

Master 1 semester Program MIM

at ESC Dijon

January 18 to April 27

**Eligible students: Master Students of
CUEB MIM in Year 1 OR year 2**

About the program and B.School

- For 1st year and 2nd year MIM CUEB students with a strong Management background master students, need to have studied at least 3 management courses:
 - innovation management
 - International Finance management
 - Cross culture management
- **Need at least 3 modules (credit) in a management module at CUEB**
- Member French Ivy league
- Top of French B.School
- Accreditations: fully accredited by the French Ministry of Education and accredited by AACSB International – the leading global business school certification established in the USA in 1916). <http://www.aacsb.edu>
- The Dijon Graduate school of Management
 - Founded in 1900
 - Business courses taught in English (opportunity to learn French as a foreign language)
 - International outlook with more than 500 international students from all over the world
 - Programs taught in English
 - attached to the Chamber of Commerce, it means many contacts with companies and professional lecturers

Structure of the program

- In france : one (1) academic semester from January to May with 30 ECTS

Advantages & requirements

- **Advantages of Dijon for Foreign (Chinese) students:**

- 1h30 to Paris by train
- Programs are designed to provide value for future company managers, very practical and based on projects
- Long experience welcoming international students
- Medium sized school, with small sized class (each student is followed individually), individual support for all administrative issues
- Support to find accommodation

- **Requirements:**

- be a Master student enrolled at CUEB 1st or 2nd year,
- some Management background (3 management modules taken at CUEB)
- English level: IELTS 6.0 or TOEFL 80 iBT (= 550 paper based test) , TOEIC 740
- Need to take 36 hrs of French language training in China before departure – no requirement as to the level to achieve

SPRING MIM 1 - Core Courses (4 ECTS)		Language (5 ECTS) Culture (3 ECTS)	
MiM1 – English Core Courses S2 - International Negotiation		Français et Culture - French - Elementary	
MiM1 – English Core Courses S2 - Management		Français et Culture - French - Intermediate	
MiM1 – English Core Courses S2 - Marketing Strategy & Plan		Français et Culture - French - Advanced 1	
MiM1 – English Core Courses S2 - Performance measurement		Français et Culture - French culture and society	
		Français et Culture - Culture & Société	
SPRING MIM 1 - EXCELLENCE MODULES (4 ECTS) choose 1 per week - 5 days in a row module			
<u>WEEK 1 – January 26 to 30</u>		<u>WEEK 4 – April 13 to 17</u>	
Microfinance		Investment appraisal	
Governance Issues		Value based metrics & valuation of companies	
Small Business and Entrepreneurship		Quality Service Management in the Hotel and Tourism Industry	
The Business of Crime; an Analytical Perspective		Alternative Investments and Performance	
Marketing for Entrepreneurs		International Franchising	
International finance		Cross cultural communication and marketing	
Product & Service Innovation		Corporate Strategy and Sustainability	
Management of Technology and Innovation		Entrepreneurship- Business Feasibility and New Ventures	
<u>WEEK 2 – February 2 to 6</u>		<u>WEEK 5 – April 20 to 24</u>	
Principles of Real Estate		Principles of Auditing	
Wine & food tourism marketing		Leadership, Strategy, and Decision Making: Using Frame Analysis to	
Brand Management		Understand Organizations and Become Effective Leaders	
Video Game Markets and Marketing		Evidence Based Marketing	
Change Management		Business Negotiations	
Applied Business Forecasting		Wine Pricing Excellence	
Strategies of value creation on the Internet		Decision Making Skills	
Cross-cultural communications competences in Marketing and Sales		Employment Relation	
<u>WEEK 3 – February 9 to 14</u>		Creating Value Through Customer Engagement	
Economics and Management of Cultural Organizations			
Relationships with Direct and Digital Marketing			
Management of responsible organizations "MORO"			
Selected skills areas in personal selling			
Strategic Management and Business Model Innovation			
Cross-Cultural Management			
SMOFI 2015			
New product Development			

Process details

- **Details of fees:**
- no tuition fees – ONLY 2 seats open
- 210 euros health insurance in France for students
- living expenses: we estimate 700 euros per month is enough to cover accommodation and daily expenses.

- **Application form documents needed:**
 - **English level: IELTS 6.0 or TOEFL 80 iBT (= 550 paper based test)**
 - bachelor degree copy & bachelor grades
 - master, certificate from CUEB with the list of courses attended in the 1st semester
 - motivation letter & resume
 - recommendation letter from English language teacher
 - Copy of passport/ID card
 - **totality of the semester in Dijon and that your insurance covers hospitalization, medical expenses and repatriation**
 - make sure that the **student name+ the end date of the policy + what the insurance is covering** are clearly stated

- BBS application

Schedule

- Schedule:
- Information meeting September 12, 12:30 739 Boxue Building
- Deadline to send Application form: September 18
- interview in Beijing September 21 or 22 lunch-time
- Admission Results: 1st week of October
- Training for visa interview October 17
- Need to start application to Campus-France October 18
- Deadline to get all documents before November 15
- January 16, free pick up at Dijon railway station
- January 18 compulsory introduction program in Dijon
- Class starts January 22