

MASTER OF BUSINESS ADMINISTRATION



MBA

BAC +5

WHY CHOOSE THIS COURSE ?



Studying for an MBA means choosing to develop your abilities, skills, and personal knowledge to prepare for a career in business management. You will study organizational operations, the global environment, strategy, business trends, and current management challenges, while learning to apply strategic thinking to real-world scenarios. An MBA provides graduates with a 360-degree view of their chosen industry or sector. This level of knowledge is highly valuable for companies looking to recruit their (future) leaders and managers with a deep understanding of the business world.

ADMISSION PROCESS

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

LEVEL 7

MBA degree awarded by The University of the West of Scotland, level 7. Double degree : «Commercial and Marketing Manager» - Registered with RNCP N°41960, level 7 - Codes NSF 312 - Registered on 27/02/2026 for a duration of 2 years.
Certifying body: EDUCSUP.

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



Support



Certified degrees



Professional integration



Free application



Close guidance

BUSINESS ADMIN

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 →



ADMINISTRATION

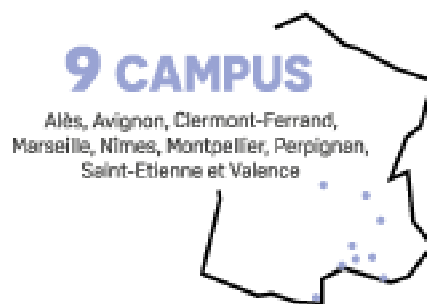


EXAMS

	Method
THE STRATEGIC MANAGER	Written
CORPORATE FINANCE	Written
FUNDAMENTALS OF SENIOR MANAGEMENT	Written
ENTERPRISE & ENTREPRENEURSHIP	Written
PROFESSIONAL MANAGEMENT AND RESEARCH SKILLS	Written
CONTEMPORARY MANAGEMENT CHALLENGES	Written
RISK ANALYSIS AND DECISION MAKING	Written
THE STRATEGIC BUSINESS PROJECT	Written / Oral
<u>DOUBLE DEGREE</u>	
BUSINESS GAME	Written / Oral
BUSINESS CREATION	Written / Oral

TERMS & CONDITIONS

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



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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