

INTERNATIONAL M.Sc. in MANAGEMENT

IMM

12 courses / 1 semester of Practical Experience / 1 M.Sc. degree

The International M.Sc. in Management with Euromed Management was designed to provide students holding an International Bachelor's degree, an M.Sc. degree with three basic premises; that it be: Specialised, Solid and Flexible.

Specialised: Choose from one of our 7 offered specializations to give you a degree with the focus necessary to set you apart from the other applicants in today's highly competitive job market. We offer specialisations in:

- International Brand Management
- Operations and Supply Chain Management
- Corporate Finance and Globalisation
- Personal Development and Leadership
- International Business
- Economic Development
- International Sports and Event Management

Solid: Attending Euromed Management means you'll be coming to Southern France's top Management School. EQUIS and AMBA certified, Euromed Management has been in continuous operation on the Mediterranean Coast of France since 1872. Ranked by the Financial Times among the top 30 Master of Management programmes, you'll be attending an accredited institution with a solid foundation, an established network of corporate partners, and a cohesive administrative and professorial staff to support you in your educational path with vigor.

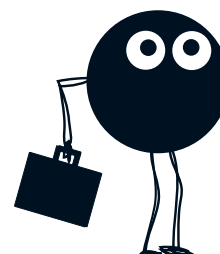
Flexible: The IMM programme can be pursued following multiple points of entry, and can be completed in different lengths of time, all according to your individual needs. The programme's curriculum is comprised of both theoretical knowledge and practical application, offering courses taught by both academics and professionals in their respective fields.

“...During my studies I learnt how to formulate strategies, the basics about sustainable development and complexity related subjects like system thinking.”

Ms Desiree Beeren
Holland

...to be followed:

<http://masters.euromed-management.com>



CMA CGM, Gemalto and Seafoodexport are the three Companies that will pilot the Corporate Project for the IMM programmes 2011-12 batch. The students will be guided by their Corporate Mentor as well as a the Euromed Management Tutor. An industry visit will be organised in these companies in the first semester at the end of which, 15 best students of the batch would be chosen to work on a Coporate Project (real time project/issue) during the second semester.



Here you will see
the world through
different eyes



www.euromed-management.com



1-YEAR PROGRAMME

90 CREDITS (ECTS) - 1 YEAR
SEMESTER 1 & 2 (SEPTEMBER-MAY)
6 core modules
International Human Resources Management
Marketing Management
Corporate Strategy
Finance
Management in Complexity
Innovation and Entrepreneurship
Choice of 7 specialisations in a specific management field
International Brand Management
Operations & Supply Chain Management
Corporate Finance and Globalisation
Personal Development & Leadership
International Business
Economic Development
International Sport and Event Management
SEMESTER 3 (JUNE-SEPTEMBER)
Students can choose between
Internship: 4-6 months of work experience in a company. If you want to choose to do this in France, please note that free French classes are offered.
Professional project: Create a Professional project in any field, be it profit or non-profit business.
Thesis: Conduct research on a strategic issue
Over the year you will develop with the support of: CV building sessions, Professional Coaching, Language skills, Career Counselling.

Programme Requirements

Students seeking to obtain the IMM degree must obtain 90 ECTS course credits. Course credits are allocated according to the following schema: 20 credits minimum (4 courses among 6 possibilities) corresponding to the completion of Core Courses. 30 credits minimum (6 courses) corresponding to the completion of Specialization Courses from the list of specified course offerings for the student's chosen major programme. 10 credits maximum (2 courses) corresponding to the completion of Elective Courses (Core courses or Specialized courses in or out of the chosen specialization).

7 SPECIALISATIONS

1. International Brand Management

Developed in Partnership with Renmin University in Beijing, this specialization is tailored (but not limited) to those students who already hold a Bachelor's degree in Marketing. Our professors have established themselves as leading researchers and lecturers in this field.

List of the elective courses

- International Brand Management
- Retail Management & Distribution Channels
- Licensing Management
- Tribal Marketing
- Business to Business Marketing
- Consumer Behaviour
- Customer Relationship Management
- Ethics and International Business
- International Business Strategy
- International Marketing
- Marketing Decision Making
- Marketing Research with SPSS
- Marketing Strategy and Planning
- Strategic Customer Account Management
- Business to Business Marketing
- Buying and Selling in Mediterranean Countries
- Internationalization of SMEs
- Luxury and Cosmetic Marketing
- Marketing Strategy and Planning
- Purchasing Marketing
- Services Marketing

Employment Perspectives

- Product Manager
- Trade Marketing Manager
- Merchandising Manager
- Webmaster
- Public Relation Manager
- International Relations Manager
- Promotions Manager
- Strategic Marketing Analyst
- Key Account Manager



2. Operations & Supply Chain Management

This specialisation aims to provide a broader vision of and insight into strategic operations, the supply chain management approach & negotiations to middle management level profiles. It is a healthy mix of analytical and leadership skills, preparing the students to operate complex systems.

List of the elective courses

- Management of Services Innovation
- Production and Operations Management
- Purchasing Marketing
- Inventory Management
- Maritime and Harbor Management
- Operational Logistics Management
- Strategic Use of Information Technology
- Supply Chain Management

Employment Perspectives

- Scheduling in Charge/Manager
- Manager for Strategic Planning
- Production Manager
- Procurement/Purchasing Manager
- Transport and Distribution Manager
- Quality Control Manager
- Logistics Information Systems Manager
- Logistics and Supply Chain Director
- Programme Analyst

3. Corporate Finance & Globalisation

Within the coming years, Globalisation will become inextricably entrenched into the corporate world. The future will require financial managers trained to meet the evolving demands of their professional sector. This programme aims to provide you with both a solid foundation in the practices of corporate finance, as well as a vision of what to expect on the horizon.

List of the elective courses

- Advanced Emerging Markets Finance
- Financial Information and Decisions
- Advanced Multinational Finance
- Equity Investment
- Finance for Entrepreneurship and Local Development
- Mergers, Acquisitions and Corporate Restructuring
- World Financial Markets and Institutions
- Risk Management for FRM
- Country Risks and Corporate Strategy
- Investments and Risk Management

Employment Perspectives

- Business /Project Analyst
- Risk and Asset Manager
- Consultant in Corporate Finance
- Key Account Manager
- Analyst M&A
- Investments Analyst
- Portfolio Management
- Capital Management,
- Capital Budgeting
- Corporate Treasurer

4. Personal Development & Leadership

Optimising human potential is perhaps the greatest challenge for those professionals working in the Human Resources sector. This specialisation is designed to train future HR managers how to be leaders; bring out the most of the individual, using case studies and practical application techniques.

List of the elective courses

- Cross-cultural Negotiations
- Ethical Issues within Human Resources Management: A Cross-cultural Perspective
- Advanced Inter Cultural Management
- Authentic and Adaptable Manager : Managing Personal Changes in Professional Life
- Education and Learning for Development
- Human Resources Techniques and Methods
- Leading Across Diversities
- Management and Language
- Networks and Network Management: Apprehending Relationship, Innovation and Diversity
- Project Management
- Leadership and Sustainable Performance
- Management of Expatriates

Employment Perspectives

- Consultant in Human Resources
- Human Resource Manager
- Social Auditor
- Career Advisor



5. International Business

Business in today's world, by its very nature, is international. This programme, as the name suggests, is designed to give students a global perspective to various managerial concepts and fields. The programme's strength lies in the curriculum's versatile application to real-world business issues.

List of the elective courses

- Cross-cultural Negotiations
- Ethical Issues within Human Resources Management: A Cross-cultural Perspective
- Ethics and International Business
- Foreign Markets Manager
- Globalized Management
- International Business Law in a Global Context
- International Business Strategy
- International Management in a Global Context
- International Marketing
- Country Risks and Corporate Strategy
- International Political Economy
- Management and Language
- World Financial Markets and Institutions
- Good Governance or Corruption
- Corporate and Environmental and Social Reporting
- Operational Logistics Management
- Sustainable Development and Social Responsibility

Employment Perspectives

- Marketing/Distribution
- Production/Exploitation/Transport
- Finance/Banking/Insurance
- Consulting/NTIC

6. Economic Development

This specialisation offers the double advantage of training students in the areas of international development and management. It prepares the candidates to engage in economic and human development activities thanks to in-depth academic learning in the areas of international development, while also acquiring the necessary skills in management.

List of the elective courses

- Measuring Sustainable Performance
- Corporate Social Responsibility
- Corporate Sustainability Assessment
- Emerging Markets Finance
- Social Entrepreneurship
- Corporate Environmental and Social Reporting
- Education and Learning for Development
- Finance for Entrepreneurship and Local Development
- Good Governance in a Diverse Reality
- International Political Economy
- Sustainable Development and Social Responsibility
- Country Risks and Corporate Strategy
- Economic Development

Employment Perspectives

- Job opportunities can be found in Non-Governmental Organizations (NGOs), Inter-Governmental Organisations (IGOs), the World Bank Group, Social Enterprises, Sustainable Development Departments, and Academic Research Institutes.

7. International Sport & Event Management

This specialization is designed to educate those students interested in sports and events marketing, planning and organization. One of our most practical programmes, the courses for this programme are taught largely by professionals in the sector, who bring the added value of their first hand expertise to the classroom. Students will develop their knowledge of strategic management techniques, sports regulations, sports brand name promotion and event communications.

List of the elective courses. All compulsory

- Economics and Finance of Professional Team Sports
- Sport Media Consulting and Finance for Sports Organizations
- Commercial Sponsorship
- Brand Management in Sports Organizations
- Advanced Marketing & CSR in Sports
- Strategic Management Sports Organizations

Employment Perspectives

- Partnership/Sponsorship Manager
- Marketing Project Manager
- Analyst Manager
- Communication Manager
- Event Manager
- Product Manager
- Marketing Assistant



Hybrid School Track

(partly distance learning)

The IMM programme is also available in a partly distance learning track wherein the student's first semester starting in September is completed entirely at distance learning using the Innovation School online learning platform, completing 4 Core courses. It is possible to complete this coursework while still working or studying in another country. During the second semester starting in January he/she comes to Euromed Management in Marseille to complete 8 courses. The third semester is then used toward the completion of the Pro-Act, a Internship or a Professional Thesis in particular cases. Upon the validation that these course requirements have been fulfilled, the student will receive a provisional letter attesting that all requirements have been met and will receive his/her diploma following the convening of the Jury de Diplôme in January.

The tuition fees associated with this track: €6,600

SEM I from September - December: distance learning (4 courses)

SEM II from January - May: in Marseilles (8 elective courses face to face)

SEM II from May - September *(could be extended to November): practical semester anywhere in the world either internship or corporate project or thesis

* If you manage to secure a project in your second semester i.e. January-May then you are technical done in May.

“ Graduated from Euromed in 2008 with a M.Sc. in Business Management and currently a Senior Product Manager at Intuitivlab SAS, France (a technology startup), for me Euromed is: A very international environment, excellently located, a place where you learn much more than theory and form relationships that last a lifetime. Euromed gave me: A great network of friends from more than 20 countries, personal transformation, a better worldview and last but not least, an international career! Best memory: “SimONU”, a simulation of the UN General Assembly and agencies. This gave me the opportunity as one of the six winners to participate in the final event held at the UN headquarters in New York. ”

**Mr Hareesh Vazhaparampil
India**

Practical Experience

Semestre 3

The last step, for the International Master in Management student, is a semester devoted to a practical experience, chosen freely among: A professional Project in Action (Pro-Act), an internship or a thesis.

The Professional Project (Pro-Act)

OBJECTIVE: Be an actor in the development of your own competencies, learn from what you did and how you did it.

WHAT TO DO? Create your project, with the agreement/help of the Pro-Act Team (Programme office). Ex: You can suggest a Pro-Act type activity to a company rather than complete a full-length internship.

The Internship

OBJECTIVE: Apply your knowledge and competencies in a “real-case” scenario, prove to any company you can be efficient at an operational level, and integrate within the sector of activity of your choice.

WHAT TO DO? Choose any company anywhere in the world, (provided it is officially registered). Choose any mission at a managerial level that is best consistent with your professional and personal project.

The Thesis

OBJECTIVE: Deepen your academic knowledge on a specific subject, strengthen your capacity for dealing with concepts, prove any company that you are able to go beyond operational missions and assist them in the strategic development of their structure.

WHAT TO DO? You can choose to do a thesis on any theme, in line with your professional project or at a company's request.

- 1- Find a tutor (a permanent member of Euromed Faculty),
- 2- Have the title and tutor of the thesis recorded,
- 3- Work in a team of a maximum of 3 students.

International Seminars

Each year we organize 2 International Seminars. The Seminar is a 2 week event during which time we welcome 10 international lecturers to hold an intensive, 5-day (30 hour) course. Attendance during both seminars is mandatory, and a post seminar project must be completed and submitted for assessment.

The aim is to offer our Students:

- The possibility to meet with and be taught by high-level professionals or academics from around the world;
- A wide range of topics consistent with our Euro-mediterranean vision and our accreditation to the United Nations (Global Compact Initiative);
- An innovative and active pedagogy different from a more classical course.

We have hosted among others:

Dr. Prafulla Agnihotri, Director IMM Thiruchirappalli, India

Mr. Norman Darmanin Demajo, Trustee THE EDWARD DE BONO FOUNDATION, Malta (“Parallel thinking, the Six Thinking Hats”)

Mr. Michael U. Ben Eli, President THE CYBERTEC CONSULTING GROUP INC., USA (“Beyond sustainable development”)

Dr. Mario Denton, University of Stellenbosch Business School, South Africa (“Harnessing Emotional Intelligence”)

Tim Armstrong, President BP Russia, Russia (“Leadership of change”)



Programme Profile

The programme draws on the teaching strengths of departments across our entire top-rated management school, and your tutors will be specialists active in both teaching and research. They will give you a sense of how business thinking and practice has evolved, but they will also introduce you to the latest concepts and ideas - and challenge you to reflect on those concepts in a detached and critical way, to assess their likely value to organizations and businesses.

Application File

4 simple steps to secure your admission into the IMM Programme:

1) Online Application

The first step of the procedure is to apply online on our website: <http://masters.euromed-management.com>

Students requesting a visa are strongly advised to apply for the programme of their choice at least 3 months before the programme starting date (September or January) in order to carry out the visa formalities with Campus France or an affiliated French Embassy visa service. See <http://www.campusfrance.org> for information about how and where to apply for a visa.

The GMAT, or an accepted equivalent, must be taken. Scores will be considered in conjunction with the total application.

Send the requested documents to:

International Promotion Office (refer to Contact for postal address).

2) Application Fee

€100 application fee is mandatory and non-refundable. Payable by credit card via internet upon completion of the application form on line, or by bank draft (in euros) or bank transfer.

3) Supporting Docs

The applicants need to send in attested copies of their Bachelors Degree, Transcripts along with CV, Letter of Motivation, GMAT Score Card (if test already taken) two recommendation letters & Passport Copy.

4) Interview

Once the above mentioned steps are cleared an Interview either in the Campus France office or by Skype will be organized by Euromed Management.

Two intakes

January (application deadline: Mid December)

September (application deadline: Mid July)

Financing your Studies

Tuition fees & Scholarship

- Tuition fee for September and January Intake: €9,000*

- Tuition fee for Hybrid School: €6,600*

*Including €500 pedagogical materials

Scholarships

A) €1,500 merit-based scholarships are offered by the school. Application for this scholarship can be made at the same time as the application for IMM course. The deadline for applications is the 30th April. This is a merit-based scholarship; hence your GMAT score, academic results and interview marks are taken into consideration.


B) Euromed Management also offers a scholarship of €1,000 as an academic excellence award. The €1,000 will be attributed in the form of a reimbursement of the tuition fee to the top 3 students of the year. These students will be judged purely on the basis of their academic performance during the academic year. Under certain conditions, students can obtain scholarships from either their home country governmental organizations or the French state; for more information on scholarships granted through the French embassy in your country please visit the campus France site and read the relevant information.



Contact

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