

Titre RNCP Niveau 7 Manager d'unité opérationnelle

CRN0500A - 60 crédits

Niveau(x) d'entrée : BAC+3

Niveau(x) de sortie : BAC+5

Code RNCP (consultez la fiche en cliquant ici) : 37087

Lieu(x) : Non proposé en présentiel au Cnam HdF, nous contacter pour possibilité de formation à distance et hybride



PRÉSENTATION

Public / conditions d'accès

Start your Executive MBA and Expand your horizons in a world of opportunities!

The Cnam Executive MBA Paris is designed for those aspiring to develop a career or business in an international environment, to widen their professional horizons, and to increase their leadership capacity.

Our study mode provides students with the values of:

- **Consistent and Quality:** 100% courses in English, International Recognition with AMBA's 1 curriculum of 13 core modules, a study track to personalize a professional domain, coaching and networking, study trips and a final project. A balance between Professional and Academic Faculty. Classes of small size, facilitating intensive interactions, as well as the transfer of knowledge and skills.
- **Compatible** with your Full-time Professional Responsibilities: Possibility to complete the curriculum while working full time. 24 months with Blended learning (Face to Face for 1 weekend per month + Online + Autonomous Study)
- **Mentorship:** Different promotions have classes together, allowing for greater interaction and networking opportunities. Diversity and a balanced mix of educational and professional backgrounds, ages and cultures.
- **Accessible:** 2 intakes per year: October or January. Payment in 3 installments per year.
- **Adaptable:** A large selection of elective courses with modular electives & minors on different practical subjects. Possibility to take modular electives for certification.

At Cnam Executive MBA Paris, we expect you to be the designer of your future and therefore we provide you with the freedom to create and customize your own program while working full time, under the following structure:

- The **Core Curriculum** involves 13 core courses providing a solid foundation in essential business skills and competencies;
- Four **Elective Tracks** dedicated to different fields, to enable students to complete the core courses with a specialised component and management approach, include

- Project Management
- Innovation Management
- Fashion Management (in partnership with ESMOD)

- **"Expand your Horizons"** Seminars and **Career Development** Program with personal assessment, professional and personal coaching to facilitate students in the transitional and transformational process of their professional life.

- **Study trips** are a special part of the MBA curriculum with company visits, international exposure and business network, with different destinations from the USA, Romania, France, UK or China, depending on the study tracks.

- The **Final Capstone Project** is an individual work that turns theory and reflection into real world action.

Admission procedures:

- Application form in English
- Interview with the MBA program Director and professors
- 2 intakes: October and January

Application Requirements :

- Rolling admission (until places fill up).
- Bachelor's Degree (in any discipline);
- 2 recommendation letters (from professional or academic endorers);
- 3 years of professional experience;
- Proficiency in English; (TOEFL IBT: 90 | TOEIC: 800 | IELTS: 6.5)

Courses rhythm over the 2 academic years

October to June:

- 2 to 3 online sessions from 7:30 to 9:00 pm every week
- 2,5 days of onsite sessions per month (Thursday night, Friday and Saturday all day)

July to August:

- 1 week at Bucharest Business School, Bucharest, Romania
- 1 week at UC Berkeley, San Francisco, USA

-----Titulaires d'un diplôme Bachelor ou équivalent (Bac+4) ayant une expérience professionnelle de 3 ans minimum. Les candidats détenteurs d'une licence

(Bac+3) peuvent postuler s'ils justifient d'une expérience professionnelle significative à un niveau cadre via la Validation des Acquis Professionnels (VAPP).

Condition d'accès supplémentaire :

- Maîtrise de la langue anglaise attestée par la certification TOEFL iBT 90, TOEIC 800 ou IELTS 6.5.
- 2 lettres de recommandation (employeurs, supérieurs hiérarchiques, relations professionnelles...)

Procédure d'admission :

Commission de sélection après examen du dossier de candidature et entretien.

Évolution professionnelle des diplômés

Les dernières informations sur l'évolution professionnelle des diplômés :

- [Fiche synthétique au format PDF](#)

Objectifs

The objectives of the MBA are to:

- **Acquire** or consolidate fundamental and practical knowledge in all the management fields as well as in the underlying scientific domains;
- **Understand** and anticipate the major stakes of the business environment including the management of complex issues related to ethics and corporate social responsibility;
- **Improve** curiosity, critical thinking, intellectual autonomy and leadership;
- **Increase** critical spirit and autonomy;
- **Increase** readiness to face permanent changes;
- **Develop** entrepreneurial spirit.

Le MBA Manager d'entreprise permettre à des professionnels confirmés :

- d'acquérir une vision à 360° de l'entreprise dans un contexte international
- de consolider des compétences et des savoir-faire nécessaires à l'exercice de responsabilités managériales
- de développer des compétences transversales et stratégiques
- de développer l'esprit entrepreneurial

Compétences

The Cnam Executive MBA experience is transformative and unforgettable: from its challenging and stimulating coursework, to its study trips in France, Europe and USA, conferences as well as guest speakers and business games.

The Cnam MBA is not just about attending classes; sterile lecturing is not our approach. It's about fulfilling your calling. Our primary objective at Cnam MBA is to help you define your project and reach your potential to the fullest, so that you can pursue your career aspirations with confidence. The Cnam MBA is to help you acquiring or consolidating fundamental and practical knowledge in all the management fields as well as understanding and anticipating the major stakes of the complex and changing business environment.

We provide coaching, constant challenges and numerous opportunities for both personal and professional growth. This is what inspires us. This is our **CREDO**.

- **CREATE** your personal development plan
- **REACH** new professional horizons
- **ENGAGE** in enriching interactions
- **DEVELOP** valuable best practices
- **OWN** your learning

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- Analyser le contexte politique, économique, social, technologique, environnemental et légal
 - Déterminer les opportunités de création ou de développement entrepreneurial
 - Définir l'identité de l'entreprise, ses valeurs, la vision et l'ambition stratégique
 - Développer une analyse stratégique de l'entreprise
 - Définir les moyens à mettre en oeuvre pour atteindre les objectifs stratégiques
 - Proposer des évolutions et piloter le changement
 - Définir et organiser un projet
 - Organiser et planifier les opérations
 - Développer une politique qualité
 - Veiller à l'adéquation et à la performance des SI
 - Superviser la mise en oeuvre
 - Diagnostiquer la situation financière de l'entreprise et celle de son environnement
 - Garantir les moyens du développement et allouer les ressources
 - Analyser le marché
 - Penser l'innovation
 - Choisir le positionnement marketing
 - Etablir, implémenter et suivre un plan marketing.
 - Contribuer à la définition de la politique de ressources humaines
 - Manager les personnes et les équipes
 - Gérer les conflits
 - Gérer les enjeux culturels et éthiques du management des hommes et des organisations

INFORMATIONS PRATIQUES

Students must obtain at least 63 credits required in the curriculum, including

- 13 core courses,
- one study track of 5 elective courses,
- Career Management and Coaching
- Expand Your Horizons seminars
- 2 study trips
- Final Capstone Project.

Toutes les US et UA doivent être validées.

PROGRAMME

Contenu de la formation

Tronc commun

Corporate Strategy	US171S	3 ects
Organization Behavior	US171T	3 ects
Business Statistics	US171U	3 ects
Management Information Systems	US171V	3 ects
Operations Management	US171W	3 ects
Business Law and Ethics	US171X	3 ects
Economics	US171Y	3 ects
Financial Accounting	US171Z	3 ects
Management Accounting	US1720	3 ects
Corporate Finance	US1721	3 ects
Marketing Management and International Perspectives	US1722	3 ects
Negotiation	US1723	3 ects
Human Resource Management	US1724	3 ects

Parcours Mode

Management of Innovation in Fashion	USII14	3 ects
Fashion Product Strategy	USII15	3 ects
Trends Management	USII16	3 ects
Managing the Fashion Environment	USII17	3 ects
Fashion on site	USII18	3 ects

Parcours Business unit Management

Team Dynamics & Communication	USII2B	3 ects
Cost and Time Management	USII29	3 ects
Leadership and Change	USII1E	3 ects
Project Management for Managers	USII1G	3 ects
Risk Management	USII1Y	3 ects

Parcours Innovation Management

How to Turn Ideas into Successful Startups	USII1D	3 ects
Corporate Entrepreneurship	USII1B	3 ects
Marketing of Innovations	USII1F	3 ects
Strategic Innovation Management	USII1P	3 ects
Digital Transformation	USII1Z	3 ects

Guest lecture Expand Your Horizons	US172B	0 ects
Career Development and Coaching	USII26	3 ects
Study trips	UAI02	0 ects
Capstone Final Project	UAI03	3 ects

Méthodes pédagogiques:

Pédagogie qui combine des enseignements académiques et des pédagogies actives s'appuyant sur l'expérience en entreprise et le développement des compétences. Equipe pédagogique constituée pour partie de professionnels.

Modalités d'évaluation:

Chaque unité (UE, UA) fait l'objet d'une évaluation organisée en accord avec l'Etablissement public (certificateur) dans le cadre d'un règlement national des examens.



Un référent Cnam est dédié à l'accompagnement de toute personne en situation de handicap. Contactez : hdf_handicap@lecnam.net

Document non contractuel.

Le programme et le volume horaire de cette formation sont susceptibles d'être modifiés en fonction des évolutions du référentiel pédagogique national.

Le Cnam Hauts-de-France vous informe, vous accompagne et vous conseille.

Contactez nos conseillers formation au 0800 719 720 ou hdf_contact@lecnam.net

Tous nos programmes sur www.cnam-hauts-de-france.fr