



**DEGREE CERTIFIED
BY THE RNCP***

MBA EUROPEAN GENERAL MANAGEMENT

Overview

The MBA in European General Management helps in understanding the managerial, functional and operational demands of organizations to trigger production effectively and efficiently.

The program extensively covers several topics on marketing, investment, functional administration, human resource, sales, advertising, etc.

Imbibing the core tenets of this program will enable you to become an effective business manager as you will learn to lead and manage an enterprise as a whole.

By the end of this course, you will be able to get a global overview of a company, identify and analyse problems in order to solve them.

The MBA in European General Management will provide you with a firm foundation in the basic principles of business and management through courses in leadership, finance, business ethics, conflict management and much more.

Key features

- Degree certified level I by the RNCP*
- Deep insight into general management fundamentals
- Develop interdisciplinary skills
- Highly qualified faculty
- 100% taught in English
- One year program in Paris

Job Openings

- Project Manager
- Product Manager
- Marketing Manager
- Import/Export Manager
- Business Developer



Curriculum**

Marketing

Marketing Management
Marketing Research
Customer Relationship Management
E-Business

Management

Project Management
Strategic Management
Crisis Management

Operational Know-how

Critical Thinking and Decision Making Process
Ethics and Social Responsibility

Teams & Leadership

Human Resources Management
Organisational Behavior
Entrepreneurship

Analyzing, Budgeting & Controlling

Accounting & Financial Reporting
Budgeting Process

Communication Skills

Business Law & Intellectual Property

INTERNSHIP (optional)

FRENCH (optional)

Admission

Requirements :

- 3 year degree (180 ECTS) with working experience
- 4 year degree (240 ECTS)

Application materials include :

- English language certificate (not applicable for native speakers):

IELTS 6.5	TOEFL IBT (Internet based) : 79
TOEFL (paper) : 547	TOEFL CBT (Computer based) : 213
- Copy of ID / Passport
- Copy of the latest degree and relevant transcripts
- A resume
- A cover letter
- 1 passport picture

Once we receive a complete application at admission@ilci.fr, an interview will be organized.

Depending on the applicant availability, the interview can be conducted in Paris, via Skype or telephone.

*Professional certification level I (FR) and level 7 (UE), registered with the RNCP "Manager du développement d'affaires internationales by decree of September 26, 2016, published in the JO on October 04, 2016. Code NSF 312p
**Please be advised that this curriculum is tentative and subject to change as deemed necessary by the ILCI

**NOTRE OBJECTIF
VOTRE RÉUSSITE**



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INSTITUT DE LANGUES ET DE COMMERCE INTERNATIONAL (ILCI)

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