

# MBA IN MANAGEMENT & ENTREPRENEURSHIP

**CERTIFIED LEVEL 7 BY THE FRENCH  
GOVERNMENT**

**« MANAGER DE LA STRATÉGIE ET  
DE LA PERFORMANCE  
COMMERCIALE »**



**IFAG**®  
Ecole de management  
**ENTREPRENEZ  
VOTRE AVENIR**

## IFAG

### THE MANAGEMENT SCHOOL FOR ENTREPRENEURSHIP AND INNOVATION

IFAG School of Management & Entrepreneurship was established in 1968 and trains entrepreneurs and business buyers as well as those who wish to occupy a management position.

Thanks to its innovative pedagogy, its incubator network, its support & mentoring program and its experience, IFAG tailors its programs to the needs of each individual, from bachelor to graduate level, and from employees to company top managers.

At IFAG, we provide education to managers and business executives and assist entrepreneurs in their business ventures.

For nearly 50 years, IFAG has trained more than 16,000 executives and business leaders. IFAG graduates are present in industries and in companies ranging from small businesses to major corporations.

**CAMPUS : PARIS**

**DURATION : 15 MONTHS**

**MARCH INTAKE**

# THE PROGRAM

For several years, IFAG has been involved in entrepreneurship through its mentoring program for start-ups and its incubator network. IFAG has designed an entrepreneurship program based on leadership and strategy. The courses taught allow students to acquire the managerial skills essential to any leader.

Our MBA program helps students acquire a global understanding of the business world and the leadership skills they need to realize their goals throughout their professional careers.

Our MBA in Entrepreneurship provides an academic curriculum that focuses on preparing students for a future as an entrepreneur. Students will master core theory and concepts of entrepreneurship, the financing of emerging enterprises, and business plan development.



# MBA COURSES

## CORE COURSES - 234 HOURS

BUSINESS GAME 1 - 28 hours  
(business management) VINEGO ou CONTRACTO

BUSINESS GAME 2 - 21 hours  
(finance) Watchup (optigest)

FLE - 80 hours  
Communication en langue française

Human Resources Management for entrepreneurship - 12 hours

Intercultural management - 12 hours

Leadership in New Ventures - 12 hours

Strategic marketing - 21 hours

International negotiation - 12 hours

Supply chain - 12 hours

Innovation management - 12 hours

Purchasing management - 12 hours



## **MANAGEMENT & ENTREPRENEURSHIP SPECIALIZATION - 216 HOURS**

Global entrepreneurship & strategy - 21 hours  
Corporate entrepreneurship - 12 hours  
Business plan development - 12 hours  
Suivi de projets  
(par équipe : 5heures de suivi et 1heure de soutenance)  
- 24 hours  
Venture capital and private equity - 12 hours  
Financing the emerging enterprise - 21 hours  
Entrepreneurial finance - 28 hours  
Entrepreneurial marketing - 21 hours  
Introduction to design thinking & business models - 21 hours  
Family business management - 8 hours  
Social entrepreneurship - 12 hours  
Lean entrepreneurship - 12 hours  
Corporate entrepreneurship  
Innovating within corporation - 12 hours

### **3 MONTH- INTERNSHIP**

# CAREERS

The majority of our students work in a leading role at established companies or managing their own businesses and start-ups, involved in business development and entrepreneurship. Many graduates become entrepreneurs, finding opportunities and founding companies, but there are many other possibilities. Existing companies need intrapreneurs to drive their product innovation and process development projects.

## Careers prospects

The degree offers the knowledge and skills required that may be useful in launching your own business, and opens up opportunities at financial institutions and other entrepreneurial ventures. Depending on the size and success of the enterprise, you may be able to work towards related positions as well. If, for any reason you do not want to pursue selfemployment, you will be equally equipped to handle administrative business positions, such as:

- Board Management
- Financial and Administrative Management
- Human Resources Management
- Sales and Marketing Management
- Supply chain Management and Logistics Management
- International Management

# CHOOSING IFAG

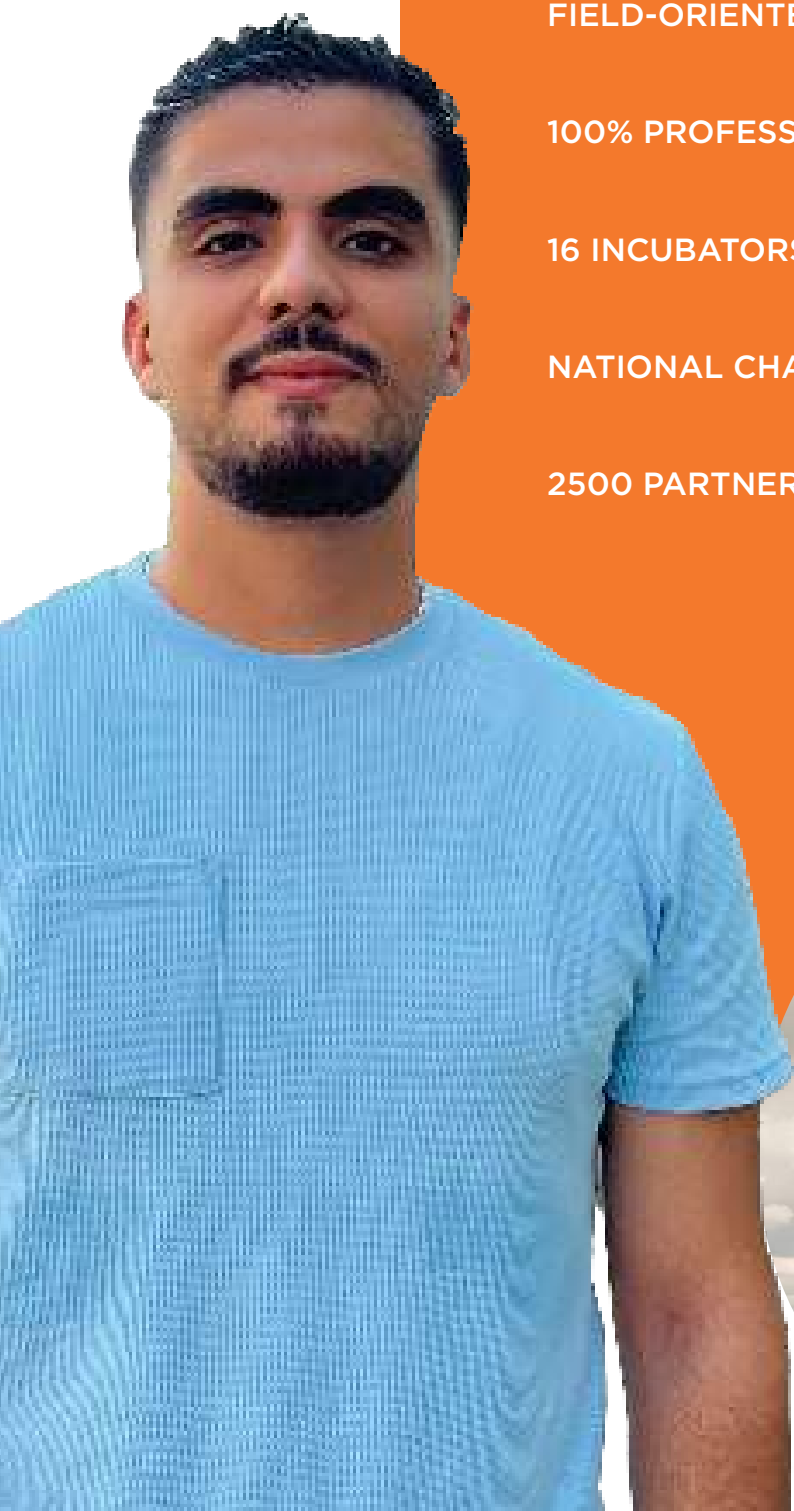
TOP 10 ENTREPRENEURSHIP COURSES IN FRANCE  
FIELD-ORIENTED PEDAGOGY

100% PROFESSIONAL SPEAKERS

16 INCUBATORS

NATIONAL CHALLENGES

2500 PARTNER COMPANIES



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