

le **cnam**
cfa



NEW!

Mon **MASTER**
IN MANAGEMENT
EN ALTERNANCE

DOING IS THE NEW LEARNING !



100%
EN ANGLAIS



DIPLÔME RECONNU
PAR L'ÉTAT

0€

AUCUN FRAIS
D'INSCRIPTION

CONTACTEZ-NOUS
DÈS MAINTENANT :



MASTER IN MANAGEMENT

A GATEWAY TO A SUCCESSFUL CAREER !



Now accessible in an
apprenticeship mode
as of **October 2021**.



100%
in English



Strong international
dimension



National and European
recognition

4 specializations

Master in E-Business and Digital Marketing

Be ready to keep up with Digital transformation in Business!

Master in Project Management and Business Engineering

Every successful project needs a strong team. Become the ones who will lead a team to success!

Master in International Business and Corporate Development

- Build an international expertise
- Become an international business developer

Master in Sustainable Development and Quality Management

Lead organizational performance with integrated quality, risk management, environmental and social responsibility

The Master in Management program is designed for students seeking to :

1. Master the principles and tools for today's managers with up-to-date managerial topics in a real business environment.
2. Build a concise view of the working environment,
3. Master and experience the strategic principles and tools towards high performance and innovations with group projects and Internships;
4. Achieve intercultural and additional competences relying on students' original degree in sciences or engineering or students' intercultural experience and engagement.

Master 1 (60 credits)

Integration week
French as a foreign language for non-native speakers

<ul style="list-style-type: none"> Financial Accounting Organization Theory Marketing E-Business 	<ul style="list-style-type: none"> Human Resources Management Management Accounting Management of the Firm Finance 	<ul style="list-style-type: none"> French language (different levels) Integrative Group Project Professional Orientation Seminars
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Master 2 (60 credits)

E-Business and Digital Marketing	Project Management & Business Engineering	International Business & Corporate Development	Sustainable Development and Quality Management
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Ⓞ Master 2 accessible in 2022

Integration week
Professional skills development: Career Management
French as a foreign language for non-native speakers

<p>360° Digital & Strategic Marketing</p> <ul style="list-style-type: none"> New Consumer Behavior Social Media and Search B to B Marketing Digital Marketing International Corporate Strategy Business Model Evolution & Strategic Marketing Business Law and Cyberlaw <p>Supply Chain</p> <p>E-Commerce & Logistics</p> <p>Technical & Project Competences</p> <ul style="list-style-type: none"> Project Management Fundamentals Web Analytics Management and Information Systems Business Simulation <p>Professional skills development</p> <ul style="list-style-type: none"> Career Management French Language 	<p>Project Management skills</p> <ul style="list-style-type: none"> Project Management Fundamentals Advanced Project Management Business Law & Contract Management Agile Management Added Value Creation Process <p>Business Management skills</p> <ul style="list-style-type: none"> Feasibility study & Business Plan B to B Marketing Entrepreneurship Business Simulation <p>Multicultural Management & Soft skills</p> <ul style="list-style-type: none"> Organization & Team Dynamics Managerial Behaviors & Business Communication Career Management French Language <p>Professional skills development</p> <ul style="list-style-type: none"> Career Management French Language 	<p>French culture & Multicultural integration skills</p> <ul style="list-style-type: none"> Integration week French Language. Multicultural Management <p>Competitive Intelligence</p> <ul style="list-style-type: none"> Global Economic Players International Marketing <p>Implementing an International Development Strategy</p> <ul style="list-style-type: none"> International Corporate Strategy Business Simulation International Trade International Corporate Finance International Business Law International Human Resource Management Consulting and Change Management <p>Sustainable and digital development</p> <ul style="list-style-type: none"> E-commerce and Logistics Corporate Social Responsibility <p>Professional skills development</p> <p>Career Management</p>	<p>Corporate Governance</p> <ul style="list-style-type: none"> Integrated Management System Project Management Fundamentals Management & Information Systems. Business Ethics <p>Career Support Modules</p> <ul style="list-style-type: none"> Career Management Social Business Sustainable Finance <p>QHSE & CSR skills</p> <ul style="list-style-type: none"> Quality Management Principles and Tools Safety and Health at Work Risk Management. Environmental Management Systems. Corporate Social Responsibility. Prospective towards Sustainability. Sustainable Development
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Career opportunities

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| <ul style="list-style-type: none"> Digital Marketer Social Media Strategist Web Analyst Digital Account Executive E-Business Developer E-Commerce Entrepreneur E-Marketing Developer Internet Marketer Digital Transformation Officer | <ul style="list-style-type: none"> Project Management Officer (PMO) Project Manager Business Plan Entrepreneur Project Risk Analyst Business Process Analyst Junior Program Coordinator Innovation and Technology Manager Project Portfolio Analyst Project Assistant and/or Consultant | <ul style="list-style-type: none"> International Business Developer Entrepreneur International Brand Manager Consultant Project Manager Business Analyst Sales & Marketing Manager Logistics & Production Manager Area Manager | <ul style="list-style-type: none"> Quality/ Environment Consultant Sustainable Development Specialist Environmental Specialist Manager in charge of Quality Procedures CSR Analyst |
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The MIM follows the school year's rhythm and is spread over 2 years Master 1 + Master 2:



• **First semester : October to February**

- Cnam : 3 days per week : Wednesday to Friday
- Company : 2 days per week : Monday to Tuesday

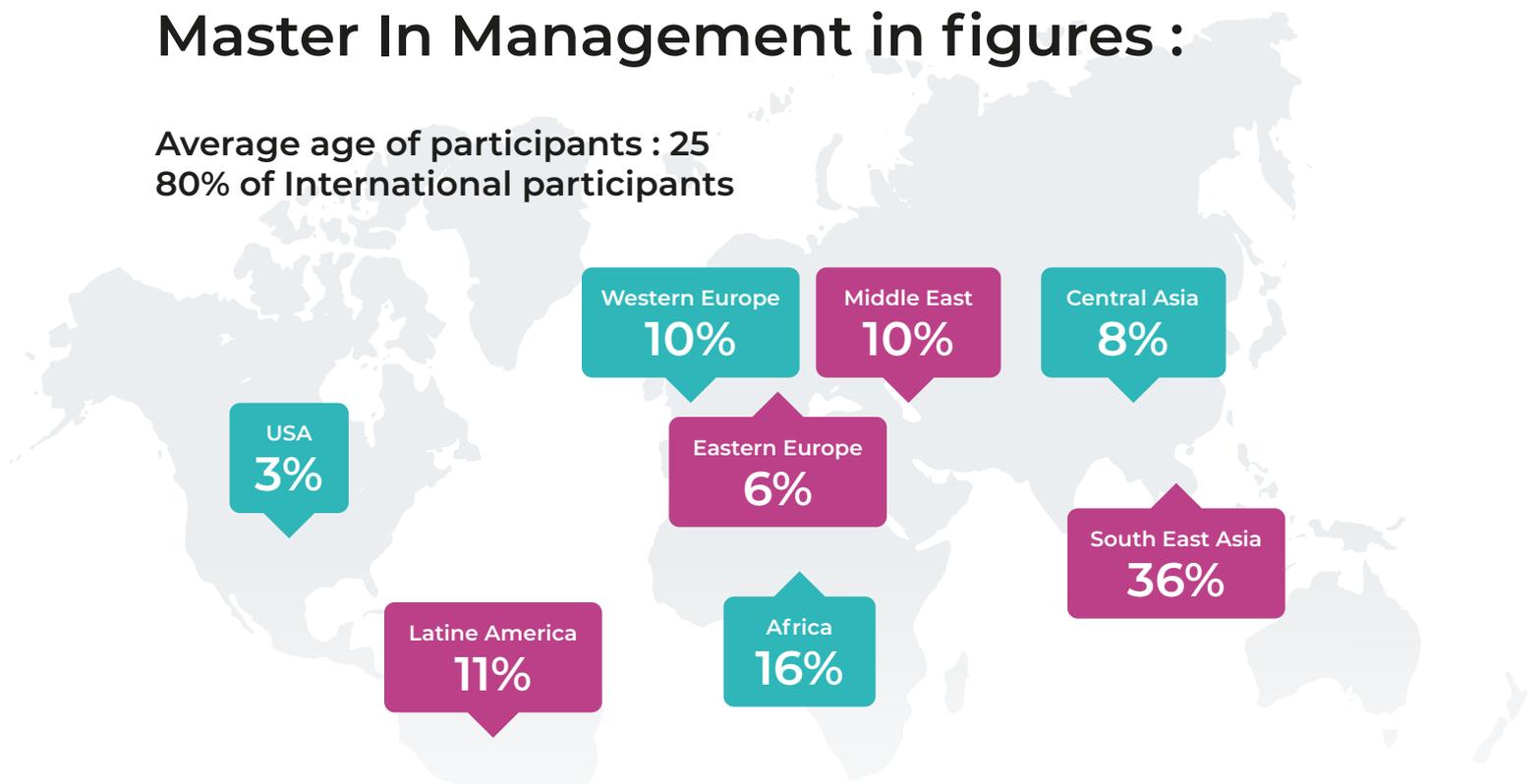
• **Second semester : March to June**

- Cnam : 2 days per week : Thursday to Friday
- Company : 3 days per week : Monday to Wednesday.
- July to September : company

Courses carry between 2 to 6 credits, depending on their importance and duration, with a full amount of over 60 ECTS credits per year.

Master In Management in figures :

Average age of participants : 25
80% of International participants



Master In Management graduates working in famous companies :

- Boston Consulting Group
- Huawei
- Deloitte
- Valeo (FR, CN, IN)
- Total
- GE (FR, CN, VE)
- Technip
- Hermès
- Thales
- OECD
- Nissan
- Saint Gobain

Positions

- Regional director
- Manager
- Associate
- Consultant...



Application Requirements:

- Bachelor's Degree
- Proficiency in English (Toefl IBT: 85 | IELTS: 6.0 | Bulats B2/C1 - 4 skills required)
- Students with Master 1 level are entitled to apply directly to Master 2 depending on the academic field, the duration of the Bachelor and/or the professional experience



Admission process:

- Complete application form in English
- 2 recommendation letters (from professional or academic endorsers)
- Interview with the Admission board
- Admission decision based on the Application file + interviews + recommendations

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Contact:

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Visit our website:

<https://cfa-idf.cnam.fr>

- Download our applications material
- Check our information meetings calendar