



STUDY FOR YOUR EUROPEAN MBA DEGREE IN ENGLISH IN THE WONDERFUL COUNTRY OF FRANCE

WHY FRANCE ?

#7th position by THE 2022 native cities in the world

#3rd by the AWRU 2021 about its quality of education

#8th rank at world level for its quality of life

#6th at the world level for hosting international student

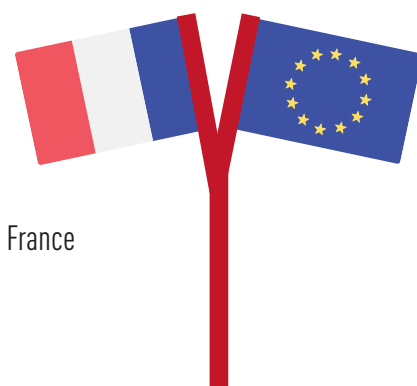
#2nd world economy, France is the gateway to the European Union. You will access to a 27 countries labour market

After completing your MBA,
you will be granted a 2 year
work permit !



WHY EDUSERVICES GROUP & MBWAY

- EDUSERVICES is the **leading private educational group** in France with more than 45,000 students
- Its first business school was created in Paris in 1850 (more than 170 years of experience)
- Students completing the MBA program will be granted both a **French and European Government official degrees (RNCP)**
- There are no IELTS, TOEFL or GRE requirements
- MBway offers **pre-arrival assistance (accommodation, full visa support)**
- MBA is ranked among the 30 best MBA in France
- MBway offer a **brand new campus** for international students
- City of Lyon (where the MBway campus is located) is a Unesco heritage & most innovative city in France



PROGRAM

SETTING UP THE COMPANY STRATEGY

► 197 HOURS

International marketing (24h) / Marketing study (24h) / Entrepreneurship (49h) / Financial diagnosis (28h) / Financial business plan and funding (28h) / Workshop strategy (42h) / Start'up Challenge (24h)

DEVELOPING SALES PERFORMANCE AND OPTIMISING KEY ACCOUNT CUSTOMER RELATIONS

► 168 HOURS

Sales action plan (24h) / Customer Relationship Management - CRM (17h) / Purchasing and tendering (24h) / International negotiation (24h) / Key account management (17h) / Digital strategy and e-business (24h) / International trade (35h) / Case study Sales action plan (4h) / Key account negotiation simulation (4h)

SUPERVISING, MANAGING AND SIMULATING THE ACTIVITIES OF THE DEPARTMENT AND ITS TEAMS

► 81 HOURS

Intercultural management (21h) / Change management (21h) / Workshop Sales team management (38h) / Case study change management (1h)

MANAGE THE BUSINESS PROCESS AND SALES PERFORMANCE

► 84 HOURS

Budget management and commercial management control (35h) / Sales dashboards and performance monitoring (21h) / Case study business process audit (4h) / Case study performance dashboard and reporting (4h)

CROSS-FUNCTIONAL MANAGEMENT

► 104 HOURS

French as a foreign language (70h) / Developing your managerial potential & personal branding (28h) / Final dissertation & oral defense (6h)



► 9 months of courses

► 6 months internship
(France or abroad)



CONTACT

