

Diplôme d'établissement Master of Science in  
Management parcours E-business and digital  
marketing

Présentation

Compétences

Mis à jour le 25-04-2024



**Code : DET1002A**

130 crédits

Diplôme d'établissement

**Responsabilité nationale :**

EPN15 - Stratégies / Jean-  
Michel RAICOVITCH

**Responsabilité opérationnelle**

: Elie LIBERMAN

**Niveau CEC d'entrée requis :**

Sans niveau spécifique

**Niveau CEC de sortie :** Sans

niveau spécifique

**Mode d'accès à la certification**

:

- Formation continue

**NSF :**

**Métiers (ROME) :**

**Contact national :**

EPN15 Stratégie IIM - MBA

2 rue Conté

75003 Paris

01 40 27 26 36

Emmanuelle Rochefort

[emmanuelle.rochefort@lecnam.net](mailto:emmanuelle.rochefort@lecnam.net)

# Enseignements

130 ECTS

## 1ère année

|   |         |
|---|---------|
| Financial Accounting                        | US172N  |
|   | 4 ECTS  |
| Marketing                                   | USM310  |
|   | 4 ECTS  |
| Human Resources Management                  | US172Q  |
|   | 6 ECTS  |
| Organization Theory                         | USM304  |
|   | 7 ECTS  |
| Management of the firm                      | US172S  |
|   | 4 ECTS  |
| Management Accounting                       | US172U  |
|   | 4 ECTS  |
| Finance                                     | US172W  |
|   | 8 ECTS  |
| Management of the firm (part 2)             | US172X  |
|   | 4 ECTS  |
| French Language (Français langue étrangère) | US173E  |
|   | 0 ECTS  |
| E - Business                                | USM311  |
|   | 4 ECTS  |
| French for Business 1                       | USMP1M  |
|   | 5 ECTS  |
| Interactive Group Project                   | UA1719  |
|   | 15 ECTS |

## 2ème année

|  |        |
|--|--------|
| New Consumer Behavior                          | USM30K |
|  | 4 ECTS |
| Social Media and Search                        | USM30N |
|  | 4 ECTS |
| B to B Marketing                               | US173A |
|  | 4 ECTS |
| Digital Marketing                              | USM30M |
|  | 4 ECTS |
| International Corporate Strategy               | US173S |
|  | 4 ECTS |
| Business Model Evolution & Strategic Marketing | USM312 |
|  | 4 ECTS |
| Business Law and Cyberlaw                      | USM30P |
|  | 4 ECTS |
| E-commerce & Logistics                         | USM30J |
|  | 4 ECTS |
| Project Management Fundamentals                | US172Y |
|  | 4 ECTS |

|   |         |
|---|---------|
| Web Analytics                               | USM30R  |
|   | 2 ECTS  |
| Management and Information Systems          | US1730  |
|   | 4 ECTS  |
| Business Simulation                         | USM313  |
|   | 2 ECTS  |
| Career Management                           | US173C  |
|   | 1 ECTS  |
| Orientation and Integration                 | US173F  |
|   | 0 ECTS  |
| French Language (Français langue étrangère) | US173E  |
|   | 0 ECTS  |
| French for Business 2                       | USMP1N  |
|   | 5 ECTS  |
| Professional Experience and Master Thesis   | UAMG0C  |
|   | 15 ECTS |