

NOS EXPERTISES



MANAGEMENT -
RESSOURCES HUMAINES
INNOVATION &
DIGITALISATION
DES ORGANISATIONS



We believe
in youTH

ZOOM SUR ...





MANAGEMENT - RESSOURCES HUMAINES

INNOVATION & DIGITALISATION DES ORGANISATIONS



FILIÈRES

- International Manager 
- Data Science 
- Intelligence Artificielle
- Responsabilité Sociétale de l'entreprise

SPÉCIALISATIONS

- Ressources Humaines
- International Business 
- Data Science 

MASTER OF SCIENCE (MSC)

- MSc Data Science & Organisational Behaviour 
- MSc Artificial Intelligence & Digital Technology Management - Campus Lyon 
- MSc Green Tech & Sustainable Societies - Campus Lyon 

SEMESTRES ET DOUBLES DIPLÔMES À L'INTERNATIONAL



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CARRIÈRES

INTERNATIONAL BUSINESS/ INTERNATIONAL MANAGER



Léa - BSB'17
**Chef de projet
 commerce digital**



François - BSB'10
**Head of Direct to
 Consumer EMEA**



Guillaume - BSB'11
**Account Executive,
 Mid-Market Sales**

RESSOURCES HUMAINES



Cécile - BSB'09
**Senior HR Manager
 UK Studios**



Stéphanie - BSB'10
**Senior HR Business
 Partner for Corporate
 Functions**



Camille - BSB'17
**EU Onboarding
 Coordinator**

DATA SCIENCE



Camille - BSB'21
**Consulting in Artificial
 Intelligence & Data**



Louise - BSB'22
**Global IT Client
 & Data PMO**



Steven - BSB'20
Data Engineer

DÉVELOPPEMENT DURABLE



Albéric - BSB'18
**Auditeur - Consultant
 RSE**



Aurélien - BSB'10
Sustainability Lead



Eugénie - BSB'22
**Chargée de
 communication RSE
 et Clients**





MANAGEMENT - RESSOURCES HUMAINES



FILIÈRE INTERNATIONAL MANAGER

OBJECTIFS

- Acquérir des compétences académiques internationales différenciantes de la filière « classique » (un semestre d'études ou une filière « double diplôme ») en combinant :
 - 1 semestre (MGE2 - S3 obligatoire) dans un établissement partenaire dans un pays
 - 1 parcours diplômant (MGE3) dans un autre établissement partenaire et un autre pays.
- Cette combinaison peut être « unilingue » et/ou « multi continents »
Exemples :
 - S3 en Espagne + filière diplômante en Amérique Latine ou « multilingue » et/ou « multi continents »
 - S3 en Asie + filière diplômante en Amérique du Nord ou en Europe.

CONTENU DE LA FILIÈRE

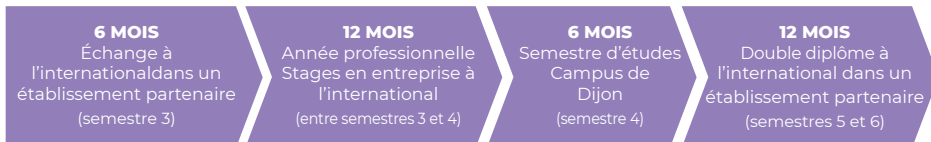
Modules supplémentaires, séminaires, coaching, participation à des événements extérieurs.

- Préparation intensive aux tests de langue (IELTS, CECRL...) et au GMAT dès la première année du MGE. Planification du passage de ces tests
- Certaines filières diplômantes requièrent une expérience professionnelle et donc une année professionnelle entre le S3 et le S4. Dans ce cas, l'année professionnelle s'enchaînera directement au S3 à l'étranger. L'affectation en filière diplômante se fera au début du S4.

JUSQU'À 30 MOIS D'EXPÉRIENCE À L'INTERNATIONAL

Découvrez l'éco-système des grandes régions économiques du Monde et cumulez 30 mois d'expériences académiques et professionnelles.

PARCOURS INTERNATIONAL MANAGER



Selon vos choix de destinations, vous pourrez combiner une expérience dans plusieurs pays sur plusieurs continents, et ainsi acquérir la maîtrise de plusieurs langues.

CONTACT



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CAMPUS DIJON

SPÉCIALISATION RESSOURCES HUMAINES

OBJECTIFS

Cette spécialisation prépare les élèves aux métiers des Ressources Humaines sous tous leurs aspects : gestion du personnel, social, recrutement, formation, communication interne...

CONTENU DU PROGRAMME

MODULE 1 : MANAGEMENT RH

- ▮ Développer sa posture de manager/ leader RH
- ▮ Préparation professionnelle et DRH Influenceur
- ▮ Recrutement
- ▮ Formation
- ▮ Gestion du Handicap au travail
- ▮ Conférence sur l'égalité H/F et les violences sexistes et sexuelles

MODULE 2 : DROIT DU TRAVAIL ET RELATIONS SOCIALES

- ▮ Droit du travail
- ▮ Relations sociales
- ▮ Conférences et animations avec des représentants syndicaux

MODULE 3 : CONDUITE DU CHANGEMENT

- ▮ Connaître et comprendre les enjeux de la conduite du changement dans une organisation
- ▮ Développer sa propre capacité à vivre le changement
- ▮ Conférences sur le thème du changement

MODULE 4 : GESTION DES EMPLOIS ET DES PARCOURS PROFESSIONNELS (GEPP)

- ▮ Connaître et comprendre une politique de GEPP (Gestion des Emplois et des Parcours Professionnels) en entreprise ainsi que ses différents acteurs
- ▮ Approche basée sur des études de cas

MODULE 5 : POLITIQUE DE RÉMUNÉRATION

- ▮ Stratégie de rémunération
- ▮ Connaître et comprendre les enjeux d'une politique de rémunération sur la performance de l'entreprise

MODULE 6 : QUALITÉ DE VIE ET CONDITIONS DE TRAVAIL ET MANAGEMENT

Connaître et comprendre les enjeux du management des conditions de travail (stress, sécurité, ergonomie).





CARRIÈRES

- ▀ Direction des Ressources Humaines
- ▀ Responsable des Ressources Humaines
- ▀ Responsable formation
- ▀ Responsable gestion des carrières
- ▀ Conseil en recrutement
- ▀ Conseil en organisation...

COMPÉTENCES VISÉES

- ▀ Être le référent en matière de réglementation sociale
- ▀ Accompagner un changement organisationnel
- ▀ Réguler les relations sociales
- ▀ Conduire un plan de communication interne
- ▀ Gérer le processus de recrutement et de formation
- ▀ Mettre en place/utiliser/améliorer la GEPP
- ▀ Connaître et comprendre les outils de l'audit social
- ▀ Connaître et comprendre la politique de rémunération d'une entreprise
- ▀ Être capable de gérer les risques psycho-sociaux (RPS)

LES + DU PROGRAMME

- ▀ La pédagogie s'appuie sur une approche pragmatique, les évaluations sont donc majoritairement axées sur des études terrain ou des cas d'entreprises
- ▀ Interventions, conférences et visites d'entreprises



CONTACT



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CAMPUS DIJON
INITIAL OU ALTERNANCE

SPÉCIALISATION INTERNATIONAL BUSINESS

OBJECTIVES

The specialisation in International Business aims to train future internationally-oriented operational managers who will support business organisations into global market expansion

PROGRAMME

BLOCK 1: **GLOBAL BUSINESS STRATEGY**

Know why, how and where business organisations expand overseas.

BLOCK 2: **COMPETITIVE INTELLIGENCE**

Be exposed to key issues in today's global economy and their business implications.

BLOCK 3: **GLOBAL BUSINESS LAW**

Provide students with an understanding of the legal framework within which international business organisations operate.

BLOCK 4: **GLOBAL SUPPLY CHAIN MANAGEMENT**

Be acquainted with efficient management of international business operations.

BLOCK 5: **INTERNATIONAL MARKETING MANAGEMENT**

Introduce students to the task of building and implementing an international marketing policy and succeeding in its implementation.

BLOCK 6: **INDUSTRIAL RELATIONS & INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

Understand the nature, players and recent evolution of relationships between management and labour in the context of globalization.

BLOCK 7: **INTERNATIONAL FINANCE**

Know the key tasks in international financial management

BLOCK 8: **GLOBAL BUSINESS AND THE DIGITAL ECONOMY**

Understand how digital technologies impact global business organisations on various levels.



TARGETED JOBS

- Graduates will be able to hold a large variety of middle management positions within internationalized business organisations: sales manager, export zone manager, import-export manager, international purchaser, executive manager in international SMEs.
- The aim of this specialisation is to provide students general tools to be able to work in any international company.

SKILLS DEVELOPMENT

- Understand key issues in communication across cultures
- Understand the economic/social/legal/cultural environment of international business
- Use the adequate tools for getting the right information
- Work and communicate in an international context
- Analyse an organisation in an international context
- Communicate with foreign colleagues in business English
- Know how to behave in a multicultural group

REQUIREMENT

- English language certificate: TOEIC 750 or IELTS 6,5
- Students should demonstrate a personal interest/experience and/or have a professional project in the sector.



DISTINCTIVE FEATURES OF THE PROGRAMME

- Global Business Strategy class based on the Harvard Business School case method (from the Institute for Strategy and Competiveness founded by Michael Porter)
- The opportunity to develop cross-cultural skills by working on a real-life consultancy project
- Multicultural competencies: understanding and working effectively across cultures
- Mastering international business models and strategy

CONTACT



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DIJON CAMPUS
100% ENGLISH TRACK





INNOVATION & DIGITALISATION DES ORGANISATIONS



FILIÈRE DATA SCIENCE

OBJECTIVES

You want to manage data and influence behaviour? This track is for you.

This track is available over the 3 years, is constructed in partnership with PWC Luxembourg and culminates with the MSc Data Science & Organisational Behaviour.

We form experts able to put in practice effective tools to understand and modify decision making and deal with digitalisation in organisations; professionals/academics with a strong and useful research background likely to act in functions such as global strategists, analysts in counselling companies, chiefs in marketing services, management consultants, government officials, economists in banks and financial organisations, human resources managers, etc.

PROGRAMME

FIRST YEAR (S2)

- VBA - The course teaches students to think algorithmically and solve problems effectively. Mastering VBA is now a requirement for many careers, particularly in the field of finance. Students will learn the basics of language and create their own functions.
- SQL and databases - Databases are at the heart of information systems. Much of the organisations' data is stored in databases. Data managers or specialists must transform this data into actionable knowledge. This course teaches everything you need to extract and manipulate data and to work with these databases.

SECOND YEAR (S4)

- Behavioural Methods - This course aims at presenting the main economic and behavioral theories of negotiation and auctions, along with practical

applications in experimental economic games for organisations. The course will provide the basics: representing games and strategies, the extensive form (which computer scientists call game trees), Bayesian games (modeling things like auctions), repeated and stochastic games, and more. We'll include a variety of examples including classic games and applications to organisations. We study the strategic reasoning of agents involved in bargaining situations and analyze the factors that influence these decisions (rules, order of decisions, impatience, risk attitudes, outside options, etc.). We pay specific attention to the behavioral biases that usually arise in bargaining, such as the winner's curse, over-bidding, emotions, etc.

- Game theory (elective) - Game theory is the analysis of situations in which a decision-maker's gain depends not only on his own actions but also on those of



others. Game theory has applications in several fields, such as economics, politics, law, biology and computer science.

- **Data Science** - this course is relevant for managers because in their everyday work they are expected to properly and logically collect, present and describe information, to form conclusions about large populations based only on information acquired on limited samples, to obtain good forecasts and to know how to improve managerial processes. Therefore, the structure and the content of this course will be built in order to give them these tools. The class is divided in two parts:
 - An introduction to R;

- **Business Intelligence with "Tableau"**
After this module, the student should be able to understand the purposes and techniques of Business Intelligence, identify relevant sources of information, analyze collected information, and use it in decision-making processes.

MSC YEAR (3RD YEAR)

- To train future leaders and academics in data and behavior management to a high level of expertise in the intersection between management, behavioral tools and data science.
- The programme is created to give students programming skills, both by syntax (IT tools) and module (games tools), which is a unique way of teaching the subject.

CONTACT



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DIJON CAMPUS
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FILIÈRE INTELLIGENCE ARTIFICIELLE

OBJECTIFS

L'intelligence artificielle se fait une place grandissante dans nos vies quotidiennes et s'installe à tous les niveaux de l'entreprise. Partant de ce constat, cette filière s'adresse aux étudiants qui souhaitent se préparer à une carrière dans cet environnement en leur permettant d'en explorer toutes les tendances pour mieux en appréhender les enjeux.

CONTENU DE LA FILIÈRE

La filière se déroule à compter du 2^e semestre de la 1^{re} année et se termine à la fin de la 3^e année. Durant le pré-master, les étudiants suivent des modules supplémentaires qui leur permettent de développer leurs connaissances des systèmes d'intelligences artificielles.

Les apprentissages porteront sur la compréhension des principes sous-jacents, de la théorie et des algorithmes des systèmes d'intelligence artificielle. Les étudiants aborderont des points essentiels dans cet écosystème comme les questions d'éthique et d'équité mais aussi les connaissances techniques essentielles au développement d'IA.

Les étudiants se verront également offrir la possibilité de mettre leurs acquis en pratique face à des problématiques concrètes, que ce soit à travers la collaboration avec des partenaires de l'industrie sur des projets ou la participation à des hackathons et des compétitions.

En 3^e année, les étudiants peuvent rejoindre le MSc Artificial Intelligence & Digital Management, enseigné à 100 % en anglais qui leur permettra de parfaitement comprendre les enjeux de la transformation digitale dans le cadre du management de business units.

CONTACT



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CAMPUS LYON



FILIÈRE RESPONSABILITÉ SOCIÉTALE DE L'ENTREPRISE

OBJECTIFS

La filière s'adresse aux étudiants qui souhaitent s'orienter vers les métiers du développement durable. Elle offre de développer des compétences recherchées par les entreprises telles que la gestion de la durabilité, l'analyse des politiques environnementales, l'engagement des parties prenantes et la finance durable.

CONTENU DE LA FILIÈRE

La filière se déroule à compter du 2^e semestre de la 1^{re} année et se termine à la fin de la 3^e année. Durant le pré-master, les étudiants suivent des modules supplémentaires qui leur permettent d'étoffer leur connaissance de la durabilité et de la responsabilité sociale des entreprises.

Les enseignements couvrent notamment des sujets tels que la politique environnementale, le développement durable, le changement climatique, la gestion de l'énergie et la responsabilité sociale des entreprises.

De nombreux programmes de développement durable offrent aux

étudiants la possibilité d'appliquer leurs compétences à des problèmes concrets. Par exemple, ils pourront collaborer avec des partenaires de l'industrie sur des projets, participer à des études de cas et à des simulations ou encore participer à des projets communautaires.

En 3^e année, les étudiants peuvent rejoindre le MSc Green Tech & Sustainable Societies, enseigné à 100 % en anglais qui leur permettra de devenir des leaders responsables grâce à leur profonde compréhension et maîtrise des enjeux de la durabilité.

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CAMPUS LYON



MSc & SPÉCIALISATION DATA SCIENCE & ORGANISATIONAL BEHAVIOUR

MSc: SEMESTERS 1 & 2

SPECIALISATION: SEMESTER 1 COURSES - ONLY FOR STUDENTS CHOOSING APPRENTICESHIP

OBJECTIVES

The objective of this high level programme is to train you to be able to manage data in order to influence behaviour, and show how data can be useful at all levels of a company, offering a wide range of career options.

PROGRAMME

SEMESTER 1

BLOCK 1: DATA MANAGEMENT

Programming Language for Data Science

Introduction to Data Sciences languages (R and Python) for data wrangling and analysis

Learning goals:

- Master the basics of R and Python
- Master the libraries for data wrangling and cleaning
- Produce basic analysis

Sql and data bases

Databases conception and Data manipulation

Learning goals:

- Understand the structure of databases
- Master DDL, DML and DCL
- To be able to create and populate a database in the context of a Data Science project

Business-Oriented Data Governance

Organisation and Data Governance, data and business processes, process mining

Learning Goals:

- To be able to conduct a reflection on the governance of a company
- Using data governance for effective governance

Data General Knowledge

Learning Goals:

- To identify the different types of data
- To understand the organisation of data in a business
- To understand the management of data in the data science process and identify the related technologies and practices
- IOT, cloud, MDM/RDM, ETL, Data, Talend, DataPrep, data minimization, ERP, CRM, business for worth, SAP, business objects, reporting, dashboard, user experience...

Seminars Series & Partner Class 1

Classes by our partners (PWC Luxembourg...) and invited researchers and Case studies on real business cases. Examples of topics (change every year):

- 📌 Information systems audit
- 📌 Big Data Tools
- 📌 Data visualisation
- 📌 Data analytics in sport
- 📌 Fraud Detection
- 📌 Market Basket Analysis
- 📌 Spatial Analysis
- 📌 Data Management
- 📌 Social Network Analysis

BLOCK 2: BEHAVIOURAL SCIENCES

Applied Information Analysis (intermediate)

Statistics with R applied to OB cases

Learning goals:

- 📌 Descriptive statistics
- 📌 Parametric tests
- 📌 Non Parametric tests
- 📌 ANOVA
- 📌 Linear Regression

Behavioural Tools

Designing and developing decision making and behavioural economics experiments.

Learning goals:

- 📌 Being able to create your own behavioural scenario using Ztree, Otree...
- 📌 Master the basis of python to code experiments

Behavioral Decision Making and Communication

Influence tools, nudges, experimental designs, AI ethics, human vs. machine intelligence, singularity, project chief simulations, root cause analysis (RCA), feedback

Learning goals: Learn to design interventions in companies, work on real use cases from partners.

SEMESTER 2

BLOCK 1: DATA MANAGEMENT

Machine Learning

Introduction to machine learning and Neural Networks

Learning goals:

- 📌 Understand the main machine learning algorithms
- 📌 Select an algorithm correctly according to the business case
- 📌 Be able to use the main machine learning algorithms with R Python or MatLab
- 📌 Have an understanding of neural networks and their applications

Interactive Dashboards And Data Visualisation

Advance topics in data science and BI

Learning goals:

- 📌 To be able to implement interactive dashboards (R Shiny, PowerBI or Tableau, Alterix)
- 📌 Text mining (R or Python)

Cloud Computing Fundamentals

Introduction to cloud computing and preparation to Microsoft Cloud Fundamentals certification

Learning goals: To be able to understand cloud computing fundamentals

Tools: Microsoft Azure; Microsoft Learning Labs

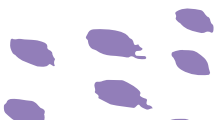
Introduction to Text Mining and Web Scrapping

Automatically mine information from the web and derive quality information from it

Learning goals:

- 📌 To be able to set up a web scrapping process
- 📌 To be able to identify the main topics in a text
- 📌 To be able to conduct a basic sentiment analysis

Tools: R or Python, cloud



Seminars Series & Partner Class 2

Classes by our partners (PWC Luxembourg, ...) and invited researchers and Case studies on real business cases
Topics change every year (see examples above)

**BLOCK 2:
BEHAVIOURAL SCIENCES****Experimental tools**

At the intersection of data science and behavioural sciences, this module analyses several applications of behavioural techniques into business. How can we apply the understanding of behaviours to business decisions?

Learning goals:

- Evaluate business needs, design and develop field interventions on specific industry problems.
- Understand the legal and ethical concerns
- To be able to set up an economic experiment and use the results for business

Tools: Otree (with Python)

Economic Network Analysis

Representation and measurement of real-life networks

Learning goals

- Understanding networks
- Describing networks
- Real life networks
- Representing networks
- Mesuring networks

Tools: R

**Applied Information Analysis 2
(Advanced)**

Statistics and econometrics applied to OB

Learning goals:

- Initiation to Bloomberg
- Time series and financial data analysis
- Probit / Logit
- Factorial Analysis
- Bayesian Statistics

Tools:

- R, Gretel, Matlab..

**BLOCK 3:
PROFESSIONAL SUPERVISED THESIS****Research Methodology**

The specificity of the professional thesis in the MSc is that this is a project lead in the lab, under close and permanent supervision for programming, design and tests, in close coordination with a company.

The sequence and requirements of this module follow the general program stream, using specific data tools.



CAREER OPPORTUNITIES

Data analyst / Data scientist
 Global strategist
 Analyst in counselling companies
 Chief in marketing services
 Management consultant, government official, economist in banks and financial organisations, human resources manager...
 Graduates develop their own company

REQUIREMENTS

- English Language Certificate: TOEIC 750 or IELTS 6.0 or Duolingo 95
- Interview with Head of Programme

SKILLS DEVELOPMENT

- Creating value from information.
- The power of data.
- Statistics and Data analytics.
- Understanding how data can be used to make business.
- Communication with data users.
- Data representation, transformation and analysis for decision makers.
- Ethical reasoning.
- Reduce, sample, create analytics, summarize information, present it in a useful way to the decision makers and make a set of scattered data something useful for users.

DISTINCTIVE FEATURES

- An exclusive programme in Europe providing a unique knowledge : students will be able to put in practice effective tools to understand and modify decision making and deal with big data in organisations
- Field trips : at PWC Luxembourg. Students also participate in scientific seminars and experimental economics conferences (ESA 2019 and ASFE 2021 for instance)
- Immersion in the professional world at all times: 25% classes provided by experts during the whole year
- The programme is based on the LESSAC (Laboratory for Experimentation in Social Sciences and Behavioral Analysis created in 2008): the largest experimental economics platform in Europe and one of the top players in research
- Strong Partnership with PwC Luxembourg with fieldtrips, business cases, internships and jobs offer before the diploma

CONTACT



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DIJON CAMPUS
 100% ENGLISH TRACK



MSc ARTIFICIAL INTELLIGENCE & DIGITAL TECHNOLOGY MANAGEMENT



OBJECTIVES

Artificial intelligence is already extensively used in most businesses areas (including autonomous robots in warehouses, logistics and supply chains, business analytics and credit scoring), and it is highly prevalent in our private lives in the form of autonomous vehicles, resource matching, recommendation systems or facial recognition. This is a rapidly evolving field exhibiting exponential growth which will soon affect all areas of business and society.

This programme enhances your ability to acquire the critical skills needed today to navigate in our increasingly complex and dynamic digital world. This is among the first global programmes specialising in artificial intelligence and digital technology for business management.



PROGRAMME

SEMESTER 1 COURSES

BLOCK 1: CREATIVITY AND INNOVATION MANAGEMENT

- ▮ Design thinking
- ▮ Sprint design
- ▮ Management of creativity teams
- ▮ Organisational agility
- ▮ Knowledge management
- ▮ Strategic management of innovation
- ▮ Disruptive innovation theory

BLOCK 2: BUSINESS AND CUSTOMER ANALYTICS

- ▮ Google analytics
- ▮ Customer journey onsite and offsite
- ▮ Analytics for inbound and outbound marketing
- ▮ Principles of digital marketing and advertising
- ▮ Digital consumer behavior

BLOCK 3: THE DIGITAL WORLD: SOCIOLOGICAL PERSPECTIVES ON THE DIGITAL ERA

- ▮ The digitalisation of society
- ▮ Internet of Things
- ▮ Smart cities
- ▮ Big data
- ▮ Futurology of technologies
- ▮ Ethics in new technologies

BLOCK 4: ARTIFICIAL INTELLIGENCE AND ORGANISATIONS

- ▮ What is AI?
- ▮ Basics of AI functioning including algorithms
- ▮ Basics of machine learning and deep learning
- ▮ The role of data in AI
- ▮ Impact of AI on key industries
- ▮ Ethical issues with AI in the business environment

BLOCK 5: FUNDAMENTALS OF DIGITAL TECHNOLOGIES

- ▮ Virtual reality
- ▮ Augmented reality
- ▮ Machine learning
- ▮ Deep learning
- ▮ Blockchain
- ▮ Internet of Things

BLOCK 6: ADVANCED DIGITAL TRANSFORMATION

- ▮ Principles of digital transformation
- ▮ Digital technologies and business applications
- ▮ Robotics & Automation
- ▮ Digital transformation for customers
- ▮ Digital transformation for employees
- ▮ Digital business models and value creation

BLOCK 7: RESEARCH METHODS



SEMESTER 2 COURSES

BLOCK 1:

SOCIAL MEDIA ENGINEERING

- ▮ Principles of social media
- ▮ The impact of social media on social behaviors
- ▮ Community management
- ▮ Marketing campaigns on social media
- ▮ Social dynamics of online communities

BLOCK 2:

BIG DATA AND DATA MINING TECHNIQUES

- ▮ Big data landscape
- ▮ Data structure in business organisations
- ▮ Data management, storage and retrieval
- ▮ Introduction to SQL
- ▮ Five major data mining techniques

BLOCK 3:

PLATFORM AND DIGITAL ECONOMICS

- ▮ Network effects
- ▮ Business models of online platforms
- ▮ B2C platforms vs B2B platforms

- ▮ Social dynamics on online platforms
- ▮ Platform economics
- ▮ Online platforms for internal organisational work

BLOCK 4:

ETHICS OF TECHNOLOGY

- ▮ Introduction to business ethics
- ▮ Responsibility and accountability in technology
- ▮ Ethics of new technologies
- ▮ Case studies of moral and legal issues in technology

BLOCK 5:

DIGITAL CONTENT CHALLENGE

BLOCK 6:

THE DIGITAL PROJECT - CODING AND FIELD WORK

BLOCK 7:

RESEARCH METHODS



TARGETED JOBS

- ▮ Business founder
- ▮ Digital manager
- ▮ Digital marketer
- ▮ Chief digital officer
- ▮ Digital business development manager
- ▮ Digital innovation manager
- ▮ Digital product manager
- ▮ Consultant in digital transformation
- ▮ Analytics experts



SKILLS DEVELOPMENT

- To be able to apply the techniques of creative and innovative activities to new product/service development
- To be able to use simple analytics tools (Google analytics) to interpret data for business purposes
- To understand the impact of digitisation processes on societies
- To solve companies' problems and present tangible recommendations to their client
- To be able to take into account the complexity of negotiation in a global context
- To understand the fundamentals of artificial intelligence technologies and how they impact organisations
- To understand the major technologies (machine learning, blockchain and IoT) of the digital era and how they shape business processes and transactions
- To understand the stages of digital transformation within an organisation
- To be able to design a social media campaign on a major social media platform
- To have a basic knowledge of big data and how a manager can exploit data for business purposes
- To be able to analyze the business model of online platforms
- To be able to identify and explain the main ethical issues in technology management

DISTINCTIVE FEATURES

- A field trip is organised to the World AI Cannes Festival. For 3 to 4 days, students will have the opportunity to experience AI trends, meet up representatives from BigTechs/start-ups and interact with real-life robots.
- Students will be able to enroll for an optional course in "advanced coding for business" at the Wagon in Lyon to develop their coding skills with a focus on UI/UX design. This option requires an additional fee.

REQUIREMENTS

- English Language Certificate: TOEIC 750 or IELTS 6.0 or Duolingo 95
- Interview with Head of Programme

CONTACTS



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MSc GREEN TECH & SUSTAINABLE SOCIETIES



OBJECTIVES

The MSc Green Tech & Sustainable Societies aims to prepare students to become responsible leaders of tomorrow's world. Join an innovative learning ecosystem that will enable you to think critically, using both your hard and soft skills to evaluate and design practices, technologies, and systems that bring sustainable solutions to communities and organisations.



PROGRAMME

SEMESTER 1 COURSES

BLOCK 1: SUSTAINABLE DEVELOPMENT POLICIES

- Sustainable development goals and targets
- European Green Deal
- Environmental standards
- Environmental and development - related challenges
- Global policies in response to those challenges
- Contemporary politics of global environmental and development changes

BLOCK 2: SOCIOLOGY OF GLOBAL DEVELOPMENT AND SUSTAINABILITY

- Environmental sociology
- Classical and Modern Social Analysis
- Contemporary Sociological Perspectives on Global Development
- Global Sustainability and Environmental Sociology

BLOCK 3: CULTURE AND SUSTAINABLE DEVELOPMENT

- Identity
- Civilization
- Territorial issues
- Inclusion

BLOCK 4: CORPORATE SOCIAL AND ENVIRONMENTAL RESPONSIBILITY

- Performance metrics
- Stakeholders perceptions
- Local impact
- Sustainable governance
- Inclusion policies

BLOCK 5: CREATIVITY AND INNOVATION MANAGEMENT

- Design thinking
- Sprint design
- Management of creativity teams
- Organisational agility
- Knowledge management
- Strategic management of innovation
- Disruptive innovation theory

BLOCK 6: SUSTAINABLE CONSUMPTION

- Sustainable consumption
- Responsible consumer dynamics

BLOCK 7: MANAGING NGOS

- NGOs Financial and Administrative Supervision
- NGOs Community Development
- Environment Awareness
- Management of Information
- Issue based campaigns
- Socio-cultural perspective and inclusion
- Leadership skills

BLOCK 8: RESEARCH METHODS



SEMESTER 2 COURSES

BLOCK 1: RENEWABLE ENERGY AND CLEAN TECHNOLOGIES

- ▮ Current Global Energy Use
- ▮ Energy Conversion Technologies
- ▮ Integrating Renewable Energy into the Grid
- ▮ The Smart Grid
- ▮ Solar Energy
- ▮ Bioenergy
- ▮ Wind Energy
- ▮ Water Power (Hydro, Tidal & Wave)
- ▮ Geothermal Energy
- ▮ Integration of renewable energies in various industrial sectors
- ▮ Politics and social policy of renewable energies

BLOCK 2: GREEN PRODUCT DESIGN

- ▮ Stages of green product development
- ▮ Materials for Green Product Design
- ▮ Material Processing Methods for Metals, Plastics, Composites
- ▮ Prototyping techniques
- ▮ Green Design Principles and SolidWorks Sustainability
- ▮ Life cycle thinking and principles of cradle-to-cradle in green product design
- ▮ Sustainability frameworks, Transformative innovation

BLOCK 3: GREEN AND SUSTAINABLE FINANCE

- ▮ Socially responsible investments
- ▮ Decarbonization of investment portfolios
- ▮ ESG factors
- ▮ Blended Finance
- ▮ The Global Impact Investment Network
- ▮ Impact management

BLOCK 4: ENVIRONMENTAL COMMUNICATIONS

- ▮ Sustainability communication
- ▮ Greenwashing reduction
- ▮ Social Marketing
- ▮ Stakeholders engagement and persuasion
- ▮ Media relations
- ▮ Green branding and green labels
- ▮ Public engagement green activism

BLOCK 5: ETHICS OF TECHNOLOGY

- ▮ Introduction to business ethics
- ▮ Responsibility and accountability in technology
- ▮ Ethics of new technologies
- ▮ Case studies of moral and legal issues in technology

BLOCK 6: SUSTAINABLE ENTREPRENEURSHIP & GREEN TECH CHALLENGE

- ▮ Theory of change
- ▮ Green Tech opportunities assessments
- ▮ Fourth sector
- ▮ Market and industry analysis
- ▮ Sustainable business models
- ▮ Sustainable business planning

BLOCK 7: GREEN TECH TRIP

BLOCK 8: RESEARCH METHODS



TARGETED JOBS

- Green Tech Business founder
- Sustainable Entrepreneur
- Environmental management advisor
- Environmental communications officer
- Sustainability Program coordinator
- Environmental Public relations Specialist
- CSR coordinator
- Sustainability consultant
- Energy business developer

REQUIREMENTS

- English Language Certificate: TOEIC 750 or IELTS 6.0 or Duolingo 95
- Interview with Head of Programme

DISTINCTIVE FEATURES

- Every year, students will go on a field trip to witness the sustainable development issues of other countries and to study the measures already implemented or those to be developed.

They will for instance go visit the Pollutec exhibition in Lyon or sustainable places such as the Eco Valley Project or the IMREDD in the south of France.

- Students will work with professional experts and field-based stakeholders to gain inside experience of actual practices in the field.

SKILLS DEVELOPMENT

- To understand the macroeconomic and microeconomic consequences of both climate changes, poverty, inequalities, gender or race discriminations, lack of communication between the State, Civil Societies, and businesses
- To understand why it is important for tech businesses to tackle sustainability issues in order to combine business and social values
- To understand the global frameworks for positive change across social and environmental dimensions
- To be able to explain the principles of operations of the main renewable energy technologies and their technical challenges
- To be able to recommend the main stages of green product design from product definition to manufacturing and commercial launch
- To understand the role of tech business in the transition to sustainable development to create a prosperous future for all
- To be able to evaluate the effectiveness of current green tech business strategies
- To be able to understand the impact of technology, to help steer decisions for a greener world and to reduce the negative externalities of businesses, and to be able to manage and implement green technologies

CONTACT



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LYON CAMPUS
100% ENGLISH TRACK





↑ Lucie et Alice, étudiantes en double diplôme au Mexique

SEMESTRES ET DOUBLES DIPLÔMES À L'INTERNATIONAL

DÉCOUVRIR UN SECTEUR À L'INTERNATIONAL (EXTRAIT)

Sport Management, Tourism Management, Green Economy Management, Corporate Social Responsibility Management, International Business, Human Ressources, Business Administration...

SEMESTRES À L'INTERNATIONAL (SEMESTRE 3 OU 4)

- ♣ Sport Management, JAMK University of Applied Sciences - Jyväskylä, Finland
- ♣ Sport Management University of Hertfordshire - Hatfield, United Kingdom
- ♣ Green Economy Management, Umeå University - Sweden
- ♣ Corporate Social Responsibility Management, Lappeenranta University of Technology - Finland
- ♣ International Business, Nanyang Technological University - Singapore
- ♣ International Business, Pontificia Universidade Católica do Paraná, Brazil
- ♣ Human Ressources, HTW - Berlin, Germany
- ♣ Bachelor of Science in Business, George Mason University, USA
- ♣ International Business, INSPER, Brazil
- ♣ University of Ljubljana - School of Economics and Business - Slovenia
- ♣ Bachelor of hospitality Management, Universiti Utara Malaysia, Malaysia
- ♣ Data analytics - SolBridge International School of Business - Daejeon, South Korea

SPÉCIALISATIONS DE MASTER 2 À L'INTERNATIONAL (SEMESTRE 5 OU 6)

- ♣ Management & Leadership, University of Stellenbosch Business School - South Africa
- ♣ Human Resources Management, The University of Nottingham - United Kingdom
- ♣ International Business, Wilfrid Laurier University - Waterloo, Canada
- ♣ Business Management, EGADE Business School - Mexico
- ♣ Business Administration, EWHA Womans University - Seoul, South Korea
- ♣ Business Administration, National Cheng Chi University - Taiwan
- ♣ Management, Università Cattolica del Sacro Cuore, Italy
- ♣ Logistics / Supply Chain, Beijing Jiaotong University - Beijing, China
- ♣ Management, Nagoya University of Commerce and Business - Nagoya, Japan
- ♣ Management, VSE Prague University of Economics and Business, Czech Republic

DOUBLES DIPLOMES

MASTER OF SCIENCE (MSc) INTERNATIONAL BUSINESS MANAGEMENT

NORTHUMBRIA UNIVERSITY - NEWCASTLE, UNITED KINGDOM

LANGUE D'ENSEIGNEMENT

- Anglais

DESRIPTIF DU PROGRAMME

Are you looking for a clear understanding of global business, from both a theoretical and practical perspective?

This business course is open to applicants from any background, and will give you the edge with transnational organisations, in recruitment and with opportunities for promotion.

This MSc course attracts students from around the world, creating a global perspective within the classroom. You'll be developed as a leader and manager while expanding upon your research skills. There's a focus on the global business environment, an emphasis on managing international organisations, and special attention to the cultural challenges of extending operations across multiple countries. The course culminates in a Master's dissertation.

- Durée :** 1 an soit 3 semestres académiques
- Dates :** De septembre à septembre de l'année suivante

STRUCTURE DU PROGRAMME

Le programme est composé de 5 cours de tronc commun, d'électifs et d'un mémoire.

COURS DE TRONC COMMUN

- Research methods and Analytics for Business Practice
- Academic Language Skills for Postgraduate Business Students
- Leadership and Management Development
- International Business: Contexts and Challenges
- Globalisation, Innovation and Sustainability

ELECTIFS

- The Digital Customer Journey: Data, Profiling and CRM (Optional, 20 Credits)
- Global Consumers and Marketplaces
- Global supply Chain and Operations Improvement
- Contemporary Issues in Entrepreneurship
- Innovation and Creativity
- International Trade and Finance

ÉTÉ : MÉMOIRE

- The Newcastle Business School Masters dissertation : Sujet approuvé et pertinent au MSc International Business Management

EXIGENCES

- IELTS : 6,5 (min 5,5 dans chaque partie)
- Moyenne académique BSB : 12,5/20

LAUREA MAGISTRALE IN ECONOMIA AZIENDALE E MANAGEMENT

UNIVERSITÀ CARLO CATTANEO – LIUC - CASTELLANZA, ITALY

LANGUE D'ENSEIGNEMENT

▀ Italien

DESCRIPTIF DU PROGRAMME

Forms individuals with in-depth economic and business knowledge; mathematical-statistical and legal knowledge, equipping students with the skills and vision to develop internationalization strategies in business. The application of analytical skills, strategic and operational diagnoses is extended to various industrial and service sectors.

▀ **Durée** : 1 an soit 2 semestres académiques

▀ **Dates** : Début septembre - mi-juin

STRUCTURE DU PROGRAMME

Choix de cours imposé, suivi d'un mémoire, pas d'électifs.

▀ SEMESTRE 1 EN ITALIEN

- Corporate Governance
- Innovazione e sviluppo del prodotto (oppure operations e supply chain management)
- Intelligenza emotiva e relazionale
- Research Methods

▀ SEMESTRE 2

- Diritto industrial e della concorrenza
- Strategie imprenditoriali
- Sistemi di contabilità
- Organizzazione e gestione delle risorse umane
- Mémoire selon la méthodologie de LIUC

SPÉCIFICITÉS DU PROGRAMME

En Italie il y a une taxe à régler liée à la diplomation qui s'élève à 242 € qui sont à la charge de l'étudiant.

EXIGENCES

▀ Programme en italien : B2 italien



MASTER OF BUSINESS ADMINISTRATION INTERNATIONAL BUSINESS (IBMBA)

NATIONAL SUN YAT-SEN UNIVERSITY, TAIWAN

LANGUE D'ENSEIGNEMENT

- Anglais

DESRIPTIF DU PROGRAMME

Le imMBA est un programme généraliste qui a pour objectif de dispenser un enseignement à la fois théorique et pratique dans une perspective internationale. Il permet d'acquérir des connaissances dans toutes les disciplines du management en en comprenant les interconnexions. Il s'adresse particulièrement à des étudiants désireux de construire leur carrière professionnelle dans des entreprises internationales.

Durée : 1 an

Dates : septembre à juin

STRUCTURE DU PROGRAMME

Le programme est composé d'électifs et d'un mémoire à rédiger pour un total de 39 crédits de cours de la liste ci-dessous, soit : 2 Required courses, 3 Foundation courses, 5 Core Courses et 3 Elective Courses. Plusieurs options de choix de cours sont possibles en fonction du cursus en M1 du candidat : Les 'Foundation courses' peuvent être remplacés par des 'Core courses' s'ils ont déjà été validés à BSB, une demande doit être faite pendant le semestre de l'automne, à l'arrivée. La liste ci-dessous est donnée à titre indicatif, elle peut être amenée à évoluer.

SEMESTRE MODULES

Automne Required Course:

- Business Ethics and Social Responsibility
- International Business Management

Foundation Course:

- Statistics and Quantitative Methods

Core Course:

- Seminar in Business Management
- International HRM
- International Marketing Management
- International Economics
- Research Methodology

Elective Course:

- Organisational Theory and Management
- Business Model Development and Practice of Social Enterprises
- The Practice of Business Analytics

SPRING SEMESTER

Foundation Course:

- Managerial Economics
- Financial Management

Core Course:

- Global Supply Chain Management
- Academic Writing for Business

Elective Course:

- International Internship (not for Double Degree students)
- Portfolio Management
- Sustainability of Global Enterprise
- Legal Risk Management for Multinational Enterprises
- European and North American Markets
- Consulting Methods and Practice
- Electronic Commerce
- Entrepreneurship Management and Practice

Attention : il est attendu des étudiants de trouver un tuteur de thèse parmi les professeurs du College of Management, pendant le premier semestre (un formulaire « IBMBA Advisor Consent Form » doit être fourni à la scolarité pour que le choix soit validé).

EXIGENCES

TOEIC 785 ou IELTS 6.5 ou TOEFL 90

GPA 3.0/4.5

OBTENTION DU DIPLÔME

La note minimum pour valider les modules et la thèse est « B- ».

La validation de tous les crédits, des cours de langue chinoise les deux semestres (non crédités mais obligatoires), valider le cours en ligne online Academic Research Ethics course (non crédité mais obligatoire) afin d'obtenir le certificat à tous ceux qui valident. Par ailleurs, il est également demandé de rédiger une thèse de Master conforme aux exigences de National Sun Yat Sen University et de la soutenir sur place pour être diplômé.

MASTER OF SCIENCE (MSc)

GLOBAL LOGISTICS, OPERATIONS AND SUPPLY CHAIN MANAGEMENT

NORTHUMBRIA UNIVERSITY - NEWCASTLE, UNITED KINGDOM

LANGUAGE OF INSTRUCTION

English

PROGRAMME DESCRIPTION

This course combines management studies with a strong specialist focus on operations, logistics and supply chain management (LCSM).

The specialist LCSM modules cover strategic procurement, sustainable supply chains, improving the supply chain, and strategic partnerships. The course culminates in either a master's dissertation or a consultancy project tackling an issue faced by a real client. The course is accredited by the Chartered Institute of Purchasing and Supply (CIPS).

Duration: 1 year of 3 academic semesters

Dates: Mid-September to end of September

PROGRAMME STRUCTURE

The program consists of 8 core courses and a thesis or Consultancy Project.

SEMESTER 1:

CORE CURRICULUM COURSE

- Developing Global Management Competencies I
- Strategic Partnerships and Value Creation
- Operations and Supply Chain Improvement

SEMESTER 1 & 2:

CORE CURRICULUM COURSE

- Academic and Professional Development
- Dissertation preparation and Research Methods

SEMESTER 2:

CORE CURRICULUM COURSE

- Developing Global Management Competencies II
- Sustainable Supply Chain Management and Risk
- Strategic Procurement and Logistics

SUMMER: THESIS

REQUIREMENTS

- IELTS: 6.5 (min 5.5 in each part)
- Academic average BSB: 12.5 / 20



MASTER OF SCIENCE (MSc) BUSINESS MANAGEMENT (MScBM)

HONG KONG BAPTIST UNIVERSITY, HONG KONG, CHINA

LANGUE D'ENSEIGNEMENT

Anglais

DESRIPTIF DU PROGRAMME

Le MSc in Business Management est un programme qui permet d'acquérir les bases des disciplines commerciales fondamentale. De plus, il a pour objectif d'offrir à de jeunes professionnels et jeunes diplômés de multiples compétences et connaissances pour réussir dans un monde des affaires imprégné par l'économie numérique, l'innovation, le Big Data, l'entrepreneuriat et la créativité. Ce programme a été classé dans le TOP 100 des Master in Management 2021 du Financial Times pour la troisième année consécutive. Les intervenants et les étudiants sont d'origines géographiques, académiques et professionnelles très variées et donc une richesse pour le groupe.

Durée : 1 an

DATES : 2 semestres : fin août à mi-décembre puis janvier à fin juin



STRUCTURE DU PROGRAMME

SEMESTER 1 CORE COURSES

(4 COURSES, 12 CREDITS)

- Business Accounting
- Business Research Methodology and Application
- Corporate finance and Governance
- Managing People and Organisation

TOTAL 12 credits (4 core courses)

Required course (1/3 cours, 1 crédit + 1 ou 2 électifs, 3 ou 6 crédits)

MSc BM Capstone Business Project (required course, 1 crédit)

1 électif (3 crédits) / 2 électifs (6 crédits)

TOTAL 16 ou 19 crédits (4 core courses + 1/3 cours + 1 ou 2 électifs)

SEMESTER 2 CORE COURSES

(2 COURSES, 6 CREDITS)

- Business Economics in the Digital Era
- Managing Marketing

Required course (2/3 course, 5 crédits + 1 ou 2 électifs, 3 ou 6 crédits)

MScBM Capstone Business Project (required course, 2 crédits)

Business Field Study (required course)

TOTAL 14 ou 17 crédits (2 core courses + 1/3 course + 1 ou 2 électifs)

EXIGENCES

6.5 IELTS ou 79 IBT TOEFL

GPA de 3.0/4.0 sur le programme MGE

GMAT non obligatoire mais apprécié

OBTENTION DU DIPLÔME

Afin d'obtenir le diplôme de HKBU, il faut valider l'ensemble des 33 crédits avec un GPA de 2.5/4.0 au minimum

MASTER IN BUSINESS MANAGEMENT (MBM)

EGADE BUSINESS SCHOOL, MEXICO

CAMPUS

📍 Guadalajara

LANGUE D'ENSEIGNEMENT

📍 Anglais exclusivement

DESCRIPTION DU PROGRAMME

📍 **Durée** : 12 mois

📍 **Dates** : septembre à septembre N+1

📍 **Modalités** : Full time, cours en journée

STRUCTURE DU PROGRAMME

📍 1^{er} TRIMESTRE (septembre - décembre)

- Global Economy
- Global Business Environment & Emerging Markets
- Business Innovation & Value Creation
- Global Financial Management
- Bootcamp immersive week
- Digital Transformation & Entrepreneurial Mindset
- Online module (MOOC)
- Leadership

Les cours ont lieu de lundi à jeudi de 9h à 13h. Certains cours pourraient être programmés les vendredis ou quelques après-midis.

📍 2^e TRIMESTRE (janvier - mars)

- Disruptive Technologies: Strategy, Trends & Impacts
- Digital Marketing
- Digital Strategies for Growth
- Customer Centricity
- Corporate Immersion Project: 1st Company Project

Les cours ont lieu les lundi et mardi de 10h à 13h puis de 14h30 à 17h30. Les autres jours de la semaine seront dédiés au projet de consulting avec une entreprise internationale. Il y aura aussi des MOOC et des bootcamps.

📍 3^e TRIMESTRE (avril - juin)

- Leadership & Managing Teams
- Corporate Entrepreneurship (Omnipreneurship)
- Strategic Foresight & Scenario Planning
- Corporate Sustainability, Governance & Ethics
- Corporate Immersion Project: 2nd Company Project

Les cours ont lieu les lundi et mardi de 10h à 13h puis de 14h30 à 17h30. Les autres jours de la semaine seront dédiés au projet de consulting avec une entreprise internationale. Il y aura aussi des MOOC et des bootcamps.

📍 4^e TRIMESTRE (juillet - septembre)

- Career Builder I: Emotional Intelligence & Effective Communication
- Career Builder II: Executive Negotiation
- Career Builder III: Personal Branding & Professional Influence
- Corporate Immersion Project: 3rd Company Project

Les cours ont lieu les lundi et mardi de 10h à 13h puis de 14h30 à 17h30. Les autres jours de la semaine seront dédiés au projet de consulting avec une entreprise internationale. Il y aura aussi des MOOC et des bootcamps.

EXIGENCES

📍 Anglais TOEFL iBT 100 o IELTS 6.5

📍 Menu Principal - Table des domaines d'études - Table des exigences 60

📍 GPA 2,5/4,0

📍 9 à 12 mois d'expérience professionnelle au moment du dépôt de la candidature à BSB.

Conditions pour l'obtention du diplôme d'EGADE

Validation de l'intégralité du programme de l'EGADE.

Les notes à EGADE vont de 0 à 100 avec 70 comme seuil de validation d'un module. Les étudiants devront avoir une moyenne générale de 80 à la fin du programme pour être diplômés.

Pour information, les cérémonies de remise des diplômes ont lieu en juin et en décembre à EGADE.

Coûts à prévoir pour l'inscription à EGADE et l'obtention du diplôme.

Traductions officielles à faire une fois au Mexique de différents documents constitutifs du dossier d'inscription (acte de naissance, certificats d'études et relevés de notes). Ces documents devront être soumis à la procédure d'apostille en France (procédure gratuite à réaliser auprès de la Cour d'Appel du lieu de signature du document).

SE SPÉCIALISER À BSB

- FINANCE D'ENTREPRISE - AUDIT EXPERTISE CONSEIL
- MARKETING
- MANAGEMENT DES ARTS ET DE LA CULTURE
- ENTREPRENEURIAT ET INNOVATION
- MANAGEMENT - RESSOURCES HUMAINES
- INNOVATION & DIGITALISATION DES ORGANISATIONS
- MANAGEMENT DES VINS ET SPIRITUEUX

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