

M2 parcours Business administration - FAD (Formation à distance)

Niveau de diplôme
Bac +5

Durée
2 ans

Composante
**Institut d'Administration
des Entreprises (IAE)**

Présentation

Discover the MBA in Strategy, Entrepreneurship, and Innovation

Are you ready to take your career to the next level and unlock your potential as a strategic leader and innovator? The MBA in *Strategy, Entrepreneurship, and Innovation* is a transformative program designed for ambitious professionals who aspire to excel in today's fast-evolving business landscape.

This program combines a solid foundation in core management disciplines with specialized courses that foster entrepreneurial thinking and innovation. It equips participants with the knowledge, skills, and tools needed to lead organizations, launch new ventures, and navigate complex challenges.

Program Highlights:

- **Comprehensive Curriculum:** Covering essential subjects such as **Managing People and Organizations**, **Financial Management**, **Marketing Management**, and **Strategic Management** to build a strong foundation in business leadership.
- **Entrepreneurial Focus:** Courses like **Foundations of Entrepreneurship**, **Entrepreneurship and Innovation**,

and the **Business Start-Up Practicum** provide hands-on experience in creating and managing successful ventures.

- **Real-World Applications:** Through the **Business Start-Up Practicum** and **Managing Family Businesses and Privately Held Firms**, participants gain practical insights and experience in diverse business contexts.
- **Analytical and Research Skills:** Enhance your ability to make data-driven decisions with courses such as **Business Statistics** and **Research Methodology**.
- **Leadership Development:** Refine your strategic and interpersonal skills with courses like **Business Leadership** and **Business Communication** to effectively lead and inspire teams.
- **Technological Edge:** Learn to harness technology for innovation and efficiency with **IT for Business**.

This MBA program is ideal for those looking to:

- Advance in their careers by acquiring strategic and leadership capabilities.
 - Transition into entrepreneurship or grow an existing business.
 - Build expertise in fostering innovation within organizations.
- With a strong emphasis on practical learning, collaboration, and innovation, the MBA in *Strategy, Entrepreneurship, and Innovation* prepares you to shape the future of business.

Your journey to becoming a transformational leader starts here.

Objectifs

Program Objectives

This program aims to:

1. **Develop Strategic Leaders:** Equip participants with the ability to craft and implement strategies that drive long-term organizational success.
2. **Foster Entrepreneurial Thinking:** Cultivate creativity and problem-solving skills essential for launching and managing new ventures.
3. **Promote Innovation:** Enable students to embrace and lead change, using cutting-edge tools and approaches to create innovative solutions in business.
4. **Build Core Management Expertise:** Provide a strong foundation in essential business disciplines such as finance, marketing, operations, and organizational behavior.
5. **Enhance Leadership Skills:** Empower participants to lead teams effectively, make critical decisions, and inspire others through impactful communication and vision.
6. **Encourage Practical Application:** Emphasize experiential learning through hands-on projects, case studies, and real-world business scenarios.
7. **Prepare for a Data-Driven World:** Train participants to use data and technology effectively to inform decision-making and innovate in a digital economy.

Admission

Conditions d'admission

The MBA Strategy, Entrepreneurship and Innovation is offered exclusively as part of continuing education. A significant professional experience (minimum of 5 years) is required.

The program is open to candidates holding a qualification equivalent to a Master's Degree from a French University.

Programme

Mode full (title / type / CM / TD / TP / credits)

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Semestre 3

	Nature	CM	TD	TP	Crédits
UE1 Diagnosing organizations and their environment	UE		150h		9 crédits
Managing People and Organizations	EC		30h		
Managerial Economics	EC		30h		
Financial Reporting & Statement Analysis	EC		30h		
Business Communication	EC		30h		
Business Statistics	EC		30h		
UE2 Defining and implementing corporate policy	UE		162h		12 crédits
Financial Management	EC		30h		
Marketing Management	EC		30h		
Strategic Management	EC		30h		
IT for Business	EC		30h		
Business Leadership	EC		30h		
Research Methodology	EC		12h		
UE3 Venturing and innovating	UE		120h		9 crédits
Foundations of Entrepreneurship	EC		30h		
Entrepreneurship and Innovation	EC		30h		
Business Start-Up Practicum	EC		30h		
Managing Family Businesses and Privately Held Firms	EC		30h		
Research Methodology	EC		12h		

Semestre 4

	Nature	CM	TD	TP	Crédits
UE4 Enhancing experience	UE		30h		30 crédits
Project/Dissertation and Defense	EC		30h		

UE = Unité d'enseignement

EC = Élément Constitutif