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

Contact:
Emmanuelle Rochefort
External Relations Manager
emmanuelle.rochefort@lecnam.net
+ 33 1 40 27 26 36

Visit our website:
- Download our applications material
- Check our information meetings calendar
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Mon MASTER IN MANAGEMENT EN ALTERNANCE

100% EN ANGLAIS

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MASTER IN MANAGEMENT
A GATEWAY TO A SUCCESSFUL CAREER!

Now accessible in an apprenticeship mode as of October 2021.

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.

100% in English
Strong international dimension
National and European recognition
# Master 2 (60 credits)

## E-Business and Digital Marketing
- Project Management & Business Engineering
- International Business & Corporate Development
- Sustainable Development and Quality Management

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

## 360° Digital & Strategic Marketing
- New Consumer Behavior
- Social Media and Search
- B to B Marketing
- Digital Marketing
- International Corporate Strategy
- Business Model Evolution & Strategic Marketing

## Supply Chain
- E-Commerce & Logistics

## Technical & Project Competences
- Project Management
- Fundamentals
- Web Analytics
- Management and Information Systems
- Business Simulation

## Professional skills development
- Career Management
- French Language

### 360° Digital & Strategic Marketing
- Human Resources Management
- Management Accounting
- Management of the Firm
- Finance

### Project Management skills
- Project Management Fundamentals
- Advanced Project Management
- Business Law & Contract Management
- Agile Management
- Added Value Creation Process

### Business Management skills
- Feasibility study & Business Plan
- B to B Marketing
- Entrepreneurship
- Business Simulation

### Multicultural Management & Soft skills
- Organization & Team Dynamics
- Managerial Behaviors & Business Communication
- Career Management
- French Language

### Corporate Governance
- Integrated Management System
- Project Management Fundamentals
- Management & Information Systems
- Business Ethics

### Competitive Intelligence
- Global Economic Players
- International Marketing

### Implementing an International Development Strategy
- International Corporate Strategy
- Business Simulation
- International Trade
- International Corporate Finance
- International Business Law
- International Human Resource Management
- Consulting and Change Management

### Sustainable Development and digital development
- E-commerce and Logistics
- Corporate Social Responsibility

### French culture & Multicultural Integration skills
- Integration week
- French Language

### Career Support Modules
- Career Management
- Social Business Sustainable Finance

### QHSE & CSR skills
- Quality Management Principles and Tools
- Safety and Health at Work
- Risk Management
- Environmental Management Systems
- Corporate Social Responsibility
- Prospective towards Sustainability
- Sustainable Development

## Project Management & Business Engineering

### Professional skills development
- Career Management
- French Language

### Project Management skills
- Project Management Fundamentals
- Advanced Project Management
- Business Law & Contract Management
- Agile Management
- Added Value Creation Process

### Business Management skills
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- Career Management
- French Language

## International Business & Corporate Development

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- Integration week
- French Language

### Competitive Intelligence
- Global Economic Players
- International Marketing

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- Business Simulation
- International Trade
- International Corporate Finance
- International Business Law
- International Human Resource Management
- Consulting and Change Management

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- Corporate Social Responsibility

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- Business Ethics

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- Environmental Management Systems
- Corporate Social Responsibility
- Prospective towards Sustainability
- Sustainable Development

## Sustainable Development and Quality Management

### Professional skills development
- Career Management
- French as a foreign language for non-native speakers

### Corporate Governance
- Integrated Management System
- Project Management Fundamentals
- Management & Information Systems
- Business Ethics

### Competitive Intelligence
- Global Economic Players
- International Marketing

### Implementing an International Development Strategy
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- Business Simulation
- International Trade
- International Corporate Finance
- International Business Law
- International Human Resource Management
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- Career Management
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## Career opportunities

- **Digital Marketer**
- **Social Media Strategist**
- **Web Analyst**
- **Digital Account Executive**
- **E-Business Developer**
- **E-Marketing Developer**
- **Internet Marketer**
- **Digital Transformation Officer**
- **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**
- **International Business Developer**
- **Entrepreneur**
- **International Brand Manager**
- **Consultant**
- **Project Manager**
- **Business Analyst**
- **Sales & Marketing Manager**
- **Logistics & Production Manager**
- **Area Manager**
- **Quality/ Environment Consultant**
- **Sustainable Development Specialist**
- **Environmental Specialist**
- **Manager in charge of Quality Procedures**
- **CSR Analyst**

### 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

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