

# Master 2 Administration des Entreprises General Management



*Companies are seeking dual competence managers able to lead the technical, human, and managerial aspects of projects and business units.*

*The Master's in General Management, flagship degree of the IAE network, offers its participants a global approach to management to add to their skills acquired during their first degree.*

## COURSES

### ■ Management Fundamentals

- Accounting
- Financial Analysis
- Marketing
- Strategy
- Interpersonal Development
- Human Resources Management
- Micro-Economics
- Corporate Law
- Management Control
- Logistics

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## "A Dual Competence Advantage..."

If you wish to acquire new skills, update your knowledge, the Master's in General Management will provide you with the means to realise your project in 1 year.

This programme is intended for students with diverse profiles: scientific (engineers, pharmacists), economic, legal, political science...

This programme will lead to management positions in: sales, marketing, projects, finance, logistics, purchasing, business development...

### ORGANISATION OF STUDIES

This programme is offered in English or in French. The calendar varies according to your choice:

- training + internship
- or
- training + apprenticeship

### INTERNSHIP OR APPRENTICESHIP

This programme will enable you to train in renowned partner firms such as: Alcatel, Auchan, Areva, CEA, Kompass, Dell, EDF-GDF, Eurocopter, France Télécom, Lafarge, Lancôme, Péchiney, Crédit Agricole, SFR and many small and medium-sized companies.

### CROSS-DISCIPLINARY REPORT

Participants will analyse the marketing, strategy, and financial dimensions of a publicly-listed national or international group

# Graduate Degree in Management Aptitude 2nd year Managerial Effectiveness

This optional university degree is a complement to the Master's "Administration des Entreprises" and gives a managerial perspective of varying competencies not covered in the Master's. It is designed around two dimensions.

## Its objectives are to:

- train participants in innovative practices associated with general management, while offering a link to management specialisations
- assist participants in becoming part of a professional community, while aiding them in developing their business networks (Professional Associations, Companies, Recruitment Agencies...). Participants will gain understanding in working with different cultures and diverse professional situations within an international context.

## PROGRAMME *conferences and classes 183h (156h apprenticeship)*

### CONTENU PEDAGOGIQUE

#### Professions

- **Simulation Game:**  
*Applying general management knowledge and various business concepts*
- **Specialisations in Management Aptitudes:**  
*Chosen from among 20 courses in the fields of Finance, Strategy, Marketing, Project Management, Human Resources...*
- **Perspectives in Leadership:**  
*Introduction and application of leadership theories  
Study of various practices in companies*
- **Mathematics for Managers:**  
*The use of mathematics and statistical analysis in managerial decision-making*

#### Professionalization/Internationalisation

- **International Strategy "Speed Workshop"**  
*Solving a "real world" business case.*
- **Conferences on Applied Managerial Aptitudes**  
*Chaired by international and regional professionals  
Implementation of managerial skills in complex and dynamic situations*
- **International Seminars:**  
*Chosen from among 30 seminars. Taught in English by foreign experts, they provide another international perspective to participants*

### ASSOCIATED SERVICES

- **Corporate recruitment conferences**  
*Internship and job offers*
- **Annual Employment Forum (60 firms)**  
*Access to "Services Plus": sponsorships, job interview simulations*
- **Career Day:**  
*Counselling workshops (projects, CV, interviews and French and international networks)*
- **Personalised follow-up**  
*Professional project counselling and interview simulations*
- **Free access:**
  - to the CV database: a CV database available to firms
  - to on-line services: "Going global":referencing site for internship and job offers by country
  - "Carnet": Job platform common to the network of EQUIS university partners
  - to the virtual recruitment space: Training video of job interviews in 7 different languages
  - to the video CV service: Creation of a CV video of 5 to 10 minutes for international recruitment