faculty and graduate students are managers or executives.

While remaining faithful to its founding principle of encouraging professional transformation, the 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 possibility of switching between full time and blended learning modes, with the choice of different minors such as Innovation Management, Fashion Management, Business Unit Management, Digital Management and tailor-made electives 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, US and Asia.

Given the achievement of our MBA and the quality of our academic team supported by the over 200 combined years of academic excellence of the Cnam in France, I have no doubt your experience will be rich and rewarding. I look forward to welcoming you to Paris and the Cnam MBA.

Tra Nguyen, Ph.D, MBA
International Programs Manager



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

The Cnam (Conservatoire national des arts et métiers) was created at the beginning of the Industrial Age and in the throes of the French revolution. As the National Convention replaced the monarchy with a social democracy of common workers, machines were changing the socioeconomics and geopolitics of Europe. On October 10, 1794, the Convention enacted a law to educate workers in these emerging technologies and founded the Cnam in order to «improve the nation's industry, cultivate engineering methods, teach widely and illuminate ignorance» (Abbé Grégoire).

The Cnam today

Overseen by the French Ministry of Higher Education and Research, the Cnam is a unique public scientific, cultural and professional institution that is referred 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 team of professors and lecturers who are not only highly respected academics, but who also have rich professional experience.

Located in 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.



Cnam in figures

- × Over **220** years' experience in training adults
- × **62,500** students enrolled
- × **1,000,000** Alumni
- × **500** degrees & diploma offered
- × **13,500** graduates per year
- × **24** MOOCs since 2014
- × **140** international cooperation agreements
- × **14** research labs
- × **30** regional centers
- × **45** Cnam International sites



Your MBA

Philosophy : Fulfill your calling!

“Much more than classes and courseworks”

The Cnam MBA experience is transformative and unforgettable: from its challenging and stimulating coursework, to its study trips in France, Europe and USA, conferences as well as guest speakers and business games.

The Cnam MBA is not just about attending classes; Sterile lecturing is not our approach. It's about fulfilling your calling. Our primary objective at Cnam Paris is to help you reach your potential to the fullest so that you can pursue with confidence your career aspirations. Instead, we provide coaching, constant challenges and numerous opportunities for both personal and professional growth. This is what inspires us. This is our **Credo**.

Credo

- **CREATE** your personal development plan
- **REACH** new professional horizons
- **ENGAGE** in enriching interactions
- **DEVELOP** authentic practical insights
- **OWN** your learning



CREATE your success

We believe that every individual has their own unique way to achieving success. That is why we give you the steering wheel of your personal development. As a participant in the Cnam Paris MBA program, you will access all the support needed to identify the best way forward, as well as the resources required to achieve your goal. You are the driver of your success.

ENGAGE in enriching interactions

Every individual enrolled in the Cnam Paris MBA represents a unique combination of professional experiences, cultural characteristics and personal aspirations. It is this wealth of differences that helps you learn and progress in pursuit of your maximum potential. Hence, our objective at Cnam MBA Paris is to encourage constant interaction among all members of the MBA community, including our faculty members and corporate partners.

OWN your learning

At Cnam Paris, we show you how to manage your own learning process and let you channel it in the direction you want. This is further complemented by a considerable amount of freedom in customizing the curriculum. Your program can take multiple forms through different electives, practical activities and projects.

REACH new professional Horizons

Open-mindedness is a critical factor for professional success in today's business environment. The Cnam MBA Paris is designed to expand your outlook in such a way to turn difficulties into opportunities tomorrow. The diversity of experiences in the program allows you to uncover resources, inspirations and ideas that you never knew you had.

DEVELOP authentic practical insights

Real practical experience is at the core of the Cnam Paris MBA curriculum. Therefore, we encourage you to pursue real objectives and achieve concrete outcomes that go beyond your past personal experiences. You benefit from all the resources of our program, the expertise of your peers, the counsel of our faculty, as well as our corporate and academic partnerships.

Objectives of the Program

- **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 and corporate social responsibility;
- **Improve** curiosity, critical thinking, intellectual autonomy and leadership;
- **Increase** critical spirit and autonomy;
- **Increase** readiness to face permanent changes;
- **Develop** entrepreneurial spirit.



Creativity

At Cnam MBA Paris, we expect you to be the designer of your future and therefore we provide you with the freedom to create your own program:

- The core curriculum involves 13 core courses providing a solid foundation in essential business skills and competencies;
- Four tracks dedicated to different fields, to enable you to complete the core courses with a specialised component, include Business Unit Management; Innovation management, Fashion Management and Insurance Management;
- 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 program:
 - > 3 weeks study trip to the USA (California State University, San Bernardino) in August;
 - > 3 days study trips in France for Fashion Management students (organized by Esmod);
 - > 2 trips to London and China for Insurance Management students (organized by Enass);
 - > 1 week study trip to Romania (Bucharest Business School).

100% in English for Full time mode

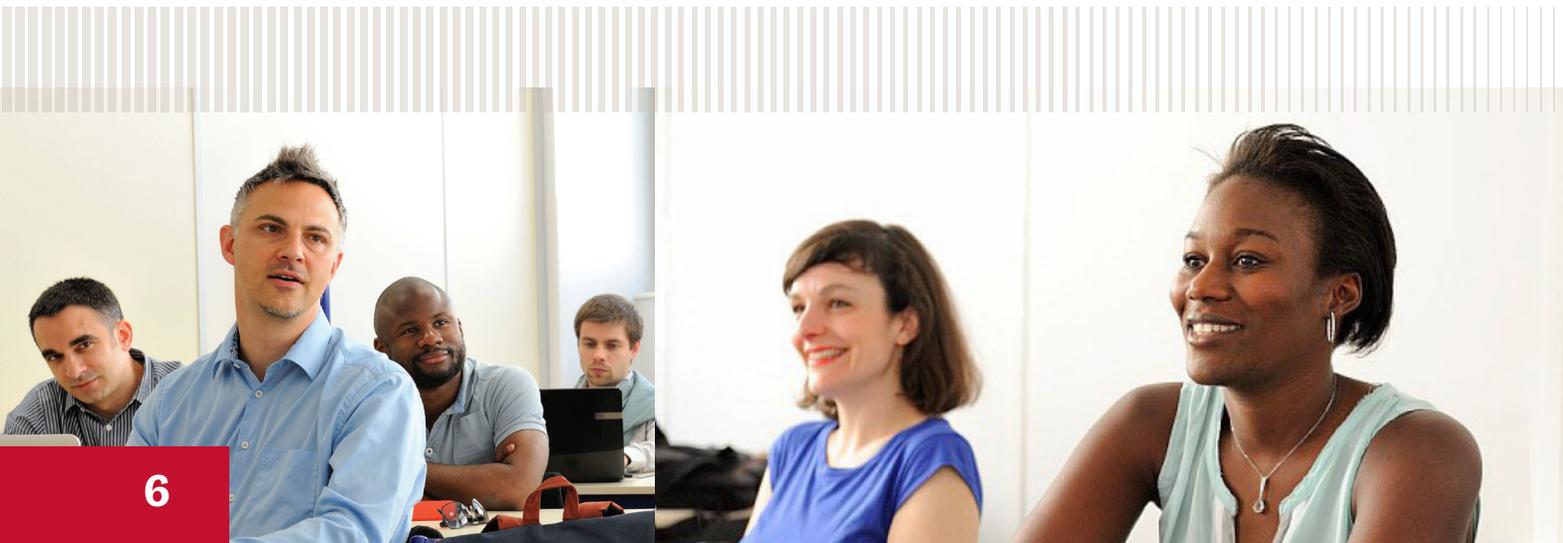
Core curriculum	Electives
<p>Career development</p> <ul style="list-style-type: none"> • Personal assessment • Professional & Personal coaching • Workshops 	<p>Fashion Management (In partnership with Esmod)</p> <ul style="list-style-type: none"> • Management of Innovation • Fashion product strategies • Trends Management • Managing the Fashion environment • Fashion on site <p>Innovation Management</p> <ul style="list-style-type: none"> • Strategic Innovation Management • Marketing innovations • Change & Leadership • Financing start-ups • Digital transformation <p>Business Unit Management</p> <ul style="list-style-type: none"> • Business communication • Advanced Finance • Risk Management • Corporate entrepreneurship • Project Management for Manager
<p>Fundamentals of Management</p> <ul style="list-style-type: none"> • Financial Accounting • Management Accounting • Corporate Finance • Marketing • Strategy • Negotiation • Economics • Statistics • Organizational Behaviour • Management Information Systems • Business Law & Ethics • Operations Management • Human Resources Management 	

Flexibility

With **4 different learning modes**, the Cnam MBA offers the flexibility you need to organize your studies around your professional and personal life.

Cnam MBA Paris			
Mainly onsite + additional online classes	Blended online classes with periodical onsite classes		
Objective: 1 year	Objective: 2 years		
Onsite classes every day Tuesday-Saturday	Onsite classes every weekend Friday-Saturday	Onsite classes every month One weekend per month	Onsite classes every semester 2 weeks Grand International

- ✗ **Consistent:** **100%** courses in English, 1 curriculum of 13 core modules, 5-8 electives, coaching and networking, study trips and a final project.
- ✗ **Flexibility:** Possibility to complete the curriculum from 1 to 3 years and switch learning modes between **onsite** and **online** classes, intensive (everyday) or extensive rhythms (every weekend or every month)
- ✗ **Assessible:** **2 intakes** per year: October or January. Training eligible to **professional financial support and funding**. Possibility to set installments from 1 to 3 years for individuals.
- ✗ **Adaptable:** A large selection of elective courses with **modular electives & minors** on different practical subjects. Possibility to take modular electives for certification.



Diversity

The Cnam MBA promotes diversity to achieve a balanced mix of educational and professional backgrounds, ages and cultures.

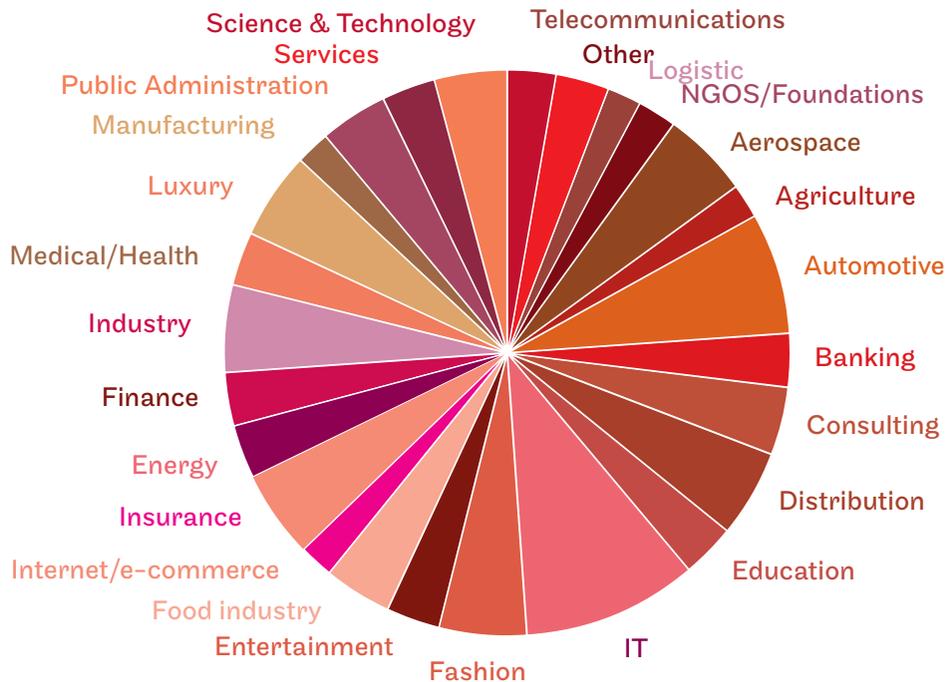
The large number of nationalities (we have welcomed more than 40 different nationalities over the past 10 years) and the increasing number of female participation promote the variety of viewpoints and ideas voiced in discussions. All this happens in classes of small size, facilitating intensive interactions, as well as the transfer of knowledge and skills.

A few facts about the Cnam MBA Paris

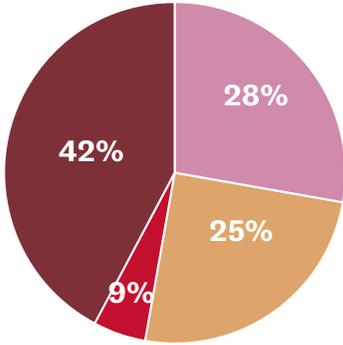
Our students profile

- × **10-15** years of professional experience
- × **31%** women
- × Participants average age: **38** years old (between 28 and 55)
- × **20%** international students

Professional backgrounds

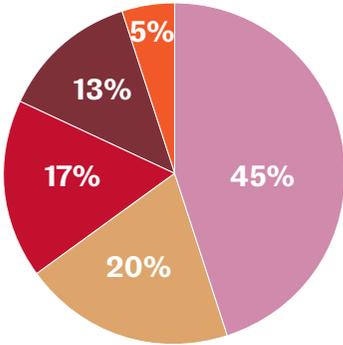


Delay to acquire a new position



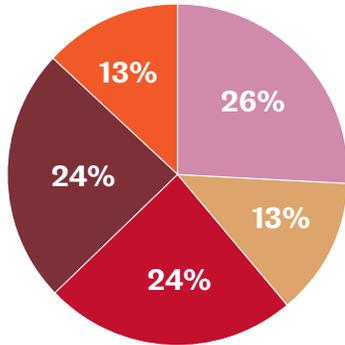
- Before finishing the program
- In the 2 years following the end of the program
- In the 5 years following the end of the program
- In the 6 months following the end of the program

Pre MBA salary



- Less than 50k€
- Between 50k€ and 60k€
- Between 60k€ and 70k€
- Between 70k€ and 90k€
- Over 90k€

Post MBA salary



✗ International recognition with **AMBA**s

✗ National recognition: **RNCP**
(Highest professional grade – level 1)

✗ Personal **career coaching**

✗ Program duration:
12 months – 24 months

✗ **French as a foreign language**
courses for international students



Alumni testimonies

"My MBA journey in Cnam was throughout a pleasant experience and a great source of motivation. It allowed me to enhance my skillsets, expand my horizons and reach high level of self-confidence. I enjoyed the learning environment and collaboration with participants from diverse cultures. Also, the program offers foreign study trips and organises conferences that provide practical insight to business and stimulate real interest for entrepreneurship. The Cnam MBA is a well- designed, properly structured and flexible program which can meet the requirements of individuals who come from different professional backgrounds and have different time constraints. I feel a great sense of accomplishment having completed my MBA from Cnam".

Adeel Ansari, Project Leader,
IT – UK – MBA 2012-2014 (Part time).

"It is an excellent experience which helps me to expand my horizons, take a step back from myself, think about my choices, my values and redefine my priorities".

Fatoumata Diakité, Key account manager,
Insurance – Paris – MBA 2014-2016 (Part time).

"Wonderful ! A human experience higher than expected and a strong learning journey giving a full 360° understanding of my business environment. The second benefit is the culture of openness and continuous learning developed during these 2 years of research and case study which are real new skills in business approach".

Yann Lefrançois, Project Manager, Automotive –
France. MBA 2015-2017 (Blended learning).

"Having the opportunity of studying at Cnam was one of the best experiences of my life. It provided me with some of the best friends and professors I have ever met. The things I learned at Cnam helped me to create my own start-up company upon returning to Mexico while also enriching my life as a whole. Living in France while attending Cnam was an experience I truly treasure and one I will be forever be grateful. I'm proud to be part of the Cnam because even if I live on the other side of the world, a small part of me and my family "reste toujours en France".

Luis Rochin, Marketing Application
Support and Services Specialist –
Mexico – MBA 2013-2014 (Full time).



"A true human and introspective experience".

Marilidia Clotteau, Food & Beverage Segment
Marketing Offer Manager – France –
MBA 2010-2012 (Part time).

"This experience marked me because it allowed me to discover new friends. Cultural exchange is an element of openness and experience with others! The level of professors was remarkable! This MBA allowed me a success in a large chemical group and taking the function of a site management".

Ali Cherif, Plant Manager, Pharmaceutical Industry –
France – MBA 2010-2012 (Part time).

"Le Cnam Paris MBA is a specific opportunity, I learned that. I am more capable than I ever thought possible. I tried new classes, traveled to new places (lots of them), worked with different cultures, and actively pursued leadership opportunities outside of my comfort zone. Each experience helped me gain confidence in my abilities and encouraged me to pursue new challenges: the biggest lesson I learned from MBA is that difference is great. For me, this story began when I chose to pursue the Fashion Management MBA from Le Cnam Paris in lieu of a traditional business program. While my friends and family saw the program as a risk, I saw it as an opportunity".

Huong Nguyen – Vietnam – MBA 2016-2017 (Full time)

**97% of our students
would recommend
the Cnam
to do
your MBA!**

Admission procedures

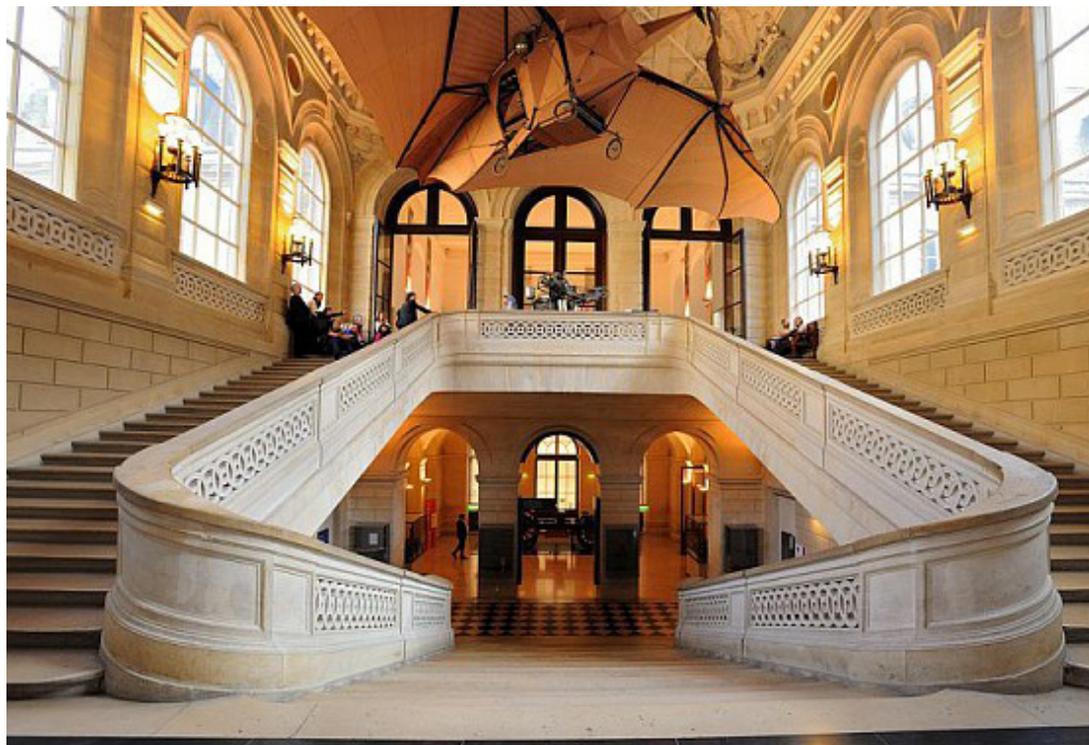
- Application form in English
- Interview with the MBA program Director and professors

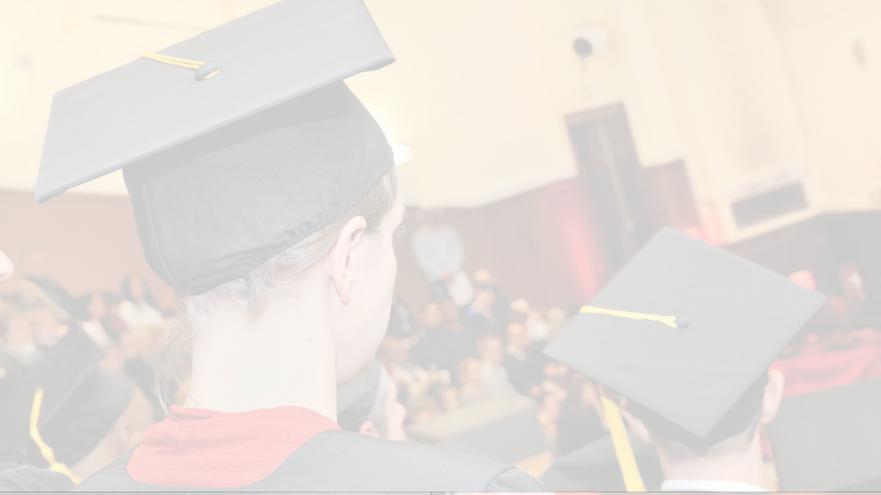
Application Requirements

- 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)

Financial Information

- Fees: €21,000
- Training eligible to financial support from Fongecif, OPCA, etc.
- Eligible to CPF funding
- Compatible with «Contrat de professionnalisation»
- Support and guidance for:
 - Fongecif application
 - Masters IDF and Eiffel scholarships





MADE IN
le cnam
since 1794



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