The Directorate of International Relations at Groupe INSEEC is responsible for managing the network of partner universities, developing new cooperations abroad, communicating the opportunities and international activities of Groupe INSEEC to the partners, defining the international strategy of each school within the group and implementing standards which correspond to national and international accrediting bodies.

About Groupe INSEEC
Groupe INSEEC is a group of private higher education institutions specializing in all aspects of business administration with a special focus on communication, advertising and international management. For students looking to study abroad in France Groupe INSEEC is the ideal institution. Since its foundation in 1976, Groupe INSEEC has continued to integrate an international dimension into its academic programs by strengthening its university exchange programs and by providing global internship opportunities. In addition, INSEEC has satellite campuses in: London and Chicago. The flexibility for students and staff to participate to inter-institutional exchanges is an example of INSEEC’s innovative strategy to maintain an international environment as well as international network of alumni and professors. Today the INSEEC Group has a budget of 120 million euro, hosts 14,000 students, has an alumni network of 40,000 students and the International University of Monaco is seeking AACSB accreditation. And INSEEC Business School is one of the top 20 Business Schools in all of France. Below, you will find the contact details of the local international relations team.

For more information about any of our programs, please do not hesitate to contact the Directorate of International Relations of Groupe INSEEC.
For students looking to study abroad in France, Groupe INSEEC is the ideal institution. Since its foundation, INSEEC has continued to integrate an international dimension into its academic programs by strengthening its university exchange programs and by providing global internship opportunities. On each site there is a local international office dedicated to providing high quality student services as well as increasing and improving the quality of student mobility.

Currently, there are 4 schools within the group which offer courses taught entirely in English INSEEC Business School, INSEEC Bachelor, Sup de Pub, School of Communication, BBA INSEEC. In accordance with the school, students can choose to study in Paris, Bordeaux, Chambery and Lyon.

In addition, the International University of Monaco has programs and courses fully taught in English as well as a highly developed network of partners. For more information about the International University of Monaco please contact Florence RAMILLON or Jessica CHAGNARD.

### Local International Offices

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Programs taught in English for Graduate and Undergraduate Exchange Students

For French programs: visit www.inseec.com

Business and Commerce
Luxury Brand Communication & Marketing
International Brand Strategy
  • INSEEC Paris Campus

Management Program 1
(undergraduate & graduate level)
  • INSEEC Paris Campus
  • INSEEC Bordeaux Campus
  • INSEEC Chambery Campus

Management Program 3 (graduate level)
  • INSEEC Paris Campus
  • INSEEC Bordeaux Campus
  • INSEEC Chambery Campus

International Business Administration
Atlantis Program
  • INSEEC Lyon Campus

International Marketing & Communication
  • INSEEC Bordeaux Campus

Application Process
Nominations and student files should be sent by email: incoming@inseec.com

The Directorate of International Relations will send an email with the online link to all partners.

Deadlines
  • Fall online application opens: 01 April
  • Fall nominations: 01 May
  • Fall applications: 15 May
  • Spring online application opens: 01 October
  • Spring nominations 15 October
  • Spring applications: 01 November

Students may only apply for the International University of Monaco, if they partner has a bilateral agreement in place.
**Business Program 1**

This program is appropriate for students in their 1st, 2nd and in some cases, 3rd year of undergraduate studies. Students must choose a minimum of 4 courses from the list below (24 ECTS). Please note that some courses are comprised of two sessions which will be taught by 2 different faculty members. Students registering for these classes are required to attend both sessions.

**School:** INSEEC Bachelor  
**Location:** 63 Boulevard Exelmans 75016 Paris, France  
**Language:** Fully taught in English

**Mandatory orientation (fall semester):** 09 September 2015  
**Fall Semester ends:** 29 January 2016

**Course listing:**

- **6 ECTS Finance**  
  Course includes: international finance and capital markets
- **6 ECTS Management Control**
- **6 ECTS Corporate Finance**
- **6 ECTS International Business**  
  Course includes: Cross Cultural Communication and International Marketing
- **6 ECTS Brand Marketing**  
  Course includes: Strategic Brand Management & Luxury Brand Management
- **6 ECTS Strategic Marketing**  
  Course includes: B to B Marketing and Advertising and New Medias
- **6 ECTS Entrepreneurship**
- **6 ECTS Business Law and Ethics**  
  Course includes: International Business Law & International Business Ethics
- **6 ECTS Strategic Management and Human Resources**  
  Course includes: Strategic Management and Human Resources Management
- **6 ECTS Developing Communication skills**  
  Course includes: International Press Review and Advanced Public Speaking
- **6 ECTS French Culture & Civilization**
- **6 ECTS French as a Foreign Language (Sister school ALIP)**  
  Course includes: language course and workshop
**Luxury Brand Communication and Marketing**
This program is appropriate for students in their final year of undergraduate studies or the first year of their master’s program. During the semester, several industries are studied including, fashion, fashion accessories, watchmaking, design and well-being, but also the food sector (wines and champagne etc.) A large part of teaching focuses with industry of Luxury Hotels.

**School:** INSEEC Communication School, Sup de Pub  
**Location:** 31 Quai de la Seine, 75019 Paris, France  
**Language:** Fully taught in English

**Mandatory orientation:** 26 August 2015  
**Semester ends:** 28 January 2016

**Course listing:**
- **3 ECTS** Geopolitics  
- **2 ECTS** Advertising English and TOEIC preparation or ALIP, French Language courses  
- **10 ECTS** Advertising Competitions  
- **15 ECTS** Luxury Brand Communication and Marketing

This course is made up of several lectures and will focus on the following points: themes introduction to luxury, luxury marketing strategies, luxury products and counterfeits, luxury brand management, luxury marketing and CRM, worldwide luxury clientele, luxury communication and sponsoring, event managing and PR, image coaching, Lux 10, the art of selling in luxury, merchandising strategy, luxury e-reputation & news medias, luxury e-business, sustainable luxury, luxury resume preparations.

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**International Brand Strategy and Marketing**
This program is appropriate for students in their final year of undergraduate studies or the first year of their master’s program. This program is the emblematic profession of consultancies and leads to the professions of advertising manager, group leader, or strategic planner. The strategic manager handles one or several budgets amounting to several million euros.

**School:** INSEEC Communication School, Sup de Pub  
**Location:** 31 Quai de la Seine, 75019 Paris, France  
**Language:** Fully taught in English

**Mandatory orientation:** 26 August 2015  
**Semester ends:** 28 January 2016

**Course listing:**
- **3 ECTS** Geopolitics  
- **2 ECTS** Advertising English and TOEIC preparation or ALIP, French Language courses  
- **10 ECTS** Advertising Competitions  
- **15 ECTS** Brand Strategy – 59 ECTS

This course is made up of several lectures and will focus on the following points: brand management, international campaign, international marketing, marketing research, account planning, E-business, social media, the art of pitching, trendspotting, media strategy, PR strategy, comparative media literacy, communication in Europe and sales management.
Management Program 1
This program is appropriate for students in their final year of undergraduate studies or the first year of their master’s program.

School: INSEEC Business School
Location: Students may choose their campus (Paris, Bordeaux, Chambery)
- 27 Avenue Claude Vellefaux, 75010 Paris, France
- Hangar 19, Quai de Bacalan, 33070 Bordeaux, France
- 12 avenue Lac d’Annecy, Savoie Technolac, 73381 Le Bourget-du-Lac, France

Mandatory orientation: 01 September 2015
Semester ends: 18 December 2015

Course listing:

- 5 ECTS Contemporary Issues
  Course includes: introduction to geopolitics; institutional and political concepts as well as news analysis

- 5 ECTS Languages and Personal Development – 5 ECTS
  Course includes: French culture and language courses as well as E reputation and professional network

- 5 ECTS Legal Environment for Business – 5 ECTS
  Course includes: Diversity of corporate contracts, criminal law and tax law

- 5 ECTS Marketing and Development – 5 ECTS
  Course includes: Marketing services, strategic marketing and IDIC

- 5 ECTS Ethics and Corporate Governance – 5 ECTS
  Course includes: Ethics of business, management and CSR tools and corporate governance

Students can choose one elective

- 5 ECTS Strategic Marketing – 5 ECTS
  Course includes: Strategic marketing, international marketing and marketing engineering

- 5 ECTS International Management – 5 ECTS
  Course includes: International relations, purchasing and trade export
Management Program 3
This program is appropriate for students in their second year of master’s or students participating to a double degree program.

School: INSEEC Business School
Location: Students may choose their campus (Paris, Bordeaux, Chambery)
27 Avenue Claude Vellefaux, 75010 Paris, France
Hangar 19, Quai de Bacalan, 33070 Bordeaux, France
12 avenue Lac d’Annecy, Savoie Technolac, 73381 Le Bourget-du-Lac, France
Language: Fully taught in English

Mandatory orientation: 11 September 2015
Semester ends: 18 December 2015

Course listing:

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<td>Supply Chain Management</td>
<td>2</td>
<td>Financial Analysis</td>
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**International Business Administration**  
This program is appropriate for undergraduate students.

**School:** BBA INSEEC  
**Location:** 19 Place Tolozan 69001 Lyon, France  
**Language:** Courses offered in French and English

**Mandatory orientation (fall semester):** 08 September 2015  
**Fall Semester ends:** 12 December 2015

**Course listing:**
- 2 ECTS  Business & Legal Management  
- 2 ECTS  Cross Cultural Management  
- 2 ECTS  Press Review  
- 4 ECTS  Research Methodology  
- 2 ECTS  Financial Analysis  
- 4 ECTS  Marketing Studies  
- 2 ECTS  Theoretical Framework of Business Strategies  
- 6 ECTS  Business Game

**Foreign Languages Electives**
- 3 ECTS  French for International Students  
- 3 ECTS  Business English  
- 3 ECTS  Advanced German  
- 3 ECTS  Advanced Spanish  
- 3 ECTS  Advanced Italian

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**Atlantis Program**  
This program is appropriate for undergraduate students.

**School:** BBA INSEEC  
**Location:** 19 Place Tolozan 69001 Lyon, France  
**Language:** Courses offered in French and English

**Mandatory orientation (fall semester):** 08 September 2015  
**Fall Semester ends:** 12 December 2015

**Course listing:**
- 6 ECTS  Finance in a Flat World  
- 6 ECTS  Marketing Strategy  
- 6 ECTS  Information Systems Management  
- 6 ECTS  Globalization  
- 6 ECTS  Business Game  
- 3 ECTS  French for Atlantis Student
International Marketing and Communication
This program is appropriate for undergraduate students.

School: BBA INSEEC
Location: 26 Rue Raze, 33000 Bordeaux, France
Language: Courses offered in French and English

Mandatory orientation (fall semester): 08 September 2015
Fall Semester ends: 12 December 2015

Course listing:
3ECTS  International Principles of Economics
1ECTS  Corporate Strategy
1ECTS  Supply Chain Management
2ECTS  International Management Issues
3ECTS  Business Game "WORLDSTRAT"
2ECTS  Brand Management
2ECTS  Luxury Marketing
2ECTS  Consumer Behavior
2ECTS  Digital Marketing
2ECTS  Sustainable Marketing
2ECTS  International Distribution Agreements
2ECTS  Corporate Communication
2ECTS  Marketing Studies
2ECTS  Internal Auditing
2ECTS  Business Control
5ECTS  Cultural Communication & Understanding
3ECTS  French for Foreigners