

GUIDE TO **BUSINESS AND MANAGEMENT PROGRAMMES**



TAUGHT IN FRENCH
AND ENGLISH



EM 
NORMANDIE

* S'ouvrir aux mondes de demain, depuis 1871.



JEAN-GUY BERNARD,
Director General,
EM NORMANDIE.

The École de Management de Normandie is one of the main business schools in France, providing managers and entrepreneurs with the knowledge and savoir-faire to excel in their chosen careers, through 3 effective strategies:

- A pedagogy combining academic with professional experience;
- International experience: study periods and internships abroad;
- Personal development and coaching in communication skills.

With its network of nearly 200 international partner institutions, EM NORMANDIE has developed a wide range of teaching and research programmes grounded in the assets of the region and the quality of its staff.

OUR MISSION IS TO CREATE A GLOBAL VILLAGE BY:

- Providing incoming and outgoing students with an opportunity to widen their world view and life experience.
- Facilitating student integration into new cultures and new pedagogical systems, while encouraging student autonomy, responsibility and sensitivity.
- Cultivating mutually rewarding international academic partnerships which promote the exchange of students and foster collaboration in research and teaching expertise between faculty members.
- Internationalisation@home: fostering an internationally mixed staff and student body; hosting international events; surveillance of international developments which impact or demand action at home.

The International Development Office accompanies incoming international students throughout their study abroad experience. It assists students with lodging, banking, immigration, etc., allowing non French speakers and others to minimise worry and maximise integration.



2 600 STUDENTS

ON OUR **5** CAMPUSES:
CAEN - DEAUVILLE - LE HAVRE
PARIS - OXFORD



70 INTERNATIONAL VISITING PROFESSORS
500 INCOMING STUDENTS



40 RESEARCHERS
3 MAIN THEMES:
"CROSS-CULTURAL MANAGEMENT"
"PORT AND MARITIME MANAGEMENT"
"ENTREPRENEURSHIP AND MANAGEMENT"



CAEN



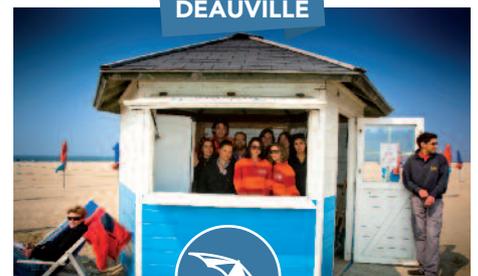
2ND UNIVERSITY CITY FOR EMPLOYMENT



LE HAVRE



1ST PORT IN FRANCE FOR FOREIGN TRADE AND CONTAINERS



DEAUVILLE



WORLD FAMOUS SEA SIDE RESORT

UNDERGRADUATE PROGRAMMES

3RD YEAR

POSSIBILITY OF STUDYING
ONLY ONE SEMESTER.

REQUIREMENTS

Level of English: B2, TOEIC 700, IELTS 6.0, TOEFL IBT 79 - CBT 210
Level of French: B2

BACHELOR in INTERNATIONAL MANAGEMENT (BMI)

 **State Accredited Degree**
ECTS CREDITS: 60
(30 / SEMESTER)



FORMAT AND OBJECTIVES

This 3-year programme in International Commerce and Marketing is designed to help the students acquire a deeper knowledge of International Business. Students must choose one of the 3 following Majors:

- **Tourism (English), Deauville Campus**
- **International Business (English), Caen or Le Havre campus**
- **Logistique internationale (French), Caen or Le Havre campus**

WHERE AND WHEN

Le Havre, Caen and Deauville campuses

Fall semester: September to December.

Spring semester: January to May.

BACHELOR in EUROPEAN MANAGEMENT (BME)

 **Institutional certificate**
ECTS CREDITS: 60
(30 / SEMESTER)



FORMAT AND OBJECTIVES

A 2-semester course intended as the final year of an undergraduate business education at Bachelor level.

The focus is on business in the enlarged European context.

WHERE AND WHEN

Caen campus

Fall semester: September to December.

Spring semester: February to May.

GRANDE ÉCOLE PROGRAMME

 **ECTS CREDITS: 60**
(30 / SEMESTER)



FORMAT AND OBJECTIVES

The undergraduate cycle, taught in French, aims to develop students' fundamental business knowledge: Economy, Law, Finance and Marketing...

WHERE AND WHEN

Le Havre and Caen campuses

Fall semester: late August to early January.

Spring semester: early January to May.

GRADUATE PROGRAMMES (OPEN TO DOUBLE-DEGREE AGREEMENTS)

UNDERGRADUATE STUDIES

Year 1
U1

Year 2
U2

Year 3
U3

GRADUATE STUDIES

Year 1
M1

Year 2
M2

REQUIREMENTS

Level of English: B2, TOEIC 790, IELTS 6.5, TOEFL IBT 88 - CBT 230

Level of French: B2

POSSIBILITY OF STUDYING
ONLY ONE SEMESTER.

M1 GENERAL MANAGEMENT PROGRAMME

 **ECTS CREDITS: 60**
CAEN OR LE HAVRE

M1 INTERNATIONAL MANAGEMENT PROGRAMME

 **ECTS CREDITS: 60**
LE HAVRE



FORMAT AND OBJECTIVES

Associating action-based learning activities and classroom interactions, the curriculum provides the student with an international perspective on how companies are operating and developing. Special attention is given to entrepreneurship issues as well as sustainable development and strategy.

WHERE AND WHEN

Le Havre and Caen campuses

Fall semester: September to December.

Spring semester: January to May.

M2 CROSS-CULTURAL MARKETING AND NEGOTIATION

 **ECTS CREDITS: 60**



FORMAT AND OBJECTIVES

Designed to develop students' knowledge, skills and personal qualities necessary to communicate in cross cultural contexts, and to manage or work well in multi-cultural teams. Adds an intercultural perspective to a business management education with a focus on marketing and negotiation issues.

WHERE AND WHEN

Caen campus

Fall semester: end of August to December.

Spring semester: January to April.

Internship and professional dissertation: May to December.

M2 INTERNATIONAL BUSINESS

 **ECTS CREDITS: 60**



FORMAT AND OBJECTIVES

A 1-year programme designed for Managers and team leaders intending to work internationally which provides students with not only theoretical knowledge but also operational training.

WHERE AND WHEN

Deauville campus

Fall semester: September to December.

Spring semester: January to April.

Internship and professional dissertation: May to November.

Students also have the opportunity to attend a 2-month session between September and April.

M2 INTERNATIONAL EVENTS MANAGEMENT

 ECTS CREDITS: 60



FORMAT AND OBJECTIVES

The programme is designed to train managers capable of managing an event from its conception to its completion from both a marketing and an operational viewpoint in an international environment. This programme will offer you high-quality teaching and the opportunity to meet people working in event-related communication thanks to lectures, business experiences and meetings with professionals.

WHERE AND WHEN

Deauville campus

Fall semester: September to December

Spring Semester: January to April

Internship and professional dissertation: May to November.

M2 SUPPLY CHAIN MANAGEMENT INTERNATIONAL LOGISTICS AND CRISIS MANAGEMENT

 ECTS CREDITS: 60



FORMAT AND OBJECTIVES

2 options :

- **Supply Chain Management:** Focuses on the strategic role of operations management networks and global supply and demand networks.
- **International Logistics and Crisis Management:** Students will have all the tools and methods to actively participate in dynamic and sustainable decision-making sectors.

WHERE AND WHEN

Le Havre campus

Fall semester: September to December.

Spring semester: January to April.

Internship and professional dissertation: May to December.

M2 HUMAN RESOURCE AND SKILLS MANAGEMENT

 ECTS CREDITS: 60



FORMAT AND OBJECTIVES

A 1-year programme designed for Human Resource Managers, team leaders and Business Department Managers alike, intending to examine HRM tools from a skills management perspective.

WHERE AND WHEN

Deauville campus

Fall semester: September to December.

Spring semester: January to April.

Internship and professional dissertation: May to November.

M2 ENTREPRENEURSHIP

 ECTS CREDITS: 60



FORMAT AND OBJECTIVES

A 1-year programme which provides students with operational as well as theoretical training. Students develop business diagnostic and auditing skills, management responsibility and a global vision of the enterprise. Optional individual coaching for business start-up or company acquisition.

WHERE AND WHEN

Le Havre and Caen campuses

Courses: September to end of March.

Internship and professional dissertation: April to September.

M2 MARKETING AND SALES MANAGEMENT

 **ECTS CREDITS: 60**



FORMAT AND OBJECTIVES

Designed to develop future managers' professional skills in Marketing and Sales for fast and high-quality integration into the labor market, promote their entrepreneurial and innovative spirit so as to contribute to business development.

WHERE AND WHEN

Le Havre campus

Fall semester: September to December.

Spring semester: January to March.

Internship and professional dissertation: April to December.

 **Option also available : Marketing, Communication and Technology of agrifood products ESITPA, Rouen campus**

M2 FINANCE

 **ECTS CREDITS: 60**



FORMAT AND OBJECTIVES

We offer two majors in Finance:

- Audit and Corporate Finance (Le Havre).
- International Corporate Finance (Caen). Programs designed to prepare students to work in audit, cost control, banking & corporate finance sectors with operational and management responsibilities.

WHERE AND WHEN

Le Havre campus

Courses: September to November / April to June.

Internship and Professional dissertation: December to March / July to December.

Caen campus

Courses: September to April.

Internship and professional dissertation: April to October.

POST GRADUATE MANAGEMENT INFORMATION SYSTEM

 **In association with EMSI Grenoble (France)**
ECTS CREDITS: 60
Grenoble Degree



FORMAT AND OBJECTIVES

A 1-year program designed for future information systems managers. Participants will become «bilingual» bridges between technology and business worlds.

WHERE AND WHEN

Caen Campus

Courses: September to April.

Internship and professional dissertation: May to December.

PRACTICAL INFORMATION

HOW CAN I REGISTER AS AN EXCHANGE STUDENT?

1/ Contact your international coordinator at your home institution.

She/he will confirm you whether your university has an agreement with EM NORMANDIE Business School (exchange and/or double degree).

2/ Check the Student guide on our website.

It will provide you with practical information and will give you an idea of our school and campuses.

3/ Once you decide to study at EM NORMANDIE, your coordinator will nominate you.

4/ Fill in our application form and provide all the required information before the deadline.

5/ Don't forget to apply for a passport and a Visa for France if needed!

FEE-PAYING DEGREE-SEEKING STUDENTS

please contact

Hélène Pilet: hpilet@em-normandie.fr

SUMMER PROGRAMMES

**SPECIAL SHORT
TERM PROGRAMMES
ON DEMAND, CONTACT
THE INTERNATIONAL OFFICE!**

REQUIREMENTS

Level of English: B2, TOEIC 750, IELTS 6.0

KNOW EUROPE



FORMAT AND OBJECTIVES

A 4-week summer residential programme based on doing business in Europe, organised in association with 3 partner institutions.

Throughout the programme students conduct the necessary research and creative work to produce a business plan for expansion into Europe, to be presented to a panel of experts on the last day.

WHERE AND WHEN

- 1st week:** Brussels (Belgium).
- 2nd week:** Amsterdam (Netherlands).
- 3rd week:** Paris and Normandy (France).
- 4th week:** Barcelona (Spain).

Session in June.

NORMANDY GRADUATE SUMMER PROGRAMME



In association with ITM Navi Mumbai
and EPHEC Bruxelles.



FORMAT AND OBJECTIVES

A 5-week programme in Brussels and Caen, including:

- Visits to European institutions
- Visits to companies in Belgium and France
- Classes on HRM, Cross cultural management, and a project on Doing Business in France.

WHERE AND WHEN

- 1st to 4th week:** Normandy.
- 5th week:** Paris and Brussels (Belgium).

Dates : June - July.

NORMANDY SUMMER PROGRAMME



FORMAT AND OBJECTIVES

A 2-week intensive Management programme designed to introduce the continental European approach to the business environment.

Target group: business students who wish to deepen their knowledge of management in continental Europe.

WHERE AND WHEN

- In Normandy.
- Session in July.

École de Management de Normandie

Non-profit association under the 1901 Act, operating under a private law contract

CAEN

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DEAUVILLE

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Tél. : +33 (0)2 50 31 11 00 - Fax : +33 (0)2 50 31 11 09

LE HAVRE

30, rue de Richelieu - 76087 LE HAVRE CEDEX - FRANCE
Tél. : +33 (0)2 32 92 59 99 - Fax : +33 (0)2 35 42 11 16

NEW

PARIS

64, rue du Ranelagh - 75016 PARIS - FRANCE
Tél. : +33 (0)1 75 00 00 76 - Fax : +33 (0)1 75 00 00 79

OXFORD

British Study Centre Ltd - Oxenford House
13-15 Magdalen street - Oxford OX1 3AE UK



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E-mail : international@em-normandie.fr

or Your university's international office or undergraduate and graduate advising offices.

MORE INFORMATION ON EM NORMANDIE
www.em-normandie.fr

OR



Scan the code
to get further information
on the EM NORMANDIE
website



EM NORMANDIE actively supports sustainable development.



The École de Management de Normandie has been created by the Chambers of Commerce of Caen and Le Havre.

Member of the Chapitre des Écoles de Management de la Conférence des Grandes Écoles (CGE) • Member of the Fondation Nationale pour l'Enseignement de la Gestion des Entreprises (FNEGE) • Active Member of the Union des Grandes Écoles Indépendantes (UGEI) • Member of Campus France • Founding member of the European Master of Business Sciences (EMBS) • Member of the European Foundation for Management Development (EFMD) • Member of the Association to Advance Collegiate Schools of Business (AACSB) • EPAS accreditation for the preexperience EM NORMANDIE Master's degree.

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