



# MIM Master in Management

# Why MIM?

## Faculty

of highly respected academics and experienced professionals

## Resources

for new professional horizons and business insights

## Engagement

in solid management disciplines and enriching interactions

## National

Master's Degree following European higher education standards

## Centre

of Paris and at the heart of the European economy

## Home

of international cultures, friendships and business networks

The CNAM MIM is committed to fulfill students' needs & ambitions for future professional horizon with its...

# FRENCH touch!



# What is MIM?

## → MIM is the Master in Management Programme.

The Master in Management programme is designed for students who wish to pursue a career in business and management in private sectors. It provides a solid foundation in the range of management disciplines and is distinguished from more specialized Masters by its breadth.

## → MIM is a French National Master's Degree.

The Master in Management programme is built under the standardized European System of higher education (Bologna process). MIM students are committed, accompanied and challenged to achieve their Professional Master Degree delivered by the French Ministry of Higher Education.

## → MIM is under an international scope and standards.

The Master in Management programme is taught in English. International students also get French lessons, which gives them a competitive advantage of multiple language and management skills. MIM students from around the world gather in Paris, sharing different cultures and business customs, learning knowledge and experiences from recognized professionals from different industries and different economic regions and academics from various disciplines.

## → MIM is the ongoing development of international management competences.

The Master in Management programme enables students to:

- 1 - Master the principles and tools developed for managers of business units provided in up-to-date management issues in the real business environment with **Core curriculum** (M1) and **Transversal modules** (M2);
- 2 - Build a concrete view of the working environment, especially in the specific European business with **Supporting modules** (M2);
- 3 - 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** (M2);
- 4 - Master and experience the strategic principles and tools towards high performance and innovations with **Group projects, Researches and Internships** (M2);
- 5 - Achieve intercultural and additional competences relying on students' original degree in sciences or engineering or students' **intercultural experience and engagement**.



# Program structure

Following the standard of the European education system, the CNAM MIM is designed over two year full time (Master 1 and Master 2), around a framework of:

- Orientation (2 weeks)
  - > with team building and students' life activities
- Master 1: core curriculum (12 months)
  - > with baseline courses in management principles
- Master 2: specialization (12 months)
  - > with transversal courses, supporting courses and specialised courses among:
    - Project -Management and Business Engineering
    - Sustainable Development and Change Management
    - International Business and Corporate Development
    - E-Business and Marketing (open in 2014)
- Internship and practical activities (3-6 months)
  - > with group and individual researches, internships and company visits

The MIM follows the school year's full time rhythm:

- Semester 1 from October to February;
- Semester 2 from March to July;
- Internship for M2 from June to September.

Courses carry between 2 to 8 credits, depending on their importance and duration, with a full amount of over 60 ECTS credits per year.



# Program structure

Core Curriculum (M1)	
<ul style="list-style-type: none"><li>• Financial Accounting</li><li>• Management Accounting</li><li>• Organization Theory</li><li>• Marketing</li><li>• Corporate Finance</li></ul>	<ul style="list-style-type: none"><li>• Human Resource Management</li><li>• Management of Firm: principles &amp; best practices</li><li>• Integrative Group Project</li><li>• French Language (FLE)</li></ul>
Year 1	
Year 2: specialization in...	
Project Management & Business Engineering (MR079-M21)	
<b>Transversal Modules:</b> <ul style="list-style-type: none"><li>• Core Project Management</li><li>• Management &amp; Information Systems</li><li>• Business Ethics</li></ul>	<b>Specialization Modules:</b> <ul style="list-style-type: none"><li>• Project Management Specialization</li><li>• Personal Development</li><li>• Organization &amp; Team Dynamics</li><li>• Entrepreneurship</li><li>• Feasibility Study &amp; Business Plan</li><li>• Business Engineering</li><li>• B to B Marketing</li><li>• Business Laws &amp; Contract Management</li><li>• Internship/Research Study</li></ul>
<b>Supporting Modules:</b> <ul style="list-style-type: none"><li>• Business Simulation</li><li>• Career Management</li><li>• Presentation Skills</li><li>• Report Writing Skills</li><li>• French Language (FLE)</li></ul>	
Sustainable Development & Change Management (MR080-M22)	
<b>Transversal Modules:</b> <ul style="list-style-type: none"><li>• Core Project Management</li><li>• Management &amp; Information Systems</li><li>• Business Ethics</li></ul>	<b>Specialization Modules:</b> <ul style="list-style-type: none"><li>• Integrated Management Systems</li><li>• Quality Management Principles</li><li>• Environment Management &amp; Norms</li><li>• Sustainable Development Laws</li><li>• Sustainable Development Projects</li><li>• Strategic Management &amp; Corporate Governance</li><li>• Change Management</li><li>• Risk Management</li><li>• Internship/Research Study</li></ul>
<b>Supporting Modules:</b> <ul style="list-style-type: none"><li>• Business Simulation</li><li>• Career Management</li><li>• Presentation Skills</li><li>• Report Writing Skills</li><li>• French Language (FLE)</li></ul>	
International Business & Corporate Development (MR072-M23)	
<b>Transversal Modules:</b> <ul style="list-style-type: none"><li>• Core Project Management</li><li>• Management &amp; Information Systems</li><li>• Business Ethics</li></ul>	<b>Specialization Modules:</b> <ul style="list-style-type: none"><li>• Key Trends of Globalization</li><li>• Key Global Economic Players</li><li>• International Development Strategy</li><li>• International Trade</li><li>• International Finance</li><li>• International Business Laws</li><li>• Consulting Management</li><li>• Multicultural Management</li><li>• Internship/Research Study</li></ul>
<b>Supporting Modules:</b> <ul style="list-style-type: none"><li>• Business Simulation</li><li>• Career Management</li><li>• Presentation Skills</li><li>• Report Writing Skills</li><li>• French Language (FLE)</li></ul>	



Course	Description	Duration/ Credits
US172N Management Accounting	The intention of this course is to develop critical thinking skills as regards financial statements and to learn and apply accounting techniques to well understand a business. The focus of this course is not to become an accountant but to improve knowledge to be able to use accounting information to make well-reasoned decisions.	40h 4 ECTS
US172U Financial Accounting	This course defines 3-7(2 T3 c)-7(o)-14(it 9(t)--1(o)--6(e sh)-8(l)-2(e)-4w)-3(3)-12(cu)wiynor-(n)3(i)- madbuo8(z(n))-1(o)-4(n t)15(o m)	



# Master 2: Transversal and Supporting Modules

We are proud that our MIM students could achieve a seat in the Final French competition of the - April 2013.



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 CNAM has developed transversal management modules that are indispensable for all Management students, whatever expertise they will follow. They include:

Course	Description	Duration/Credits
US172Y Project Management Core	A project is an investment. Any investment has to be decided. Making a project investment decision has to be prepared adequately. One factor is assurance that project will be controlled adequately to its conclusion. This course provides future managers key practical knowledge to help them to plan projects and to control project execution. Objectives: 1. To identify critical success factors in projects, 2. To know how to develop a project plan, 3. To know how to control project execution.	36 H 4 ECTS
US1730 Management & Information Systems	This course intends to provide participants with the basics of a MIS, an understanding of principles, tools and main elements to apply in their own business environment. More specifically: 1. Comprehend the main concepts of MIS technologies, 2. Make trade-offs between technology and/or solutions to implement, 3. Evaluate the impact of their decision on the management of their company.	36 H 4 ECTS
US1735 Business Ethics	The course explores the ethical issues that arise from the operation of business in a globalized and inter-connected economy. By applying the tools of theory, ethical analysis, and personal reflection to a variety of real-life case studies, students will cover several subject areas, including ethics and the individual, theories of ethics, ethics of business and management, employees and human resource issues, consumer issues, and the ethics of advertising, marketing, and public relations.	18 H 2 ECTS

# Master 2: Transversal and Supporting Modules

In order to gain professional experience and business practices, young Master in Management students need to be familiar with the French and European business worlds, to immediately start their professional careers in France or European countries with confidence, or to set up a business project process connecting with French and European companies. CNAM has developed supporting modules include:

Course	Description	Duration
US173B&D Team building and Business Simulation	At the beginning and at the end of the year, students of Master 2 will be put together to join a fictitious environment in which they are going to run a business in a competitive framework, at different levels of difficulties. The first Business game constitutes a solid method for reviewing fundamental business concepts learnt in the Master 1. The second Business game assures the knowledge learnt during the year, and require students a higher level of development in defining their company's strategies concerning production, commercial and financial policy.	2 x 30 H
USM308 & M309 Presentation skills and Report writing skills	This course will provide strategies to help non-native English speakers improve their oral and written presentation skills in an academic or professional framework. Organization, presentation style, and cross-cultural issues will be addressed. Class time will be shared between lectures and student participation.	2 x 30 H
US173C Career Management and Coaching	It is today more than ever necessary to manage someone's own career. Employees and entrepreneurs have the same common element, defining their future in terms of business project or professional career. This course is especially important for young graduates without or lack of professional experiences. The goal of this class is to assist students to define career objectives, understand today's business world, companies' systems and job market, then to prepare themselves to be ready for job search by powerful resume writing and present professionally to companies. Students may be coached individually afterwards to be able to handle future interviews with full confidence.	36 H
US173E French foreign language and business language	The official language of the CNAM MIM is English. However, acquiring a good level of French language is a plus for future career development. Students enrolled in the CNAM MIM program will have a French course during the whole first year. A test of evaluation at the beginning of the second year will help dividing students into 3 groups of different levels of understanding and using French (basic, intermediate, advanced groups). This course is not a simple workshop of practicing oral French language. Depending on the level, it could vary from daily to specialized French (sociology, economy, French news) that help foreign students to adapt well to French social and business life.	50 H



### This Master degree provides:

- Critical thinking on tools, methods and standards in use to manage projects,
- Abilities to design and to operate project management and business engineering.

### Stakes:

- Project Management is critical to assure investment strategies in companies and organizations.
- Business Engineering is key to assure integration of investment strategies in moving environment (human, markets and technologies).
- Project Management combined with Business Engineering: fundamentals for entrepreneurship.

### Goals:

- Keys to understand surrounding and environment of business & projects
- Ability to diagnose management situations in evolving organizations
- Capacity to identify adequate management tools for the management situation and related implementation plan
- Capability to coordinate implementation of methods
- Skills to measure results

The Master intends to help students start a rewarding career with a large choice of positions and careers:

- Project Management Officer (PMO)
- Junior Project Leader
- Consultant
- Project Risk Analyst
- Business Analyst
- Junior Prog Projey18(f m)3(e)5(tt M9(y)-8(e)C

# Master (MR080p2 – M22) in Sustainable Development and Change Management

## This Master degree provides:

- Comprehension of Innovating Managerial Behavior,
- Understanding of the New Organizational Theories,
- Apprehension of the Global Economic & Social Context.

## Stakes:

- Sustainable Development is one of the most vibrant current topics in business.
- It is undoubtedly becoming the trend of business operation and development.

## Goals:

- Future Organizations will need Managers dealing with realistically prioritization's talent in a complex and global environment
- Ability to evaluate the organization's capability by using appraisal and auditing methodology must be therefore developed
- The Master will help students to shape:
  - A New Entrepreneurship Vision
  - A Managerial Behavior & Attitude Change
  - An Added Value Organization

Specialization Courses		Duration / Credits	
US172Z	Quality Management Principles	36H	4 ECTS
US173G	Strategic Management & Corporate Governance	36H	4 ECTS
US173H	Environment Management & Norms	48H	5 ECTS
US173K	Sustainable Development Laws	36H	4 ECTS
US173L	Change Management	36H	4 ECTS
US173J	Risk Management	36H	4 ECTS
US173M	Integrated Management System	36H	4 ECTS
US173Q	Corporate Social Responsibility	18H	2 ECTS
US173P	Project for Sustainable Development	18H	2 ECTS

(Course descriptions and detailed topics could be found on <http://iim-en.cnam.fr/master-in-management/>)

The Master intends to help students start a rewarding career with a large choice of positions and careers:

- Entrepreneur
- Organizational Developer
- Junior Manager
- Quality and Business Analyst
- Green Economy Investor
- CSR Advisor



Specialization Courses		Duration / Credits	
US173R	Key Global Economic Players	36H	4 ECTS
US173Y	Multicultural Management	36H	4 ECTS
US173S	International Development Strategy	36H	4 ECTS
USM306	International Business Law	36H	4 ECTS
US173U	International Trade	36H	4 ECTS
US173V	Consulting and Change Management	36H	4 ECTS
USM305	Key Trends of Globalization	48H	5 ECTS
US173X	International Finance	48H	4 ECTS



# The faculty at the CNAM is our greatest **asset**

Professors who teach the CNAM MIM Programs are leading faculty members with diversified academic and professional expertise. They bring a wealth of professional and personal experience to the classroom by combining distinguished research with practical experience and acknowledged teaching skills.

## GET TO KNOW THEM



Professors	Domains
J.-P. AIMETTI	Marketing
O. BASSO	Leadership
A. BAUER	Criminology
P. BOISSELIER	Accounting
A. COLLOMB	Finance
P. DALION	Law & Ethics
T. DURAND	Strategy
G. GAREL	Innovation
N. GNESOTTO	European Union
M. GODET	Forecasting
J. de KERVASDOUE	Health Industries
K. MEDJAD	Business Law
C. SAINT-ETIENNE	Economics
G. SAPORTA	Applied Statistics
M. THEVENET	Human Resource Management

### The MIM Programmes Team:

- Mrs. Tra NGUYEN – Manager of MIM Program
- Prof. Gilles VALLET – Academic Head of MIM M21
- Prof. Fulvia ALLIEVI DOROSZ – Academic Head of MIM M22
- Prof. Anne-Gaëlle JOLIVOT – Academic Head of MIM M23
- Prof. Jean-Michel RAICOVITCH – Academic Head of MIM M1
- Mrs. Colette TROUVIN & Kim-Anh LE – Staff of MIM Program

# Student Life

Paris and the Ile-de-France region account for approximately 30% of French GDP with France being the 4th largest economy and 2nd largest exporter of services in the world. There are 750,000 companies based in the Ile-de-France and 310,000 in Paris itself - the city that has the highest output of research and development in Europe.

Since the CNAM is at the center of all these and because it caters to working professionals, student life tends to be centered on professional interests. Each year the CNAM holds around 200 national and international conferences, expositions or congresses that are available to students. Many students take part in basic or applied research projects. Others become involved in professional assignments.

The typical CNAM MIM student averages 24 years old and has completed 3 or more years of post-secondary education before enrollment. MIM students come from different countries: China, Russia, Brazil, Ukraine, Azerbaijan, Georgia, Turkey, Vietnam, Saudi Arabia, Korea, India, Philippines, Cameroon, Seychelles, Nigeria, Burkina, Colombia, Venezuela, Guatemala, etc. and of course from France.



Maria Saint-Lipkalova - Russian  
Assistant of president - Ladoga Industrial Group Saint-Petersburg  
MIM Project Management 2008

# Creation of CNAM since 1794

150 Locations in France

500 Permanent Professors

100 000 Students enrolled yearly

Over Millions Alumni



Franck Destouches - French  
Pricing Coordinator - RCi Banque UK for Nissan/Infiniti  
MIM Project Management 2010

Marcel Zhang - Chinese  
QA supervisor - Quality Department - Saint Gobain Qingdao  
MIM Sustainable Development 2008

Victoria Oshinowo - Nigerian & Lilian Knijnik - Brazilian  
MIM Sustainable Development 2011



# mission



However, the limit

- Possibiliti

> by **mid-March** for scholarship & company financial applicants

Application form could be downloaded at:  
<http://iim-en.cnam.fr/master-in-management/>





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