



**ISIM** 


Institut Supérieur International  
de Management

# MBA

## Master of Business Administration



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# ISIM, A UNIQUE SCHOOL BUT NOT ONLY ...


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**ISIM** is a vocational training institute offering short courses and diploma courses on the rhythm of apprenticeship. For students, this is the advantage of an optimal adaptation to the world of business .

With this aim in mind, teaching is based on three main elements in recognised training :

- Personalized support
- Immersion in a company through apprenticeship
- Enrichment through professional skills

Thanks to our courses adapted to the job market, we offer our students a professional future by immersing them in the world of work.



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## History & Ethos

### Founded in 2020

- We prioritize the personalization and enhancement of your individual strengths throughout your academic journey.
- Our dedicated academic team provides transparent support closely guiding you from the moment of admission until your successful completion and attainment of your degree.
- Our goal is to provide you with the skills and knowledge needed to succeed in your chosen field and to become a valuable member of the workforce.
- Our educational approach values the unique abilities of each student and focuses on helping them achieve their full potential

## International Policy

- Increase recruitment of international students
- Promotion of ERASMUS study abroad Programme
- Development and promotion of Postgraduate Programmes in English language
- Development of Joint Double Degrees with institutions abroad.
- Promote cooperation with foreign universities



# MBA

## Master of Business Administration

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Do you have professional experience and aspire to higher management positions ?

This degree is designed to help you reach those goals.

The **MBA Program** was specifically developed to empower individuals like you to elevate their careers. It goes beyond imparting knowledge in business administration and equips you with valuable lifelong skills to accomplish your aspirations.

### DURATION

- 2 Years

### WHERE

- On-site

### LANGUAGE

- English

### PRICE

- 8500€ per year

### PREREQUISITE

- Admission Test

### OBJECTIVES

- Acquire extensive expertise in the field. of business administration
- Strengthen your leadership capabilities
- Empower you to advance your career to higher levels
- Obtain lifelong skills and resources to fulfill your ambitions

### JOB OPPORTUNITIES

- Business Analyst
- Digital Marketing Manager
- Business Operations Manager
- Finance Manager
- SAP Consultant
- Product Manager
- HR Manager
- Sales Manager



The MBA option Digital Transformation focuses on the skills needed to succeed in an ever-changing business world, where technology and digital play an increasingly important role.

### 1st YEAR

<b>U1</b>	<b>Marketing Planning And Execution</b>
<b>U2</b>	<b>Sales Strategy</b>
<b>U3</b>	<b>Productivity Management</b>
<b>U11</b>	<b>Digital Evaluation</b>
<b>U12</b>	<b>Digitization Process</b>
<b>U13</b>	<b>Financial Planning of a Digital Strategy</b>
<b>U15</b>	<b>English</b>

### 2nd YEAR

<b>UE4</b>	<b>Law Of Agreements</b>
<b>UE5</b>	<b>Relationship Building</b>
<b>UE6</b>	<b>Business Administration</b>
<b>UE7</b>	<b>Business Negotiation</b>
<b>UE8</b>	<b>Project Coordination</b>
<b>UE9</b>	<b>Human Resources Management</b>
<b>UE10</b>	<b>Group Leadership</b>
<b>U14</b>	<b>Creation of innovative applications</b>
<b>U15</b>	<b>English</b>

# MBA DIGITAL TRANSFORMATION





Graduates of the **MBA HR option** are well prepared for a career in human resources management, project management, business operations management, as well as leadership positions in various organizations.

### 1st YEAR

<b>U1</b>	<b>Marketing Planning And Execution</b>
<b>U2</b>	<b>Sales Strategy</b>
<b>U3</b>	<b>Productivity Management</b>
<b>U11</b>	<b>Workforce Planning</b>
<b>U12</b>	<b>Prevention and Corrective Actions</b>
<b>U13</b>	<b>Corporate Social Responsibility (CSR) strategy</b>
<b>U15</b>	<b>English</b>

### 2nd YEAR

<b>UE4</b>	<b>Law Of Agreements</b>
<b>UE5</b>	<b>Relationship Building</b>
<b>UE6</b>	<b>Business Administration</b>
<b>UE7</b>	<b>Business Negotiation</b>
<b>UE8</b>	<b>Project Coordination</b>
<b>UE9</b>	<b>Human Resources Management</b>
<b>UE10</b>	<b>Group Leadership</b>
<b>U14</b>	<b>Corporate Social Responsibility (CSR)</b>
<b>U15</b>	<b>English</b>

# MBA HUMAN RESOURCES





The **MBA International Business** option covers basic topics such as international finance, international relations, export and import strategies, supply chain management and international negotiation.

### 1st YEAR

<b>U1</b>	<b>Marketing Planning And Execution</b>
<b>U2</b>	<b>Sales Strategy</b>
<b>U3</b>	<b>Productivity Management</b>
<b>U11</b>	<b>Global Strategy</b>
<b>U12</b>	<b>Political Adjustment</b>
<b>U13</b>	<b>operational Budgeting</b>
<b>U15</b>	<b>English</b>

### 2nd YEAR

<b>UE4</b>	<b>Law Of Agreements</b>
<b>UE5</b>	<b>Relationship Building</b>
<b>UE6</b>	<b>Business Administration</b>
<b>UE7</b>	<b>Business Negotiation</b>
<b>UE8</b>	<b>Project Coordination</b>
<b>UE9</b>	<b>Human Resources Management</b>
<b>UE10</b>	<b>Group Leadership</b>
<b>U14</b>	<b>International Negotiation</b>
<b>U15</b>	<b>English</b>



# MBA INTERNATIONAL BUSINESS



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