



BREST  
BUSINESS  
SCHOOL

*The new paths to success !*



# MASTER IN MANAGEMENT

MASTER'S  
DEGREE



# BREST BUSINESS SCHOOL



**Luc PONTET**

Dean  
Master in management

«Brest Business School is a Grande Ecole of Management focused on e-learning, apprenticeship and international relations which opens the path to success to all learners.

Recognized by the Ministry of Higher Education, Research and Innovation since its creation in 1962, BBS is also a member of the Conference of Grandes Ecoles since 1992.»

## KEY FIGURES

- 4 campuses : Brest, Paris, Beijing, Qingdao
- 20 permanent professors
- 65 partner universities
- 300 partner companies
- 5 000 students around the world
- 10 000 alumni worldwide



# MASTER IN MANAGEMENT



Brest Business School delivers a State recognized Master's degree, certified by the French Ministry of Higher Education, Research and Innovation.

This certification guarantees the program's quality, the compliance with a strict admission procedure, the efficiency of the learning process, the high level of its faculty and an access to the job market.

The Master in Management is a pathway between education and business that will help you to develop management, business and intercultural skills in order to become a manager in the following fields:

Management, finance, business, human resources, marketing, logistics, purchasing, management control, accounting & audit, international development, business engineering and e-commerce

## ASSETS OF THE PROGRAM



Gain professional experience while financing your studies through apprenticeship




Spend up to 1.5 years abroad and get a second degree




Develop your expertise through specializations

## WHY YOU SHOULD CHOOSE THIS PROGRAM

---

 Besides the Master in Management courses, you will enjoy the exceptional learning experiences, collaborative projects, a possible gap year, an international path and apprenticeship.

 The program ensures your employability and a high salary : in 2019, 100% of our graduates found permanent jobs in less than 4 months upon graduation with an average yearly salary of 37,500€.

## INNOVATION WITHIN THE PROGRAM

---

We rely on an innovative education model, enriched with new technologies and based on collaborative learning. We will assist you in becoming the leader or entrepreneur of tomorrow, capable of addressing the world's new challenges.

**Our goal:** to make you ready for your future career!



Get the opportunity to meet and learn alongside teachers researchers, entrepreneurs and expert from all around the world.



Into your future role from day 1, work on economic, scientific, technological, cultural and social topics that will trigger your innovative spirit.



Discover renowned expert conferences about the world's future key topics during the New Worlds' Forum. Open up to sciences and technologies with the Science Laboratory. Develop your innovation skills through design thinking and taking part in the Innovation Factory.



## APPRENTICESHIP

---

The Master in Management gives you the opportunity to work as an apprentice during 12, 18 or 24 months. It is the best way to finance your studies while also gaining work experience, which is a valuable asset in the job market.

➡ Brest Business School was the second Grande Ecole of Management to launch **apprenticeship** pathways in 1996. Today, this study-work approach has become the first choice for the majority of students.

➡ BBS is consistently ranked among the top three business schools in France for corporate relations and apprenticeship, thanks to its various long-term collaborations and apprenticeship pathways

➡ BBS offers between 200 and 300 apprenticeship opportunities each year within its strong network of **400 corporate partners**.

## INTERNATIONAL

---

Travel the world and broaden your horizon with our network of 65 international partner universities :

➡ Capital University of Economics and Business, China

➡ Linnaeus University Kalmar Campus, Sweden

➡ For more details please visit our **website**

Discover new cultures and experience exciting adventures while pursuing your studies all around the world: United States, China, Germany, Australia, Ireland, Canada, Morocco, South Korea...

## THE PROGRAM

---

### 2 year Bachelor's degree candidates

#### **L3 - SEMESTER 1**

Introductory courses n°1

#### **M1 - SEMESTER 1**

Introductory courses n°2

#### **M2 - SEMESTER 1**

Core courses n°3

#### **L3 - SEMESTER 2**

Core courses n°1

#### **M1 - SEMESTER 2**

Core courses n°2

#### **M2 - SEMESTER 2**

Specializations

- Apprenticeship available in M1 (24 months) & M2 (12 to 18 months)

### 3 year Bachelor's degree candidates

#### **M 1 - SEMESTER 1**

Introductory courses n°1

#### **M 2 - SEMESTER 1**

Common core n°3

#### **M 1 - SEMESTER 2**

Common core n°2

#### **M 2 - SEMESTER 2**

Specializations

- Apprenticeship available in M1 (24 months) & M2 (12 to 18 months)



## SYLLABUS

---

### **L3 - SEMESTER 1**

#### **INTRODUCTORY COURSES N° 1**

Design Thinking  
New Worlds' Forum  
Science Lab  
Controversies mapping  
Digital economy  
Lobbying & networks  
Analyses  
Innovation factory

### **M1 - SEMESTER 1**

#### **INTRODUCTORY COURSES N° 2**

International law  
Economic analysis & strategies  
International business  
Intensive english  
Team building  
Project management  
Ethics management & CRS

### **M2 - SEMESTER 1**

#### **CORE COURSES N°3**

Strategy  
IT systems strategy  
Leadership & change management  
Intercultural management  
Dissertation  
English  
Personal development  
Business game

### **L3 - SEMESTER 2**

#### **CORE COURSES N°1**

Marketing process  
Accounting culture & financial analysis  
Corporate law  
Management  
IT Systems  
Business Challenge  
Seminar  
Languages  
Coding

### **M1 - SEMESTER 2**

#### **CORE COURSES N°2**

Strategic marketing  
Financial politics  
Human Resources Management  
Developing a strategic vision  
Logistics  
Management control  
Languages  
"Professional efficiency" seminar

### **M2 - SEMESTER 2**

#### **SPECIALIZATION**

International development  
Management control  
Supply Chain Management  
Finance & asset management  
Human Resources management  
Business engineer & project management  
Marketing manager  
Audit expertise

## FOCUS ON « INTRODUCTORY COURSES N°1 » : OPEN YOURSELF TO THE WORLD, SCIENCE AND INNOVATION

---

- **Design thinking**

Discovering and understanding the design thinking method to integrate sciences into management practices. Discovering the new markets related to emerging technologies.

- **The science lab**

Build up a general scientific culture to integrate science into managerial practices and discover new markets associated with emerging technologies.

- **Digital economy**

Identifying the issues stemming from the web and its industry. Understanding the new work organizations and ways of communicating through trending media

- **Analyses**

Doing a market analysis to set up an innovative project with BBS' support

- **New Worlds' Forum**

Understanding the ongoing changes and major challenges on a worldwide scale through the input from world renown experts.

- **Controversies mapping**

Developing an innovative methodology to map and understand the major controversies and key issues. Creating a Wordpress website based on these maps.

- **Lobbying & networks**

Understanding what a relational network is. Acquiring knowledge and know-how to develop it and interact with it. Discovering lobbying's principles and key issues.

- **Innovation factory**


Understanding disruptive innovation, identifying the entrepreneurs' key skills and set up an innovative project (product or service).





## HOW TO APPLY

### ➔ Entry requirements

 Students who have successfully completed a Baccalaureat, A' level or equivalent and 2 or 3 years in Higher Education (120 or 180 ECTS, same field) can enter the 1st or 2nd year of the program.

### ➔ Admission procedure

Initial selection : online applications

<http://talentdays.brest-bs.com/>

#### APPLICATION

The candidate submits the required documents on the online platform in order to create and validate their admission application, then selects an assesment date.



Transcripts of grades



Degree certificate



Personal statement



CV



Application fees

#### REGISTRATION VALIDATION

After all assesments are completed, the admission results are communicated directly to candidates.

Finally, the student acknowledges his enrollment.

## TALENT DAY = ENTRANCE EXAM

This is a unique selection process for higher education at BBS ,

### **Talent Day**

and its primary purpose is to identify talent.

The tests take place online and have been designed to reveal your personality, your ability to react to complex situations, your appetite for initiative and leadership.

## SELECTION PROCESS



1. Online english test  
- 30 min



2. Online verbal, numerical and  
logical reasoning test - 60 min



3. Online interview  
30 min



4. Online english  
interview - 15 min





BBS

## INTERNATIONAL MOBILITY CENTER

The CMI (Centre de Mobilité Internationale de Brest) helps international students to complete their visa process in partnership with Brest city council.

## BREST BUSINESS SCHOOL

2 avenue de Provence

29200 Brest

[www.brest-bs.com](http://www.brest-bs.com)



**Mickaël COLIN**

+33 (0)2 29 00 62 37

[mickael.colin@brest-bs.com](mailto:mickael.colin@brest-bs.com)



**Brigitte CHAUSSEPIED**

+33 (0)2 98 34 44 85

[brigitte.chaussepied@brest-bs.com](mailto:brigitte.chaussepied@brest-bs.com)