

My experience



Contact with multicultural students and professors is the way to learn how to become a global manager.

I look forward to having you join us for this special opportunity and participate in this exciting program

Pr. Nadine Tournois
Dean

My University

- An International environment: 1st University in France with the highest number of foreign students. More than 5,000 foreign students from 164 countries
- Equal opportunities: since 1965, the only State University on the French Riviera (District of Alpes-Maritimes) with a multidisciplinary offer
- History and modernity: from its historic roots back in 1639 to high technology with its campus located in the Sophia Antipolis Science and Technology Park.
- More than 25,000 students and 1,200 teachers-researchers.



My School

- Since 1966, The academic reference in chartered accounting, finance, management, and business administration.
- A strategic geographic location with the 2nd international airport in France, the Sophia Antipolis Science and Technology Park, the nearby Principality of Monaco, and the proximity of Italy.
- 1,200 students including 470 of foreign nationality, and an international teaching staff.
- Highly career-oriented degrees: more than 100 professional contributors and mandatory internships in all curricula.



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Membre de UNIVERSITÉ CÔTE D'AZUR



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mba.unice.fr

Master of Business Administration

MBA MKT

Major Global Marketing



Step up to excellence in marketing

Ranked 2nd in France (source: MOCI 2015)

Program Overview

You want to change your professional life or give a different shape to your career, but you do not have any business background? The French Riviera MBA is the program you need.

This 18-month full MBA program, designed for executives and students without any previous business background, offers from the general introductory business fundamentals, to the most specialised courses in the areas of finance and marketing.

During the first 6 months of instruction, from September to March, you are provided with a solid grounding in business. From April to September you conduct your internship and defend a dissertation at the end of your experience.

The following Fall, from October to December you complete your instruction on general management fundamentals. The last 3 months of instruction are devoted to tailor your manager profile specialising in the area of your choice: Global Finance or Global Marketing.

A range of elective courses, a business simulation role-play and a research project complete this comprehensive curriculum.

Your courses are scheduled three days a week in order to allow you to study and work at the same time if you so choose. International candidates holding a student VISA are allowed to work up to 20 hours per week during their stay in France.

Cohorts are composed of a maximum of 35 students. 80% of your cohort mates and 60% of your instructors are international. 35% of the MBA candidates are executives and 70% of the Faculty members are hands-on business practitioners.

This environment ensures you effective and high interactive lectures, where students and instructors from different horizons, backgrounds, ages and countries meet and share their knowledge and experience.

Second most attractive destination in France - after Paris - with 164 different nationalities represented, the French Riviera will provide you with a true international experience going beyond your classes, and lead you to become a real global manager prepared to nowadays' business world.

Nice-Côte-d'Azur international airport, second busiest of France, offers you rapid and low-cost connections not only to tourist destinations for your weekends, but also to your next career opportunities around Europe and worldwide.

TOTAL HOURS OF INSTRUCTION

820

Curriculum

Code	Course	ECTS	Hrs
G1MBA11	Management principles	6	40
G1MBA12	Marketing management	4	40
G1MBA13	Financial accounting	4	40
G1MBA14	Economics for managers	6	40
G1MBA15	Environment of business	6	40
G1MBA16	Business writing	4	40
YEAR 1 - FALL			
G1MBA21	Information systems	4	40
G1MBA22	Business statistics	4	40
G1MBA23	Financial management	4	40
G1MBA24	Operations analysis	4	40
G1MBA25	Managerial accounting	4	40
G1MBA261	GMAT preparation	-	20
G1MBA262	Internship + Dissertation	10	-
YEAR 1 - SPRING			
G2MBA31	Project management	6	40
G2MBA32	Strategic management	6	40
G2MBA33	International business	6	40
G2MBA34	Financial reporting	6	40
G2MBA35	Advanced IT for managers	6	40
YEAR 2 - FALL			
G2MBAM1	Marketing of innovation	3	20
G2MBAM2	Customer value creation	3	20
G2MBAM3	International marketing	3	20
G2MBAM4	Global advertising management	3	20
G2MBAM5	Customer relationship management	3	20
G2MBAM6	Market research and methods	3	20
G2MBA43	Research project	8	-
YEAR 2 - SPRING			
Elective courses (2 out of 4)			
G2MBA421	International human resources management	2	20
G2MBA422	IT and electronic & mobile marketing	2	20
G2MBA423	Mergers & acquisitions / Private equity	2	20
G2MBA424	Entrepreneurial finance	2	20

Admission

I apply

The candidates are pre-selected on the basis of the following 4 cumulative criteria:

- **Necessary pre-requisite to be eligible: to have been awarded a 3-year Bachelor's degree or equivalent (180 ECTS Credits or 90 US Credits)**
- **English proficiency: TOEIC > 800, or TOEFL iBT > 81, or TOEFL CBT > 217, or TOEFL PBT > 553, or IELTS > 6.5, or CPE (TOEFL School code: 5999)**
- **Academic results and distinctions**
- **Quality of professional project**

Following examination of the application, pre-selected candidates will be interviewed.

Candidates in continuing education: must hold a degree equivalent to 3 years of higher education and have at least 5 years professional experience, and must satisfy specific application criteria (2 years of study interruption, have a salary, individual leave of absence for education.....). They should contact ASURE Formation for further details about the application process and the validation of prior job experience (VAE/VAP).

How much will it cost me

The fees are composed of:

- **National fees**
Set by the French Ministry of Higher Education and Research. All students must pay these national fees. The exact amount is published by the Ministry in mid-July.
- **Social Security contribution**
Must be paid by French and foreign nationalities (excluding EU) who are aged less than 28 on 1st October. The following are exonerated: students from EU countries who are covered in their country of origin, family members of SNCF employees, students working at least 96 hours per month, and all students aged 28 years and older on 1st October.
- **Sport and Culture Fee**
This fee is voluntary (amount: 30€). It gives access to the University sports facilities and the right to reductions on cultural activities.
- **Tuition fees** Please consult the IAE web site.

- **No GMAT required**
- **Classes 3 days/week**
- **Duration: 18 months**
- **Language of instruction: English**
- **Location: Nice, French Riviera**