

MASTER OF BUSINESS ADMINISTRATION



MBA

BAC +5


WHY CHOOSE THIS COURSE ?




DOUBLE DEGREE

Choose to study for an MBA also means seizing the opportunity to earn a double degree as a «Commercial and Marketing Manager», a level 7 certification registered with the RNCP.


WHY CHOOSE WESFORD ?


 Over 30 years of experience

 Certified degrees

 Free application

 Support

 Professional integration

 Close guidance

YEAR 1

THE STRATEGIC MANAGER

The role of managers in strategy development and implementation

- Strategy and strategic management
- Strategy development process
- Factors influencing strategy development and implementation

CORPORATE FINANCE

Financial analysis and management of a business entity

- Financial management
- Critical analysis and development of financial plans and budgets
- Evaluation and interpretation of financial statements
- Ratio analysis and understanding debt and dividend policy concepts
- Fundraising methods, including debt and equity financing options

FUNDAMENTALS OF SENIOR MANAGEMENT

Management functions and key contexts of contemporary organizations

- Integrated and critical understanding of businesses and their functions
- Analysis of business functions in real life
- Organizational performance and performance management tools

ENTERPRISE AND ENTREPRENEURSHIP

Fundamentals of business and entrepreneurship

- Skills and qualities required for a successful business
- Growth opportunities
- Innovative organizations and entrepreneurship sectors

RISK ANALYSIS AND DECISION MAKING

Decision-making theory and tools

- Decision-making in risky business environments
- Decision analysis, risk management, and resilience in complex organizational systems

THE PROGRAM :

CONTEMPORARY MANAGEMENT CHALLENGES

Challenges and trends organizations face

- Understanding issues faced by managers and organizations
- Analysis of factors challenging organizations and managers
- Internal challenges within organizations
- Research and analysis of challenges and trends, with recommendation

PROFESSIONAL MANAGEMENT AND RESEARCH SKILLS

Professional management skills and research

- Approaches to succeed as an MBA student
- Research proposal for a thesis or professional project
- Aligning career paths with academic pursuits

YEAR 2

THE STRATEGIC BUSINESS PROJECT

Whether related to the student's company or not, the thesis writing process requires the ability to apply all the knowledge and skills acquired during the program. The objective is to address a specific research problem chosen by the student.

The thesis will involve research, quantitative analysis, and critical readings to refine the written work.

The student will be guided, supervised, and evaluated by two dedicated tutors throughout the project.

DOUBLE DEGREE

Commercial and Marketing Manager

- Business Game
- Group Business Creation Project
- Oral Thesis



They talk about it better than us →



ADMISSION PROCESS

- 1 - APPLICATION
- 2 - REVIEW AND VALIDATION OF APPLICATION
- 3 - ADMISSION INTERVIEW
- 4 - SUPPORT IN JOB RESEARCH

LEVEL 7

Titre certifié de niveau 7 - Code NSF 310
- Fiche N° RNCP35280
Enregistré au RNCP le 10/02/2021 pour une durée de 5 ans - Certificateur : FEDE SE

BUSINESS ADMINISTRATION

EXAM

THE STRATEGIC MANAGER

CORPORATE FINANCE

FUNDAMENTALS OF SENIOR MANAGEMENT

ENTERPRISE & ENTREPRENEURSHIP

PROFESSIONAL MANAGEMENT AND RESEARCH SKILLS

CONTEMPORARY MANAGEMENT CHALLENGES

RISK ANALYSIS AND DECISION MAKING

THE STRATEGIC BUSINESS PROJECT

DOUBLE DIPLOME

BUSINESS GAME

BUSINESS CREATION

Method

Written

Written

Written

Written

Written

Written

Written

Written / Oral

Written / Oral

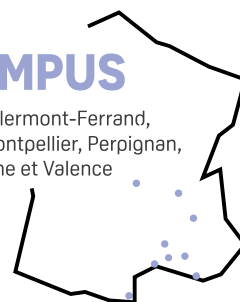
Written / Oral

THE MODALITIE

- M1 + M2 = 2 years
- Apprenticeship : 2 days of classes per week and 3 days in the company.
- DECLIC option : Mandatory internships in the company
- Continuing Education : VAE, Transition Pro, CPF...(Contact us)

9 CAMPUS

Alès, Avignon, Clermont-Ferrand,
Marseille, Nîmes, Montpellier, Perpignan,
Saint-Etienne et Valence



CAREER OPPORTUNITIES

- Business Creation
- Business or Management Consultant
- Service Director
- Area Manager

THE CONDITIONS

Major 1 : must hold a BAC+3 (Bachelor's degree) and 180 ECTS (L3, RNCP Level 6 title or equivalent). Required English level for admission : 650 TOEIC points or equivalent.

Major 2 : must hold a BAC+4 (Master's degree) and 240 ECTS (M1, RNCP Level 6 title or equivalent). Required English level for admission : 750 TOEIC points or equivalent.

Admission Major 1 & 2 : Application review, interview and test.

AND THEN ?

- Entry into working life
- Registration for public service category A exams.

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