

# Parcours Applied corporate management 2e année

Master Management et administration des entreprises



**Durée**  
1 an



**Composante**  
Grenoble IAE -  
INP (Graduate  
school of  
management),  
UGA



**Langue(s)  
d'enseignement**  
Anglais

## 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

### Conditions d'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).

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## Candidature

Access the "🔗 apply" section directly on the Grenoble IAE website.

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## Public cible

The master ACM targets students from non-business areas (engineering, art, law, philosophy, history, technology computer sciences) French and European candidates should hold a university degree of 240 ECTS credits. For non-European candidates, a 4-year university degree minimum is required, and prior studies will be examined and approved by a university committee.

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## Et après

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## Secteur(s) d'activité(s)

Career options for this program are extremely varied. They depend mostly on students first-degrees and professional career plans.

## Infos pratiques

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### Contacts

#### Responsable pédagogique

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#### Secrétariat de scolarité

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Management - Julie RUFFET

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### Lieu(x) ville

📍 Grenoble

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### Campus

🏠 Grenoble - Domaine universitaire

# Programme

## Master 2e année - Convention Shanghai (Chine)

### Semestre 9

	Nature	CM	TD	TP	Crédits
UE Strategies and markets	UE				10 crédits
Marketing	MATIERE				
Strategic management	MATIERE				
Purchasing and supply management	MATIERE				
Elective course	MATIERE				
UE Environment of business	UE				10 crédits
Legal issues in business	MATIERE				
Managerial economics	MATIERE				
Second foreign language	MATIERE				
Business ethics and social responsibility	MATIERE				
UE Tool courses	UE				5 crédits
Information systems and business computer applications	MATIERE				
Career practicum	MATIERE				
Negotiation	MATIERE				
UE Entrepreneurship and innovation	UE				5 crédits
Strategic & responsible innovation	MATIERE				
Entrepreneurship	MATIERE				
Project management	MATIERE				

### Semestre 10

	Nature	CM	TD	TP	Crédits
UE Managing people	UE				5 crédits
Human resources	MATIERE				
Leadership, teamworking & communication	MATIERE				
UE Finance and accounting	UE				10 crédits
Financial reporting and financial statement analysis	MATIERE				
Managerial accounting and control	MATIERE				
Corporate finance	MATIERE				
UE Management in practice	UE				15 crédits
Business game	MATIERE				
Internship	MATIERE				

## Master 2e année

## Semestre 9

	Nature	CM	TD	TP	Crédits
UE Finance & accounting	UE				10 crédits
Accounting and taxation	MATIERE	21h			
Managerial accounting and control	MATIERE	21h			
Corporate finance	MATIERE	36h			
UE Business environment	UE				10 crédits
International business law	MATIERE				
Managerial economics	MATIERE				
Foreign language	MATIERE				
Business ethics and social responsibility	MATIERE				
UE Tools	UE				5 crédits
Information systems and ERP	MATIERE				
Career practicum	MATIERE				
Negotiation	MATIERE				
UE Entrepreneurship and responsible innovation	UE				5 crédits
Strategic and responsible innovation	MATIERE				
Entrepreneurship	MATIERE				
Project management	MATIERE				

## Semestre 10

	Nature	CM	TD	TP	Crédits
UE Managing people	UE				5 crédits
Human resources	MATIERE				
Leadership, teamworking & communication	MATIERE				
UE Strategies and markets	UE				10 crédits
Introduction to marketing	MATIERE	21h			
Strategic management	MATIERE	21h			
Purchasing and supply chain management	MATIERE				
UE Management in practice	UE				15 crédits
Global business game	MATIERE				
Internship	MATIERE				