



UNIVERSITÉ
DE LORRAINE



SCHOOL
OF
MANAGEMENT
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MASTER 2 APPLIED CORPORATE MANAGEMENT

COURSE OBJECTIVES

Starting Date: 18 September 2023

Campus Manufacture

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Word from the program director

The MAE Applied Corporate Management is a one-year program taught entirely in English. It is based on a broad and comprehensive approach to business administration and it aims to provide a wide set of skills in management to students who are specialized in academic fields other than management (law, engineering, humanities, arts, etc.) and coming from France or abroad. Diversity, in its academic and geographic dimensions, is at the heart of our pedagogical project and welcomes students from any continent willing to experience together the challenges of interculturality. We favor small classes in order to encourage interaction between students and teachers.



Emmanuelle Gurtner

Ph.D, Associate Professor
Program Director of Applied
Corporate Management

Course Objectives & Lecturers

Managerial Economics (15h)



Dr. Emmanuelle Gurtner

Students will gain a better understanding of the economic tools managers commonly use to make important decisions. As future managers, their job is to apply business principles and tools (opportunity costs, elasticity, marginal analysis, profit maximization, etc.) to the problems facing business (producing at the lowest cost, deciding on output levels that maximize profits..).

Business Ethics & Responsibility (10h)



Dr. Madiha Bendjabdallah

The course introduces students to an understanding of the different meanings of the notion of ethics in general and precisely in business. Students discover ethics as a sensitive attitude to questions disrupting in consciousness and look for their own way to articulate individual, societal and corporate values in a personal choice. In addition, this course aims to equip students with the knowledge and skills to become agents of change in an increasingly complex and turbulent world, and to develop the capacity to embrace ethical dilemmas in innovative and meaningful ways.

Organizational Theories I & II (15h+15h)



Pr. Benoît Grasser

Students will learn the conceptual foundations of organizational theories. They will gain an understanding of the main authors of organizational theories and their contributions to them through this course. It will also help them analyze different management approaches. This course gives students the opportunity to study an organization and its corporate designs, structures, and individual or group behavior through several exercises.

Intercultural Management (10h)



Dr. Valery Krylov

Managing multicultural teams, for example, is one of the challenges facing future managers. We will study how human resource management is applied to international management contexts in this module. This module explores a few theories of intercultural communication and then analyzes some of the challenges in international human resource management. The course requires an understanding of the basic theories, concepts and techniques in organizational behaviour and human resource management.

European Union Substantive Law (15h)



Dr. Léonard Matala-Tala

Students will learn about the European Union and its activities in this course.

In addition, students will learn about the history of European integration since 1957. A quick rundown of the main EU institutions (European Parliament, European Council, European Commission, European Court of Justice). A look at the four freedoms of movement (goods, capital, services, and persons) that are unique to the customs union.

Human Resource Management (15h)



Dr. Marc Salesina

Through this course students will understand the purpose, roles, and responsibilities of the Human Resources department. Analyze the current workforce and predicting future needs in terms of numbers and skills. Their expertise will enable them to recruit the right candidates and hire people who can meet the organization's needs. They will learn how to evaluate the work and identify the potential. It will give them an understanding of career options and training opportunities.

Communication & Leadership (10h)

Laurent Kervran

The course will cover the basic principles of communication and management as well as the different management styles. As a result, they will have a better understanding of themselves and of a team and its collaborators. Also, they will have the opportunity to develop their own management style. Students will learn fundamental principles of communication and management and the essential levers of the manager etc.

Accounting (20h)

Dr. Mohammed Ali Dakkam



Students will learn the fundamental accounting concepts (assets, liabilities, charges, products, inventory, depreciation, etc.). They will be familiar with the organization of accounting within a company, as well as be aware of the factors that have contributed to the evolution of the French accounting system. Students will be able to compare and contrast French accounting principles with international accounting principles and carry out bibliographical research.

Corporate Finance (20h)

Dr. Fabien-Antoine Dugardin



The purpose of this course is to introduce students to the principles and techniques of financial management. They will gain an understanding of the fundamentals of financial management; and will be able to apply financial management knowledge and skills in making decisions in companies. Students will also be introduced to the main theories of corporate finance and will be taught how to apply these theories to investment valuation.

Marketing (20h)

Dr. Renaud Frazer



This course is designed to provide students with an understanding of the fundamentals of Marketing, and a clear understanding of the role of the marketing function within a business. It highlights the importance of strategic analysis and focuses on its translation into properly articulated goals and sound operational decisions. Along with many marketing aspects this subject will help understand how opportunities are analyzed and how projects are created. Defining marketing mix: Product, Price, Promotion, Place.

Market Studies (10h)

Pr. Björn Walliser



A major objective of this course is to familiarize students with market analysis and marketing processes. Students will be given an opportunity to apply the conceptual marketing framework within a professional case study. The course emphasizes determining competitors' strengths (and weaknesses), identifying potential influencers, revealing customer demographics, and improving brand awareness and evaluating marketing effectiveness.

Quantitative & Qualitative Methods (20h)

Dr. Jean-Philippe Nau



Management students will learn how to use a variety of qualitative and quantitative methodologies in the course. The purpose of qualitative research is to provide a detailed account of the topic. The objectives of quantitative research, on the other hand, are to construct statistical models describing what is observed and counting and classifying features. As part of their evaluation, the students will be divided into groups and be assigned a subject to research.

Project Management (10h)

Muriel Keller



Students will learn to make sure that the project meets the needs of the client and creates value from the client's request all the way to the project specification. This course will teach them to utilize the complementary and differing skills of team members to ensure a balanced distribution of responsibilities, good communication, and the overall success of the team. They will also learn to identify if there are allies or opponents of the project, and what strategy is appropriate to get them on board at a lesser cost, based on stakes, resources, power, and so on.

Entrepreneurship (10h)

Dr. Aramis Marin



This course teaches students what entrepreneurship is as well as how entrepreneurs conceive, design, and imagine entrepreneurial scenarios. While using the IDéO@Method, students will explore industry, supply chain, value proposition, competition, funding, legal agreements, etc. We will incorporate lectures and a group simulation into our pedagogy. Students will work in small groups to start a business. They will be able to express the inherent complexity of entrepreneurship in their own words & be familiar with the key entrepreneurial concepts.

French for Non-Native Speakers (15-24H)



Non-native speakers will be offered French language courses to improve their level of French as foreign students. The course is taught entirely in English, but French is an important part of everyday life in France. It is up to the students to choose their level of French proficiency.

Economics of Globalization (15h)



Dr. Emmanuelle Gurtner

During our studies, we examine the major trends that led to globalization and have shaped economies and the ones that are underway today and in the near future. This course aims to give students a deeper understanding of the environment in which organizations (companies...) evolve, and which shapes their constraints as well as their opportunities. This course covers a variety of topics including Multinational Firms and Foreign Direct Investment, Economic Growth, Innovation, and Global Trade etc.

Strategic Management (20h)



Pr. Helene Delacour

Managers must develop the resources and capabilities necessary to succeed in the future in traditional and emerging markets. A company's strategy consists of the way in which it aims to achieve competitive advantage. Students will study various case studies that introduce the concept of strategic management and consider the environment (social, political, technological, economic, and global factors), industry and market structure, and organizational strength and weakness.

Logistics and Supply Chains I & II (15h+15h)



Oleksandr Bakalinskiyi

The course explains every theory with a business example, using training methods that are as practical as possible. Getting a handle on logistics theory is the second part of this course. As a concept, Supply Chain Management integrates logistics, economics, marketing, management, and other areas of knowledge. Through business cases, the professor's business experience as a top manager, and the presentation of modern research results, students will be able to master it.

Labour and Employment Relations (12h)



Dr. Marc Salesina

For future managers this course will help to identify and compile the factors that influence employment relationships, both inside and outside of the workplace. Students will become aware of how the different national employment relations systems operate. They will develop a solid understanding of the main employment relations processes, including strikes, collective bargaining, arbitration, grievances, etc. They will gain an understanding of the theoretical, legal, and practical aspects of employment relations.

Management Information Systems (15h)

Pr. Olivier Perrin

Taking into account agility, mutualization, scaling, resilience, and quality of service, this course aims to help students understand the principles and methods that corporations can use to improve their business operations in a competitive and challenging environment. In addition, students will learn how business process management (BPM) can be helpful, as well as how companies are using services and big data analytics to predict customer behavior. The last step is to examine how businesses can optimize their processes and architecture to meet customer needs.

Management Simulation Game (15h)

Dr. Thierry Jacquot & Dr. Emmanuelle Gurtner

Students will be put into situation facing management, and general policy problems through an online application (sim-managest) and animated by several facilitators

- Familiarization with the different management concepts;
- Appreciation of performance indicators and analysis documents;
- Application of the interaction between functional policies (commercial, financial, social.)
- Application of the Analysis - Decisions - Performance logic;
- Apprehension of the coherence between strategy and management decisions;
- Putting into practice management situations: teamwork, time and information management.

International Management & Mobility (15h)



Dr. Helene Langinier

The course will help students become more aware of intercultural issues and improve their communications skills while working in a multicultural environment, and identify intercultural issues related to international human resources management with a focus on expatriation. Students will understand the challenges associated with international staffing and developing intercultural awareness and skills.

Management Control & Performance Management (15h)



Dr. Mohammed Ali Dakkam

An organizational performance management system aims to fulfill the full potential of employees by defining the expected roles, responsibilities, and accountabilities of employees, as well as the necessary competences for both employees and organizations. This course will help students as future managers to measure management performance in accordance with the main elements. They will become familiar with how to use management control to improve management performance.



International Marketing (24h)

Pr. Björn Walliser



Having a good understanding of the drivers and patterns of internationalization of businesses, students will be familiar with the environment and the specific characteristics of international marketing. Students will be familiar with the market research process. They will design an international market research study as part of the evaluation. Students will be aware of all stages of international marketing strategy and know when to think and act locally or globally.

French Politics (15h)

Dr. Fabienne Greffet



By studying the main institutions and facts of French political life, this course provides students with a general understanding of France. In this course, management students will also learn how to debate and discuss about politics, a topic that French people are often quite enthusiastic about, even if they share a critical perspective on it.

Management Research Methods (15h)

Emmanuelle Flores



Students Testimonials

TATIANA BANDEROVA

Saint Peters burgh, Russia



The IAE-Nancy ACM program offered me a great opportunity to enrich my professional knowledge, learn the applied aspects of corporate management and acquire the most valuable skills essential for a modern international manager. The program was designed in a way to suit the students with absolutely different backgrounds (from Linguistics to Civil Engineering) and from various cultures. Such an interdisciplinary and intercultural environment was a huge advantage for us since it put us into cross-cultural multi-faceted settings peculiar to the global corporations we are going to work for.

VANESSA DA SILVA ANTUNES

Normandie, France



As a result of the ACM program, I not only changed my approach to business, but I also fundamentally identified and addressed elements of my personality and strengths that I never would have otherwise considered as significant. Since I had studied law before taking this master's program in ACM, my primary goal was to work in the legal department of a company. However, as I was doing this master's program, I found out that I could generate a lot of value by combining my legal and managerial skills into a single position as a talent acquisition specialist. I would recommend this master program to anyone who wants to work more efficiently.

AMENI BAHLOUL

Sfax, Tunisia



Taking a Masters in Applied Corporate Management at IAE Nancy has been a great academic experience. The courses provided in the program have been enriching and helped me build a solid background in international management. The courses included topics such those of financial management, operational management, HRM, etc that addressed multiple salient concerns in international business. Having advanced my skills in these fields, I was ready to embark on an internship in an international company where I was able to apply what I have learnt. As an international student among many others, I learnt how to work in multifunctional teams and obtain different perspectives of each situation.