

# EUROPEAN MBA

**THE EUROPEAN MBA (EMBA) PROGRAM IS A POST-GRADUATE PROGRAM FOR BUSINESS-RELATED UNDERGRADUATES AND/OR EXECUTIVES.**

For non-business-related undergraduates, the program may last 15 to 18 months, according to the student's previous academic background. This program allows students to work together in a multicultural environment to increase their knowledge and develop their skills in a global business environment.

The Program, accredited by the International Association for Collegiate Business Education (IACBE), offers degree candidates a challenging curriculum taught by a highly qualified and professional faculty.

**The EMBA Program consists of 5 different parts :**

➤ **The International Management Program (IMP)** introduces students to fundamental management concepts.

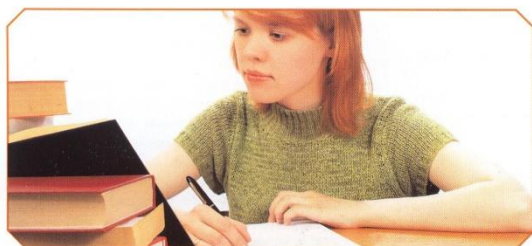
➤ **Capstone and Professional Seminars**

➤ **The European Management Program (EMP)** introduces students to the particularities of doing business in the European Union.

➤ **The Specialization Program (SP)** proposes four different majors for degree candidates to choose from :

- Global Marketing Management
- Luxury Brand Management
- International Finance
- Tourism & Hospitality Management

➤ **Thesis :** all degree candidates must complete a final thesis on a topic of their choice that they must defend orally before a jury.



## Internship

All students, who are not working executives, may also complete a student internship in management, either three months full-time or six months part-time. Students are strongly advised to complete the internship at the end of their course work, although it is possible to do so during the semester with the Dean's approval.

PGSM Group provides students with services to help them find a placement both in France and abroad.

## THE EMBA'S MISSION

- To develop management and team-building skills
- To learn to identify and use human resources efficiently
- To understand competition in a global business environment
- To know competitive advantages and respond competitively
- To anticipate managerial and organizational changes
- To understand customer needs and expectations
- To work and manage efficiently and effectively across different cultures

The aim of the EMBA Program is to produce business leaders who are not just profit oriented but knowledgeable in their area of expertise and sensitive to ethical concerns to ensure effective and efficient management.

The Prerequisites allow those students without a business background to acquire knowledge necessary to succeed in the EMBA Program.

• **The International Management Program (IMP)**, the first module of the EMBA Program, offers degree candidates courses that develop their general intellectual competence in business that will serve them throughout their professional career.

• **The European Management Program (EMP)**, the second module, requires students to hone their knowledge of Europe, European economics and management, while confronting diverse ethical positions.

• During the last module, **the Specialization Program (SP)** students are free to choose one of the four specializations offered to develop skills that will make them particularly marketable in today's highly competitive and global labor market.

## THE EMBA'S ACADEMIC CALENDAR

- The course component of the academic year consists of three 12-week trimesters.
- Students may begin the program in either September (Fall trimester), or in January (Spring trimester).
- Students who begin their program in the Fall trimester take courses Thursday through Saturday. Those who begin their program in the Spring trimester take an intensive, accelerated program of courses from Tuesday through Saturday.
- Students who begin their program in September must submit their MBA thesis by September 1st of the year following their start of the program. Those who begin their program in January must submit their MBA thesis by December 1st of the year following their start of the program.



## COURSES

### 1 INTERNATIONAL MANAGEMENT

Some subjects in this module combine traditional classroom teaching with on-line learning, requiring students to have access to a computer.

- *Business Financial Management*
- *Business Law*
- *Economic Analysis*
- *Human Resources Management*
- *Managerial Accounting*
- *Marketing Management*
- *Organizational Behavior*
- *Research Methods & Writing*

### 2 CAPSTONE AND PROFESSIONAL SEMINARS

#### • Capstone

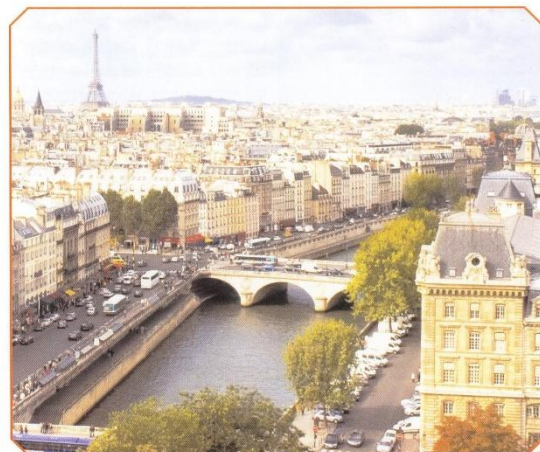
Capstone requires students to work in groups to put into practice the basic management principles they have learned in the IMP and EMP Modules. Students engage in a simulation model in which they must resolve tactical questions through what-if analyses. Students must be able to master spreadsheets, graphs and charts to foster discussion of strategic implications for the simulated business model.

#### • Resume Writing & Job Interviewing

This workshop requires students to update their curriculum vitae. Classes discuss various interviewing techniques and job-seeking strategies from both the recruiter's and candidate's perspective. Course work includes role-playing and other exercises to increase confidence and improve interviewing skills.

### 3 EUROPEAN MANAGEMENT PROGRAM

- *Corporate Strategy*
- *European Institutions & Business Law*
- *European Management & Marketing Strategy*
- *Intercultural Management*
- *Management of Information Systems*
- *Operations Management*
- *Supply Chain Management*
- *Thesis Research & Writing*





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## 4 SPECIALIZATION PROGRAM

### Global Marketing Management



The Global Marketing Management Specialization is designed to help students integrate their knowledge of marketing, developed in the prior two modules, into an applied strategy for the company as a whole. Courses offer students the opportunity to think creatively and solve concrete problems that confront marketing specialists today.

- Brand Management
- Consumer Behavior
- Customer Relations Management
- International Marketing
- Luxury Advertising
- Marketing Plans
- Marketing Research
- Negotiation & Decision Making

### Luxury Brand Management



The Luxury Brand Management Specialization trains students to manage leading brands, which are well established on the market with an international reputation. Students learn how to create product value and prestige in a quickly changing environment, and courses focus on areas unique to luxury products, such as creativity and intellectual property rights, among others.

- Branding Across Borders
- Consumer Behavior
- Creating & Developing Luxury Brands
- Customer Relations Management
- Luxury Advertising
- Luxury & Brand Management
- Luxury Products Development
- Negotiation & Decision Making

### International Finance



The International Finance Specialization enables students to examine and analyze the financial strategy of a firm, both internally and externally. Students explore capital budgeting, working-capital management, long-term financing, as well as the constraints imposed by the international market.

- Corporate Finance
- Financial Derivates
- Financial Modeling & Risk Analysis
- International Finance
- Investments & Portfolio Management
- Mergers & Acquisitions
- Private Equity & Venture Capital
- Real Estate Finance

### Tourism & Hospitality Management



The Tourism & Hospitality Management Specialization is designed to prepare students for rewarding careers in this exciting and expanding field. The nature of work in this field, however, demands a high level of competence. This MBA provides the framework for achieving this competence. The study program exposes students to all aspects of the successful running of hospitality and tourist businesses. The program covers areas such as marketing, human resources, and various operational areas in this field. This

MBA is a blend of the excellence of the European hospitality tradition with the most innovative American management techniques.

- The Hospitality & Tourism Industry
- Distribution Systems in the Tourism & Hospitality Industry
- Management & Strategy in the Tourism Industry
- Hospitality Management
- Hospitality Marketing
- Yield Management
- Human Resource Management for the Hospitality Management
- Cultural & Sustainable Tourism
- Cases studies in the Hospitality Management & Industry leaders conferences