



**MASTER OF
BUSINESS
ADMINISTRATION**

IN COLLABORATION WITH

ESGCI

Ecole Supérieure De Gestion (ESG)

MBA





ESG is a French education group of higher education in the field of management. With its membership of Studialis network, its accreditations, its 6,000 students, its network of graduates and partnered companies, its geographic locations in France and abroad (off-site programs), ESG Group provides students and professionals a service by offering that stands out for its quality and competency. ESG Group exists in Paris, Rennes, Bordeaux, Toulouse, Montpellier and Aix-en-Provence.

ESG Campus is located in the heart of the 11th district of Paris at 25 St Ambroise Street.

The school shares its premises with two specialized management and business schools: ESG Finance and ESGRH. This campus is a place of exchanges and actions that offers students many assets.

The equipment, adapted to an innovative teaching, to the requirements in the business world and the international competition, making it possible to combine success in both studies and quality of life.

ESG Group of Management Schools :



SUBJECT DESCRIPTION

International Executive Master of Business Administration in collaboration with Paris Graduate School of Management

Organisational Behaviour

Organizational Behaviour is the study of individuals and groups in organizations. It is a body of knowledge that has special implications for the effective management of people. Learning about organizational behaviour will help develop the students' "vision" about people at work and ensure their capacity to exercise "visionary leadership" when serving in any managerial role. The course begins with a managerially oriented introduction, proceeds through the basic building blocks of organizational behaviour (individuals, groups, organizations), and concludes with managerial issues. Actual cases will be used throughout the course in order to incorporate theory with real situations. As a manager, the need to acquire the skills of proper human resources management is a critical prerequisite to future managers.

Organisational Development and Change

Organizational Development takes into consideration how the organization and its constituents or employees function together. Does the organization meet the needs of its employees? Do the employees work effectively to make the organization a success? How can the symbiotic relationship between employee satisfaction and organizational success be optimized? Organizational development places emphasis on the human factors and data inherent in the organization-employee relationship. Organizational development strategies can be used to help employees become more committed and more adaptable, which ultimately improves the organization as a whole.

Management Information Systems

This course examines the basic theoretical and application frameworks associated with the generic area of management information systems (MIS). We include in this conceptualization, strategic planning, implementation and evaluation of MIS in business organisations. Attention will also be given to new information technologies and their implications for effective management of a business.

Operations Management

Relying very heavily on case studies as examples, students will be from the rudimentaries of Operations Management through Evaluation and Selection techniques for operations to more advanced issues in quality management within the semester.

Marketing

The course introduces students to the theory and practice of marketing in a competitive environment. More specifically, it examines the process concerned with identifying, anticipating and satisfying consumer/user needs, and considers the methods by which organisations (public and private sectors) develop appropriate competitive strategies in order to succeed and survive in the face of environmental threats and opportunities.

International Business Management

International Business Management is a self-directed, integrated, learning opportunity to enable the student to demonstrate assimilated learning. Students will be introduced to the concepts of sustainable business management.

Corporate Financial Management

Corporate Finance is an area of finance dealing with the financial decisions corporations make and the tools and analysis used to make these decisions. The primary goal of corporate finance is to maximize corporate value while managing the firm's financial risks. Although it is in principle different from managerial finance which studies the financial decisions of all firms, rather than corporations alone, the main concepts in the study of corporate finance are applicable to the financial problems of all kinds of firms.

Strategic Management

The purpose of this module is to help students understand the integrating nature of strategic management and view the organisation holistically. It will help students acquire the skills necessary to take effective future decisions in an increasingly dynamic environment. A number of selected case studies will be analysed with a view to understand the practical applications of the theories discussed.

Research Methodology - Literature Review

The Literature Review is the foundation upon which sound research is based. Thus, students at the Master's level are expected to possess an adequate level of the skills and capabilities required to perform literature review in order to facilitate research of credible standards. This module enables students to develop an appropriate conceptual framework for the final project that they need to submit as part of their Master's programme. Therefore, the module not only fulfils an integral part of the Master's programme, but also complements and enhances the students' subject matter knowledge through the integration, synthesis and summary of the extant literature that they need to review. In addition, the module also hones the students' analytical, rational, interpretive, creative and other critical thinking skills, all of which holistically contribute to the students' development at the postgraduate level and beyond.

Research Methodology - Data Sampling & Data Analysis

Students at the Master's level are expected to be able to independently conduct research using both primary and secondary sources of data. This module equips students with the knowledge and hands-on skills required to facilitate data collection for their final research project, in fulfillment of their Master's programme. Hence, the module will cover pertinent areas of learning such as qualitative and quantitative data, distinguishing between the various forms of quantitative data, developing the right research instrument to collect data, selecting the best scale to measure/capture the raw data, applying the right sampling technique, and using the right sampling frame. Furthermore, the fundamentals of data sampling and data analysis that this module imparts to students, comprise lifelong skills that are not only transferable to other disciplines or higher levels of study, but are also beneficial in the corporate world.

Research Project (8,000 words)

This course is designed for students who are beginning their dissertation projects. The aim of the course is to give students the tools to conceptualize their theses in terms of research questions and design, methodology, data collection and qualitative analysis. In doing so, this course focuses more narrowly on the issues, problems, and strategies related to "small-N" qualitative research, for the most part setting aside the techniques of large-N statistical analysis, which are best taught in a separate course. Students will read and discuss texts related to theory formation and hypothesis testing; creating proxies and measurement; descriptive and causal inference; longitudinal, comparative and case study research; field data collection; working with texts and analyzing qualitative data; and, finally, dissertation write-up.

Global Perspective & Real World Experience



Turn your enthusiasm into a professional success.

Integrating ESG means being part of the Studialis - Galileo Global Education network. A group of 47 reference schools, spread across seven countries around the world and united around a common project.



Fast facts Galileo in numbers



By joining Studialis, you benefit from:

- The **guarantee of a level of pedagogical quality**, as evidenced by our global standing and the reputation of our brands of excellence.
- The **largest European Education network** of professional and business partners for your training to lead to successful professional integration.
- **Interdisciplinarity** between our schools. Diversity gives you more openness in the construction of your study path, and enhances your employability.
- The internationalization of our courses, in France where our campuses include many nationalities, or internationally where multiple partnerships are created to promote exchanges.
- To join a **school of the 1st European higher education group** is to be certain of the quality level of your school. Integrating the largest professional network in Europe means giving you every chance to become competitive players in the international labor market.

FAST FACTS

ESG in numbers

RANKING



CAMPUS

- 1** campus in the hub of Paris
- 123** professors from the professional world
- 7** student associations for an intense student life

STUDENT POPULATIONS

- 6,000** students on campus
- 200** students for international exchanges
- 65** different nationalities in the schools

PARTNERS

- 130** Foreign partner universities
- 1** exclusive partnership with Disney World Orlando and Riverside University California

ESG EDGE

- €31,000** average salary for the hiring of ESG graduates in 2010
- 90** percent of graduates who have completed their studies alternately in post upon leaving school



Master of Business Administration



STUDY DURATION :
15 months

MBA SUBJECTS OFFERED

CORE SUBJECTS

- 1) Organisational Behaviour
- 2) Organisational Development and Change
- 3) Management Information Systems
- 4) Operations Management
- 5) Marketing
- 6) International Business Management
- 7) Corporate Financial Management
- 8) Strategic Management

SPECIALISATIONS *(Choose only ONE TRACK)*

International Business Management

- 9) International Human Resource Management
- 10) International Marketing

Strategic & Project Management

- 9) Project Management
- 10) Business Policy

- 11) Research Methodology-Literature Review
- 12) Research Methodology-Data Sampling & Data Analysis
- 13) Research Project of 8,000 words

Total Credits : 40

INTAKES

(January - February)
(March - July)
(August - December)

Sample IEMBA certificate :



Entry Requirements :

- Tier 1-Direct Entry into Master programme**
- Candidate with Highest qualification in Bachelor Degree