

# Master Droit, économie et gestion mention marketing vente parcours E-Business and Marketing

## Présentation

### Publics / conditions d'accès

This degree is part of our programs "**Master in Management**" (**MIM**). The Master in Management (MIM) is designed around the framework of:

- an **Orientation week** with intercultural integration and team building activities.

- **Master 1 (Year 1)** with core curriculum of Management. The Master 1 helps students to understand the rules and practices of an organization as well as the different modalities of its management. The learning outcomes of the first year are then applied in a team-based experience that enables students to learn by action in the real work world.

- **Master 2 (Year 2)** with Transversal management modules, Major - Specialization modules, Minor - Elective blocks and Supporting modules:

- In order to successfully be an entrepreneur or join an organization, Master in Management students need to develop their own skills, achieve the principles and tools of project, quality, intercommunication, etc. These skills, tools and principles will help optimize the resources in this transversal management mode. Therefore, the MIM has developed transversal management modules that are indispensable for all Management students, whatever specialization they will follow.
- Major - Specialization provides students critical thinking on specific expertise that they will follow and develop their professional outlooks. The stakes are detailed for each master (International Business & Corporate Development and Project Management & Business Engineering).
- Students are invited to choose one block of elective courses as a minor to their specialization. The combination of majors and minors will help students enhance different competences and practical skills in fast growing business areas and highly demanding professions, including e-Business, International Management, Sustainable Development and Business Development (entrepreneurship).

- an **Internship** from 3 to 6 months in the Master 2 year. The internship will complete the Master curriculum and offer an "action learning" opportunity.

The Master Diploma is delivered under the control of the French Ministry of Higher Education.

### Admission access:

Students could apply from Master 1 (for the 2-year program) or directly to Master 2 (for the final-year program) upon the field of Bachelor degree and the Master application form.

### Application Requirements and Process

The MIM programs receive Application files all year round, Admission process starts in November and end by June for non-EU students:

- by mid-September for EU students.
- by mid-March for scholarship & company financial applicants

🌟 Valide le 20-02-2019

Fin d'accréditation au 31-08-2019

**Code : MR11802A**

120 crédits

Master

**Responsabilité nationale :**  
EPN15 - Stratégies / Thomas DURAND

**Responsabilité opérationnelle :** Jean-michel RAICOVITCH

**Niveau d'entrée requis :**  
Niveau II

**Niveau de sortie :** Niveau I

**Mention officielle :** Arrêté du 24 août 2016.

Accréditation jusque fin 2018-2019.

**Mode d'accès à la certification :**

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

**NSF :**

**Métiers (ROME) :**

**Code CNCP :** 15175

**Code CertifInfo :** 91677

**Contact national :**

EPN 15 Stratégies - IIM

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However, the limited seats (each class of 25-30 students) are reserved for early-bird applicants.

#### *Application Requirements:*

- Bachelor's Degree
- Proficiency in English (TOEFL IBT: 85 | TOEIC: 800 | IELTS: 6.0 | BULATS B2/C1)

#### *Admission Process:*

- Complete application form in English
- 2 recommendation letters (from professional or academic endorsers)
- Interviews with the Admission board
- Admission decision based on the Application file +interviews + recommendations

Download our Application Form at: <http://iim.cnam.fr/mim/>

For more information and application file, check our page in English on <http://iim.cnam.fr/master-in-management/>

## Objectifs

Thanks to Internet and new technologies, entrepreneurs and companies are confronted with new business and approaches in order to support the digital transformation.

This minor is primarily intended for students considering a career in digital. Combines with E-commerce and Digital Marketing, Web Project Management will give students a broad view of E business challenges and key principles. The aim of the lectures is to present main methodologies and new key concepts, new tools and process to build an e-business activities.

#### **The main objectives of this minor are to:**

- Master the key tools and process of creation e-business activities;
- Develop the ability to operate and improve the new-technology and social media marketing and communication;
- Get ready for e-business models (new models, new channels, new media, logistics, human, physical and virtual resources...).

## Modalités de validation

Students must obtain all the credit requirements in the curriculum.

## Compétences

This minor in e-Business provides practical knowledge and critical thinking in **Digital Marketing** and **Communication**.

It also provides the new skills required to develop and manage the digital communication supporting new business trends. New marketers and future managers need to master new key concepts: dematerialization, new distribution features, multi and cross channel, big data opportunities, new marketing features.

Furthermore, thanks to the complete curriculum design of the **Master in Management (MIM)** concept, this master degree also enables students to:

- Master the principles and tools for managers of business units with up-to-date management topics in the real business environment with **Core curriculum (M1)** and **Transversal modules (M2)**;
- Build a concrete view of the working environment, especially in the specific European business framework with **Supporting modules (M2)**;
- Represent the management of focused business activities as an action

which includes four complementary elements: functional management, time management, organizational management, daily management with **Specialization modules** and **Minor blocks (M2)** such as *Business Development, Sustainable Development, International Management and e-Business*;

- Master and experience the strategic principles and tools towards high performance and innovations with Group projects and **Internships (M2)**;
- Achieve **intercultural and additional competences** relying on students' original degree in sciences or engineering or students' intercultural experience and engagement.

# Enseignements

282 ECTS

## M1

Financial accounting	US172N
	4 ECTS
Marketing	US172P
	8 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
Interactive Group Project	UA1719
	15 ECTS
Français langue étrangère	US173E
	0 ECTS

## M2

Project Management Core	US172Y
	4 ECTS
Management and Information Systems	US1730
	4 ECTS
International Business Law	USM306
	4 ECTS
New Consumer Behavior	USM30K
	4 ECTS
International Development Strategy	US173S
	4 ECTS
Management Strategy and e-Business models	USM30L
	5 ECTS
Social Media and Search	USM30N
	4 ECTS
Web Project Management	USM30P
	4 ECTS
Team building	US173B
	1 ECTS
Career Management and Professional Development	US173C
	1 ECTS
Business Simulation	US173D
	1 ECTS
Français langue étrangère	US173E

Management and Change Management **0 ECTS**

Communication Skills **USM308**  
**1 ECTS**

Orientation **US173F**  
**0 ECTS**

1 bloc de trois UE électives au choix :

↓	↓	↓	↓
<b>-US173V 173 ECTS</b>	<b>-USM30C 30 ECTS</b>	<b>-US173J 173 ECTS</b>	<b>-USM30M 30 ECTS</b>
Consulting and Change Management <b>US173V</b> <b>4 ECTS</b>	Entrepreneurship <b>USM30C</b> <b>4 ECTS</b>	Safety, Health and Risk Management <b>US173J</b> <b>4 ECTS</b>	Digital Marketing <b>USM30M</b> <b>4 ECTS</b>
Multicultural Management <b>US173Y</b> <b>4 ECTS</b>	Managerial Behavior <b>US1734</b> <b>4 ECTS</b>	Corporate Social Responsibility <b>USM30H</b> <b>4 ECTS</b>	E-commerce and Logistics <b>USM30J</b> <b>4 ECTS</b>
International Human Resource Management <b>USM30Q</b> <b>2 ECTS</b>	Business Ethics <b>USM307</b> <b>2 ECTS</b>	Sustainable Development <b>US173P</b> <b>2 ECTS</b>	Web Project Management <b>USM30R</b> <b>2 ECTS</b>

Internship - Research **UA171A**  
**12 ECTS**