

MBA IN FRANCE

Pursuing an MBA in France is one of the best decisions you can make. The country houses some of the most prestigious business schools globally. These institutions offer world-class education with a strong focus on practical skills and international exposure.



contact.india@figs-education.com



+91 8527589992



Sector 44 Gurgaon, Plot 121, Lower Ground Floor, PIN -122003

CAMPUS IFAG SCHOOL OF MANAGEMENT PARIS

- ESTABLISHED IN 1968
- WELCOMING EDUCATIONAL ENVIRONMENT
- MORE THAN 40 TEACHERS WHO WORK IN THE SECTOR
- TAGGED FOR BEST SCHOOL EXPERIENCE
- 200 STUDENTS
- INTERNATIONAL STUDENT RATIO 6%
- EMPLOYMENT 84%
- SATISFACTION 3.8/4
- NEAR THE BUSINESS PLACE OF LA DEFENSE



IFAG Paris is the first school in the network to open its doors in the heart of Paris. Paris is one of the most attractive cities in Europe for businesses. Indeed, of the world's 500 largest companies, 29 have decided to locate their headquarters in Paris, placing the city in third place behind Beijing and Tokyo, but ahead of New York. Paris is also home to more than 10,000 start-ups whose development is facilitated by incubators. The choice to locate our management school in Paris was therefore obvious.

Taking advantage of the economic dynamics of the capital, the school has been able to develop privileged partnerships with companies based in the Ile de France.

WELCOME ON HEP CAMPUS

CAMPUS OF 7 SCHOOLS HEP GROUP
HUMANISM, ENTREPRENEURSHIP, PROFESSIONALISM



CAMPUS IFAG PARIS

IFAG school campus spans an impressive 4500 square meters, offering a comprehensive and well-rounded environment for students to learn, grow, and thrive. The campus features:-

- A spacious cafeteria providing nutritious meals and snacks.
- Well-equipped classrooms for interactive and engaging learning experiences.
- An amphitheater for assemblies, events, and performances.
- Designated working areas for students to focus and collaborate on projects.
- Relaxation areas for students to unwind and recharge.

This vibrant campus provides a supportive and stimulating environment for students to achieve academic success and develop important life skills.

At IFAG Ecole de Management, we offer two distinct MBA programs designed to bridge the gap between various business sectors. The Master in Business Management & Entrepreneurship equips students with the essential skills and knowledge to excel in both business management and the dynamic field of entrepreneurship. The Master in Business Management & Luxury Management offers specialized insights into the luxury industry, combining business acumen with an understanding of luxury brands and markets.

PROGRAM HIGHLIGHTS

1. Dual Specialization Programs:

IFAG offers two distinct MBA programs: the Master in Business Management & Entrepreneurship and the Master in Business Management & Luxury Management. These programs are designed to cater to the diverse interests of students aiming for excellence in entrepreneurial ventures or the luxury industry.

2. Comprehensive Curriculum:

Both MBA programs include a mix of core courses and specialized modules. Students gain in-depth knowledge in areas such as strategic marketing, innovation management, and supply chain management, complemented by specialized courses tailored to entrepreneurship and luxury management.

3. Practical Learning Approach:

The curriculum incorporates business games, case studies, and real-world projects, providing students with hands-on experience in managing business challenges. This approach ensures that graduates are well-prepared for the dynamic business environment.

4. French Language and Cultural Immersion:

Each program includes 80 hours of French lessons, enabling international students to enhance their language skills and immerse themselves in French culture. This is complemented by visits to French luxury companies and entrepreneurship hubs, offering a unique cultural and professional experience.

5. Industry Exposure and Networking:

Students benefit from company visits and professional meetings, allowing them to network with industry leaders and gain insights into the latest trends and practices in their respective fields. This exposure is crucial for building a robust professional network and enhancing career prospects.

6. Internship Opportunities:

Both MBA programs include two internships, providing students with valuable work experience and the opportunity to apply their learning in real-world settings. This practical experience is vital for personal and professional development, ensuring that graduates are job-ready.





KEY TAKEAWAYS

1. 80 hours of French Lessons

Benefits:

- Language Proficiency: Enhance communication skills.
- Cultural Understanding: Deepen appreciation of French culture.
- Competitive Edge: Stand out in the global job market.
- Networking: Engage with French-speaking professionals.
- Immersive Experience: Accelerate learning through immersion.

2. Discover French Luxury Companies and Entrepreneurship in France

Benefits:

- Industry Insights: Understand operations of top luxury brands.
- Entrepreneurial Skills: Learn from successful French entrepreneurs.
- Innovation Exposure: Discover innovative business models.
- Cultural Integration: Grasp cultural influences in the luxury market.
- Professional Growth: Build a foundation in luxury management and entrepreneurship.

3. Visit Companies and Meet Professionals

Benefits:

- Real-World Experience: See business theories in practice.
- Networking: Connect with industry leaders.
- Career Insights: Gain knowledge about various career paths.
- Interactive Learning: Engage with professionals.
- Practical Knowledge: Learn from successful company practices.

4. Discover the French Way of Life

Benefits:

- Cultural Immersion: Experience French lifestyle and culture.
- Broadened Perspective: Understand diverse ways of life.
- Enhanced Social Skills: Improve interpersonal interactions.
- Personal Growth: Develop independence and confidence.
- Quality of Life: Enjoy France's rich heritage and cuisine.

5. Improve Your Skills During 2 Internships

Benefits:

- Hands-on Experience: Apply academic knowledge practically.
- Professional Development: Enhance key professional skills.
- Resume Enhancement: Add valuable work experience.
- Career Exploration: Discover interests and strengths.
- Job Readiness: Increase competitiveness in the job market.

MASTER IN BUSINESS MANAGEMENT & ENTREPRENEURSHIP

COMMON COURSES

SKILL BLOCK 1: DEFINE THE SALES AND MARKETING STRATEGY OF A COMMERCIAL ENTITY.

- Consumer Behavior Analysis
- Marketing & Digital Strategy
- Sales Strategy
- Strategic Sales and Marketing Action Plan

SKILL BLOCK 2: MANAGE THE STRATEGY AND OVERALL PERFORMANCE OF A COMMERCIAL ENTITY

- Define Your Team's Objective
- Manage the Strategic Action Plan
- Management and Budget Control
- Assess Operating Risks

SKILL BLOCK 3: HUMAN RESOURCES MANAGEMENT

- Recruitment
- Diversity Management
- Skill Development
- Prevention of Psycho-social Risks

SKILL BLOCK 4: PROJECT MANAGEMENT

- Define and frame the project (including specifications and selection of service providers)
- Project planning
- Contract management
- Project Communication Plan
- Functional Project Management

SKILL BLOCK 5: TEAM MANAGEMENT SKILLS

- Managerial Practices
- Manage a Performing Team
- Managerial Efficiency
- Commercial Performance Management

SKILL BLOCK 6: SKILL BLOCK 6 IS RESERVED FOR INTERNSHIP AND REPORT



SPECIALISATION

SKILL BLOCK 7: NETWORK & ENTREPRENEURSHIP MANAGE

- Develop a Network Development Strategy
- Implementation of Networked Development
- Manage the Network and Secure the Concept
- Network Budget Management

OUT OF SKILL BLOCKS

- Back to School Meeting
- Team Building Integration
- French Foreign Languages
- The Social Responsibility of a Frugal Manager

I WILL STUDY...

BAC+5

TITRE RNCP

14 MONTHS

FULL ENGLISH

ADMISSION: BAC +4 or Equivalent

500 HOURS

SPRING SESSION: OCTOBER 14TH, 2024

RHYTHM: 3 DAYS /WEEK

130 DAYS INTERNSHIP



IFAG

L'ÉCOLE DE MANAGEMENT
POUR **ENTREPRENDRE & INNOVER**

MASTER IN BUSINESS MANAGEMENT & LUXURY MANAGEMENT

- ▶ Un environnement de travail collaboratif
- ▶ Un management de proximité
- ▶ L'excellence au cœur de la révolution digitale

COMMON COURSES

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LIVE IN PARIS

Throughout the year, numerous festivals and events take place in Paris and the Île-de-France region.

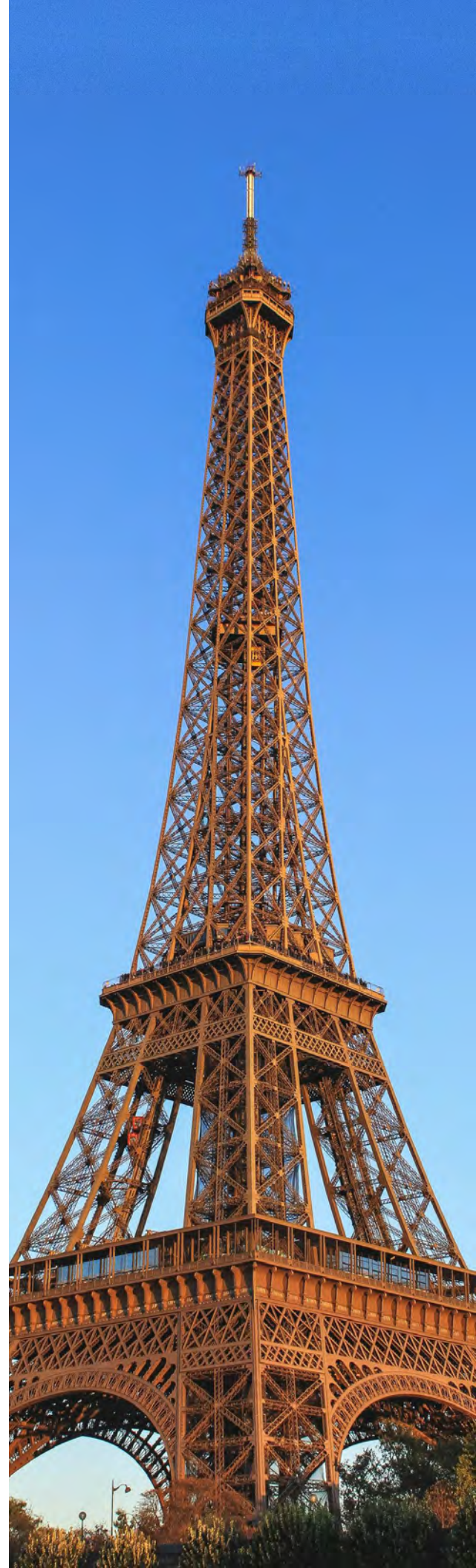
Living in Paris offers students multiple opportunities to enrich their education with a rich cultural offering, unique events, and numerous sporting activities.

All seasons have their projects, from sporting events to dedicated days, the Parisian agenda offers a multitude of activities, discoveries, and outings in all the districts and peripheral towns: Fête de la Musique, Paris Plage, Techno Parade, Nuit Blanche, Heritage Days, Fête des Jardins de Paris, Festival d'Automne, Festival d'Art Sacré...

Being a student in Paris also allows you to enjoy culture: more than 100 theaters, 372 movie theaters showing 450 to 500 films each week, an incredible number of performance halls, 180 museums, etc.

Living at the heart of the economic ecosystem.

It also means benefiting from a privileged geographical location that allows them to travel very easily in France and abroad. Finally, being close to the La Défense district daily means living at the heart of the city's economic and technological ecosystem, close to the sectors of excellence of many French and international groups whose dynamism will contribute to their success.





Paris, France's capital, is a major European city and a global center for art, fashion, gastronomy and culture. Its 19th-century cityscape is crisscrossed by wide boulevards and the River Seine. Beyond such landmarks as the Eiffel Tower and the 12th-century, Gothic Notre-Dame cathedral, the city is known for its cafe culture and designer boutiques along the Rue du Faubourg Saint-Honoré.

Paris is known for its museums and architectural landmarks: the Louvre received 8.9 million visitors in 2023, on track for keeping its position as the most-visited art museum in the world. The Musée d'Orsay, Musée Marmottan Monet and Musée de l'Orangerie are noted for their collections of French Impressionist art. The Pompidou Centre Musée National d'Art Moderne, Musée Rodin and Musée Picasso are noted for their collections of modern and contemporary art. The historical district along the Seine in the city centre has been classified as a UNESCO World Heritage Site since 1991.



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Kingsmead

Dare to Dream Big



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