

Executive MBA - Master of Business Administration

Be ready for a transformative process

Intitulé officiel : Titre RNCP Niveau 7 Manager d'unité opérationnelle

Présentation

Publics / conditions d'accès

Start your Executive MBA and Expand your horizons in a world of opportunities!

The Cnam Executive MBA Paris is designed for those aspiring to develop a career or business in an international environment, to widen their professional horizons, and to increase their leadership capacity.

Our study mode provides students with the values of:

- **Consistent and Quality:** 100% courses in English, International Recognition with AMBA's 1 curriculum of 13 core modules, a study track to personalize a professional domain, coaching and networking, study trips and a final project. A balance between Professional and Academic Faculty. Classes of small size, facilitating intensive interactions, as well as the transfer of knowledge and skills.
- **Compatible** with your Full-time Professional Responsibilities: Possibility to complete the curriculum while working full time. 24 months with Blended learning (Face to Face for 1 weekend per month + Online + Autonomous Study)
- **Mentorship:** Different promotions have classes together, allowing for greater interaction and networking opportunities. Diversity and a balanced mix of educational and professional backgrounds, ages and cultures.
- **Accessible:** 2 intakes per year: October or January. Payment in 3 installments per year.
- **Adaptable:** A large selection of elective courses with modular electives & minors on different practical subjects. Possibility to take modular electives for certification.

At Cnam Executive MBA Paris, we expect you to be the designer of your future and therefore we provide you with the freedom to create and customize your own program while working full time, under the following structure:

- The **Core Curriculum** involves 13 core courses providing a solid foundation in essential business skills and competencies;
- Four **Elective Tracks** dedicated to different fields, to enable students to complete the core courses with a specialised component and management approach, include
 - Business Unit Management
 - Innovation Management
 - Luxury & Creative Industry Management (in partnership with ESMOD)
- **“Expand your Horizons”** Seminars and **Coaching and Career Development** Program with personal assessment, professional and personal coaching to facilitate students in the transitional and transformational process of their professional life.
- **Study trips** are a special part of the MBA curriculum with company visits, international exposure and business network, with different destinations from the USA, Romania, France or other countries, depending on the study tracks.
- The **Final Capstone Project** is an individual work that turns theory and reflection into real world action.

Valide à partir du 01-09-2025

Enregistré pour 3 ans le 23-11-2022

Fin d'accréditation au 23-11-2025

Code : CRN0500A

Titre RNCP Niveau 7

Responsabilité nationale :
EPN15 - Stratégies / Jean-Michel RAICOVITCH

Niveau CEC d'entrée requis :
Niveau 6 (ex Niveau II)

Niveau CEC de sortie : Niveau 7 (ex Niveau I)

Mention officielle : Enregistré pour 3 ans

Mode d'accès à la certification :

- Apprentissage
- Contrat de professionnalisation
- Formation continue
- Validation des Acquis de l'Expérience

NSF : Sciences économiques et sociales appliquées à l'aménagement et au développement, à l'administration territoriale, au commerce, aux relations sociales et aux ressources humaines, aux finances (120g) , Domaines du développement personnel (4) , Développement des capacités individuelles d'organisation (414z)

Métiers (ROME) :

Code répertoire : RNCP37087

Code CertifInfo : 78878

Contact national :

EPN15 Stratégie IIM - MBA

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75003 Paris

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Admission procedures:

- Application form in English
- Interview with the MBA program Director and professors
- 2 intakes: October and January

Application Requirements :

- Rolling admission (until places fill up).
- Bachelor's Degree (in any discipline);
- 2 recommendation letters (from professional or academic endorsers);
- 3 years of professional experience;
- Proficiency in English; (TOEFL IBT: 90 | TOEIC: 800 | IELTS: 6.5)

Courses rhythm over the 2 academic years

October to June:

- 2 to 3 online sessions from 7:00 to 8:30 pm every week
- 2,5 days of onsite sessions per month (Thursday night, Friday and Saturday all day)

July to August:

- 1 week at Bucharest Business School, Bucharest, Romania
- 1 week at UC Berkeley, San Francisco, USA

Titulaires d'un diplôme Bachelor ou équivalent (Bac+4) ayant une expérience professionnelle de 3 ans minimum. Les candidats détenteurs d'une licence (Bac+3) peuvent postuler s'ils justifient d'une expérience professionnelle significative à un niveau cadre via la Validation des Acquis Professionnels (VAPP).

Condition d'accès supplémentaire :

- Maîtrise de la langue anglaise attestée par la certification TOEFL iBT 90, TOEIC 800 ou IELTS 6.5.
- 2 lettres de recommandation (employeurs, supérieurs hiérarchiques, relations professionnelles...)

Procédure d'admission :

Commission de sélection après examen du dossier de candidature et entretien.

Objectifs

The objectives of the MBA are to:

Acquire or consolidate fundamental and practical knowledge in all the management fields as well as in the underlying scientific domains;

Understand and anticipate the major stakes of the business environment including the management of complex issues related to ethics and corporate social responsibility;

Improve curiosity, critical thinking, intellectual autonomy and leadership;

Increase critical spirit and autonomy;

Increase readiness to face permanent changes;

Develop entrepreneurial spirit.

The MBA Manager provides experienced professionals with the opportunity to:

- Develop a 360° perspective of the company in a global context;

- Strengthen the skills and expertise required for managerial responsibilities;
- Develop cross-functional and strategic competencies;
- Foster an entrepreneurial mindset.

Modalités de validation

Students must obtain at least 63 credits required in the curriculum, including

- 13 core courses,
- one study track of 5 elective courses,
- Career Management and Coaching
- Expand Your Horizons seminars
- 2 study trips (UC Berkeley, Bucharest Business School etc.)
- Final Capstone Project.

Toutes les US et UA doivent être validées.

Compétences

The Cnam Executive MBA offers a transformative and unforgettable journey, combining rigorous and engaging coursework with study trips across France, Europe, and the USA. The experience is further enriched by conferences, guest speakers, and interactive business simulations.

The Cnam MBA is not just about attending classes; sterile lecturing is not our approach. It's about fulfilling your calling. Our primary objective at Cnam MBA is to help you define your project and reach your potential to the fullest, so that you can pursue your career aspirations with confidence. The Cnam MBA is to help you acquiring or consolidating fundamental and practical knowledge in all the management fields as well as understanding and anticipating the major stakes of the complex and changing business environment.

We provide coaching, constant challenges and numerous opportunities for both personal and professional growth. This is what inspires us. This is our **CREDO**.

- **CREATE** your personal development plan
- **REACH** new professional horizons
- **ENGAGE** in enriching interactions
- **DEVELOP** valuable best practices
- **OWN** your learning

- Analyze the political, economic, social, technological, environmental, and legal context
- Identify opportunities for business creation or entrepreneurial development
- Define the company's identity, values, vision, and strategic ambition
- Develop a strategic analysis of the company
- Define the means to be implemented to achieve strategic objectives
- Propose changes and lead transformation
- Define and organize a project
- Organize and plan operations
- Develop a quality policy
- Ensure the adequacy and performance of information systems (IS)
- Supervise implementation
- Diagnose the company's financial situation and its environment
- Ensure development resources and allocate them efficiently
- Analyze the market
- Foster innovation
- Choose marketing positioning
- Establish, implement, and monitor a marketing plan
- Contribute to defining the human resources policy
- Manage individuals and teams
- Handle conflicts

- Manage cultural and ethical challenges in people and organizational management

Enseignements

Corporate Strategy		US171S			
Organization Behavior		US171T			
Business Statistics		US171U			
Management Information Systems		US171V			
Operations Management		US171W			
Business Law and Ethics		US171X			
Economics		US171Y			
Financial Accounting		US171Z			
Management Accounting		US1720			
Corporate Finance		US1721			
Marketing Management and International Perspectives		US1722			
Negotiation		US1723			
Human Resource Management		US1724			
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The Fashion Luxury Market	USII14	Team Dynamics & Communication	USII2B	How to Turn Ideas into Successful Start-ups	USII1D
The Creative Process Management	USII15	Cost and Time Management	USII29	Corporate Entrepreneurship	USII1B
The Essence of a Luxury Product	USII16	Leadership and Change	USII1E	Marketing of Innovations	USII1F
Marketing Luxury Customer Experience	USII17	Project Management for Managers	USII1G	Strategic Innovation Management	USII1P
Experiencing Fashion	USII18	Risk Management	USII1Y	Digital Transformation	USII1Z
Guest lecture - Expand Your Horizons		US172B			
Career Development and Coaching		USII26			
Study trips		UAI02			
Capstone Final Project		UAI03			