

Guide to Business and Management programmes

in French and English

École de Management de Normandie



Opening tomorrow's worlds

Editorial



Jean-Guy BERNARD,
General Director,
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 150 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.



Alain OUVRIEU,
International
Development Director,
EM NORMANDIE.

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.



Location

2 600 students
on our **3** campuses:
Caen
Deauville
Le Havre



International

70 International
Visiting professors
500 Incoming
students.



Research

40 researchers
3 main themes :
«Cross-Cultural Management»,
«Port and Maritime Management»,
«Entrepreneurship and
Management».



CAEN



DEAUVILLE



LE HAVRE

Undergraduate programmes

3rd year

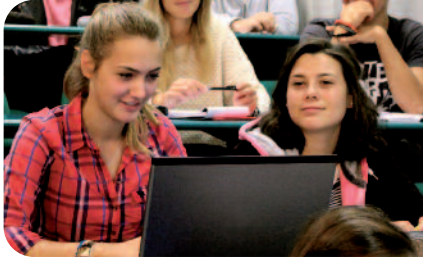
REQUIREMENTS

Level of English: TOEFL 79 (IBT), IELTS 6.5, DELF B2, TEF 3-4 or current studies in English speaking programme at home institution.

Possibility of studying only one semester.

BACHELOR

in EUROPEAN BUSINESS (EURO BA)



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.

An ideal springboard for doing business or further master's studies in Europe.



Institutional certificate
ECTS CREDITS: 60
(30 / SEMESTER)

WHERE AND WHEN

Caen campus

Fall semester: September to December.
Spring semester: February to May.

BACHELOR

in EUROPEAN MANAGEMENT (BME)



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.



Institutional certificate
ECTS CREDITS: 60
(30 / SEMESTER)

WHERE AND WHEN

Caen campus

Fall semester: September to December.
Spring semester: February to May.

BACHELOR

in INTERNATIONAL MANAGEMENT (BMI)



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. 3 options :

- Tourism (English).
- International Business (English).
- Logistique internationale (French).



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

WHERE AND WHEN

Le Havre, Caen and Deauville campuses

Fall semester: September to December.
Spring semester: January to May.

GRANDE ÉCOLE PROGRAMME



FORMAT AND OBJECTIVES

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



Institutional certificate
ECTS CREDITS: 60
(30 / SEMESTER)

WHERE AND WHEN

Le Havre and Caen campuses

Fall semester: early September to December.
Spring semester: early January to May.
Internship and Professional dissertation: May to November.

Graduate programmes

(Open to double-degree Agreements)

UNDERGRADUATE STUDIES			GRADUATE STUDIES	
Year 1	Year 2	Year 3	Year 1	Year 2

REQUIREMENTS

Level of English: TOEFL 88 (IBT), 230 (CBT), IELTS 6.5, TOEIC 790, DELF B2, TEF 3-4 or current studies in English speaking programme at home institution.

Possibility of studying only one semester.

Master

Year 1



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.



ECTS CREDITS: 60

WHERE AND WHEN

Le Havre and Caen campuses

Fall semester: September to December.

Spring semester: January to May.

Master

in CROSS-CULTURAL MARKETING AND NEGOTIATION

Year 2



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.



ECTS CREDITS: 60

WHERE AND WHEN

Caen campus

Fall semester: September to December.

Spring semester: January to April.

Internship and Professional dissertation: May to December.

Master

in INTERNATIONAL BUSINESS

Year 2



FORMAT AND OBJECTIVES

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



ECTS CREDITS: 60

WHERE AND WHEN

Deauville campus

Fall semester: September to December.

Spring semester: January to April.

Internship and Professional dissertation: May to November.

Master

in SUPPLY CHAIN MANAGEMENT / INTERNATIONAL LOGISTICS AND CRISIS MANAGEMENT

Year 2



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** : The students will have all the tools and methods to actively participate in dynamic and sustainable decision-making sectors.



ECTS CREDITS: 60

WHERE AND WHEN

Le Havre campus

Fall semester: September to December.

Spring semester: January to April.

Internship and Professional dissertation: May to December.

Master

MARKETING AND SALES MANAGEMENT

Year 2



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.



ECTS CREDITS: 60

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

Master

FINANCE

Year 2



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.



ECTS CREDITS: 60

WHERE AND WHEN

Le Havre campus

Courses: September to November / April to June.

Internship and Dissertation: December to March / July to December.

Caen campus

Courses: September to April.

Internship and Dissertation: April to October.

Master

HUMAN RESOURCE AND SKILLS MANAGEMENT

Year 2



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.



ECTS CREDITS: 60

WHERE AND WHEN

Deauville campus

Fall semester: September to December.

Spring semester: January to April.

Internship and Professional dissertation: May to November.

Master ENTREPRENEURSHIP

Year 2



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.

 ECTS CREDITS: 60

WHERE AND WHEN

Le Havre and Caen campuses

Courses: September to end March.

Internship and Professional dissertation:

April to September.


Post-Graduate INFORMATION SYSTEM MANAGEMENT

Year 2



FORMAT AND OBJECTIVES

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

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

WHERE AND WHEN

Deauville Campus

Courses: September to April.

Internship and Dissertation: May to December.

Practical information

How can I register ?

1/ Contact your international coordinator at your home institution.

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

2/ Ask for our Student guide.

It will provide you some practical information and 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 deadlines.

5/ Don't forget to ask for your passport and Visa for France if needed!

Where will I study ?

LE HAVRE, INTERNATIONAL MARITIME METROPOLIS

1st Port in France
for Foreign Trade and Containers.

The Port of the Greater Paris Area.

A rising Pole of Excellence in
Environmental Economy.

CAEN, A CRADLE OF ENTREPRENEURS

2nd University city for
Employment.*

2nd City for Culture.*

2nd City for Student Fun
and Social Activities.*

3rd Best City for Student
Living Conditions.*

DEAUVILLE, HOME OF THE AMERICAN AND ASIAN FILM FESTIVALS

Convention Centre at the heart of all
events.

World Famous Sea Side Resort.

International Horse Riding
Showcase.

Watch a video on the 3 cities and our campuses on YouTube www.youtube.com/TheEmnormandy

Who will help me in Normandy?

On each campus, international students are given assistance with accommodation, banking, immigration, health insurance cover, in order to minimize stress. For faster integration, you will be able to study French as a Foreign Language and to participate to international events with local students.

See you soon in Normandy!

Summer programmes

REQUIREMENTS

Level of English: TOEFL CBT 213, IBT 79, IELTS 6.5, DELF B2 or current studies in English speaking programme at home university.

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 week: Brussels (Belgium).
 - week 2nd to 5th: Normandy.
- Dates : June - July.

Normandy SUMMER PROGRAMME



In association with the University of Southampton and with the support of Interreg.



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.





More information on EM NORMANDIE

www.em-normandie.fr



www.facebook.com/EMNormandie



@EMNormandie



TheEmnormandy



www.pinterest.com/emnormandie



Scan the code with your smartphone and find all information on the EM NORMANDIE website !

Member of



Opening tomorrow's worlds

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or

Your university's international office

or undergraduate and graduate advising offices.

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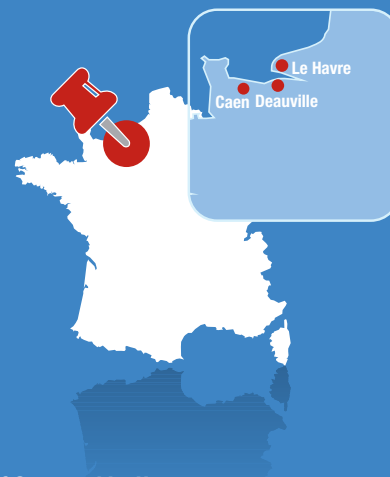
25, avenue de la République - 14800 DEAUVILLE

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EM NORMANDIE is committed to 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 Polytechnicum de Normandie • 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 pre-experience EM NORMANDIE Master's degree.