

Master Management et administration des entreprises

Parcours Applied corporate management 2e année

Présentation

The master in Applied Corporate Management is a graduate program in business dedicated to students keen to discover and understand the theories, practices and tools useful for leading organizations and making managerial decisions.

Because a varied background is a true asset when implementing management and leadership skills, notably in the context of a fast changing environment, the master in Applied Corporate Management is intended for students with educational background other than management or business.

The program targets explicitly students from non-business areas (engineering, art, law, philosophy, history, technology and computer sciences, etc.) who want to develop management expertise, either because they plan to work as a manager or because they know they will need managerial competencies in their professional life. If you want to know:

- * what is the language of business
- * how businesses are organized
- * how corporations develop and implement their strategies
- * how they deal with risk
- * how they make investments and finance their growth
- * how they respond to market needs
- * how they attract and retain customers
- * how they align human resources policy with business strategy

Then, the master in Applied Corporate Management is made for you.

The master in Applied Corporate Management is offered as a one-year full-time program.

Objectifs

The program aims to help them leverage their past education by combining the knowledge they gained with management expertise, which will make them more competitive in the job market. The Master in Applied Corporate Management is a 12-month program focused on all areas in the management of organizations. The curriculum emphasizes on both understanding business fundamentals and developing managerial skills.

Admission

Eligibility : University degree of 240 ECTS; for non-Europeans, a 4-year university degree minimum (approved by a university committee). Application form.

Advanced level in English (TOEIC, TOEFL, BULATS, IELTS, CLES, Cambridge Assessment English ou test Erasmus + OLS)

Admission : Interview with a committee of academics and international business specialists

To find out about the admission requirements, please consult our "[apply](#)" section directly on the Grenoble IAE website.

Public continuing education :

You are in charge of continuing education:

- if you resume your studies after 2 years of interruption of studies,

- or if you followed training under the continuous training regime one of the previous 2 years
- or if you are an employee, job seeker, self-employed. If you do not have the diploma required to integrate the training, you can undertake a validation of personal and professional achievements (VAPP).

Access the "[apply](#)" section directly on the Grenoble IAE website.

Infos pratiques :

- > **Composante** : Institut d'Administration des Entreprises (IAE)
- > **Durée** : 1 an
- > **Type de formation** : Formation initiale / continue
- > **Lieu** : Grenoble - Domaine universitaire
- > **Contacts** :

Responsable(s) pédagogique(s)

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Programme

Master 2e année - Convention Shanghai (Chine)

Semestre 9

UE Strategies and markets	10 ECTS	90h
- Marketing		24h
- Strategic management		21h
- Purchasing and supply management		21h
- Elective course		24h
UE Environment of business	10 ECTS	81h
- Legal issues in business		21h
- Managerial economics		24h
- Second foreign language		24h
- Business ethics and social responsibility		12h
UE Tool courses	5 ECTS	45h
- Information systems and business computer applications		21h
- Career practicum		12h
- Negotiation		12h
UE Entrepreneurship and innovation	5 ECTS	24h
- Strategic & responsible innovation		7h
- Entrepreneurship		10h
- Project management		7h

Semestre 10

UE Managing people	5 ECTS	39h
- Human resources		21h

- Leadership, teamworking & communication		18h
UE Finance and accounting	10 ECTS	66h
- Financial reporting and financial statement analysis		24h
- Managerial accounting and control		21h
- Corporate finance		21h
UE Management in practice	15 ECTS	36h
- Business game		36h
- Internship		

Master 2e année

Semestre 9

UE Finance & accounting	10 ECTS	78h
- Accounting and taxation		21h
- Managerial accounting and control		21h
- Corporate finance		36h
UE Business environment	10 ECTS	81h
- International business law		21h
- Managerial economics		21h
- Foreign language		21h
- Business ethics and social responsibility		18h
UE Tools	5 ECTS	42h
- Information systems and ERP		18h
- Career practicum		12h
- Negotiation		12h

UE Entrepreneurship and responsible innovation	5 ECTS	42h
- Strategic and responsible innovation		12h
- Entrepreneurship		18h
- Project management		12h

Semestre 10

UE Managing people	5 ECTS	42h
- Human resources		21h
- Leadership, teamworking & communication		21h
UE Strategies and markets	10 ECTS	66h
- Introduction to marketing		21h
- Strategic management		21h
- Purchasing and supply chain management		24h
UE Management in practice	15 ECTS	30h
- Global business game		30h
- Internship		