

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.

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 : IAE de Grenoble - Graduate school of management
- > Durée : 1 an
- > Type de formation : Formation initiale / continue
- > Lieu :

Contacts

Responsable pédagogique

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Programme

Master 2e année - Convention Shanghai (Chine)

Semestre 9

UE Strategies and markets 10 ECTS

- Marketing
- Strategic management
- Purchasing and supply management
- Elective course

UE Environment of business 10 ECTS

- Legal issues in business
- Managerial economics
- Second foreign language
- Business ethics and social responsibility

UE Tool courses 5 ECTS

- Information systems and business computer applications
- Career practicum
- Negotiation

UE Entrepreneurship and innovation 5 ECTS

- Strategic & responsible innovation
- Entrepreneurship
- Project management

Semestre 10

UE Managing people 5 ECTS

- Human resources
- Leadership, teamworking & communication

UE Finance and accounting 10 ECTS

- Financial reporting and financial statement analysis
- Managerial accounting and control
- Corporate finance

UE Management in practice 15 ECTS

- Business game
- Internship

Master 2e année

Semestre 9

UE Finance & accounting 10 ECTS

- Accounting and taxation
- Managerial accounting and control
- Corporate finance

UE Business environment 10 ECTS

- International business law
- Managerial economics
- Foreign language
- Business ethics and social responsibility

UE Tools 5 ECTS

- Information systems and ERP
- Career practicum
- Negotiation

UE Entrepreneurship and responsible innovation 5 ECTS

- Strategic and responsible innovation
- Entrepreneurship
- Project management

Semestre 10

UE Managing people 5 ECTS

- Human resources
 - Leadership, teamworking & communication
-

UE Strategies and markets 10 ECTS

- Introduction to marketing
 - Strategic management
 - Purchasing and supply chain management
-

UE Management in practice 15 ECTS

- Global business game
- Internship