

The learning experience at the heart of EM Normandie's Master in Management

#MasterinManagement #EMNormandie #BeEngaged

From the beginning of the academic year in September 2020, EM Normandie Business School is making changes to its Master in Management. The system focuses primarily on the learning experience, a unique approach which means that students are in control and are able to continuously test, shape and share their learning. The Business School is pushing the boundaries to include new disciplines, better international opportunities and improved professional development projects. These additions combined with its resolutely innovative, bold and digital teaching methods boost the School's ability to train responsible, committed and independent managers capable of moulding their own futures.

Following the French CEFDG's decision to renew the School's Master's in Management (Grande Ecole Programme) accreditation for five years from 1 September 2020, "*Programme developments show that not only is EM Normandie able to rethink education and to re-write the rules in order to adapt to a constantly changing economic landscape, but also to fulfil the aspirations of new generations. Young people who study here seek not only to be trained in management science, but also to ensure that their learning is meaningful. Time and again, EM Normandie has proven itself to be Business School which is demanding of its students, bold, connected and open to the world, through a unique Grande Ecole Programme which adapts to fit multiple profiles*" explains Elian Pilvin, Dean of EM Normandie.

The academic experience which enables students to become proactive and high-performing managers

As well as launching SmartEcole® in 2013 to become a pioneer in digital learning, EM Normandie regularly launches new teaching methods such as flipped learning, serious games and other interactive teaching methods, whereby students can work together and develop their agility. Recent changes include equipping all teaching areas with high-tech equipment so that lessons can be taught face-to-face and remotely at the same time, with a greater emphasis on group work and experimenting through practical tasks.

As well as providing a range of learning methods, the EM Normandie experience offers teaching in additional key areas which complement its core management modules. The focus is on core and optional CSR modules which link outcomes to human and societal benefits (e.g. Alternative and Applied Economics, Doing Business in the Social and Solidarity Economy, Understanding Climate Change and Taking Action for Transition). There is also a Technology Management module covering all the basics of modern digital culture with the option of PIX certification (Impact of Data on Decision-making, Digital Communications, Disruptive Technology and Robotics, Artificial Intelligence and NBIC¹).

Students select one or two options each semester to expand both their general and managerial knowledge. These options include Psychology, Corporate Governance and Ethics, Management and Art, History of Organisations, Doing Business in the SSE and New Trends in Marketing.

In the final year of the Grande Ecole Programme, six new specialisms are offered, including four in English: Artificial Intelligence for Marketing Strategy in partnership with EPITA, Digital and Marketing in Luxury and Lifestyle, Digital Entrepreneurship, Financial Data Management, International Marketing and Business Development, and Supply Chain, Logistics and Innovation.

International experience to build a multicultural profile

The main change to the international content of the Programme is the inclusion of a year abroad as part of the third year of the course (Undergraduate 3), with a wider range of destinations available. Students can now spend one semester or a full year at

¹ Nanotechnology, Biotechnology, Information Technology and Cognitive Science

a partner university, and in the latter case obtain a double degree. Students who spend a full year abroad have access to the Oxford and Dublin campuses, so that they can remain immersed in the EM Normandie experience. Students who spend their first year (Undergraduate 1) in Oxford can also complete their course in the UK.

The other change to the first year of the Master's – Expertise Track is the option to complete either the first or second semester in Dublin, in Oxford or at a partner university. More generally, three of the four tracks* offered during the Master's programme include the option to study outside France, and the new Grande Ecole Programme allows students to complete the entire course in English, regardless of the entry level, either in France or another country.

Since the beginning of 2020, EM Normandie has signed seven exchange agreements with EQUIS, AMBA and/or AACSB-accredited universities including: ISCAE (Morocco), Universidad de los Andes (Chile), American University in Dubai (United Arab Emirates), Catolica Lisbon (Portugal), University of Iceland, IIM Bangalore (India) and Thammasat University (Thailand). The School has a total of 200 high-level partner universities in more than 60 countries.

Experiences which foster commitment and make a contribution to society

Students can complete up to four projects during their course, an opportunity to make an innovative and meaningful commitment to society:

- **Startup:** Launch your business with the support of EM Normandie's Institute for Innovation and Development of Entrepreneurship (InsIDE), or with student engineers from partner schools.
- **Community or non-profit:** Get involved in a School or outside organisation, make a contribution to your community, or take on a voluntary role e.g. a volunteer firefighter.
- **Social responsibility:** Take part in a competition sponsored by Global Compact France, and produce practical recommendations on how committed companies can incorporate the UN's Sustainable Development Goals.
- **Consultancy:** Take on a consultancy role within a company.

Students taking a Master's may also complete an optional professional and personal development year during their course. This includes a six-month internship in France or abroad, and six months of work experience (with an employment contract), humanitarian experience (with a volunteer contract), community commitment experience in France or abroad, or starting a business through the School's business incubator.

The Career Path provides an improved and more meaningful experience which develops talent

As meaningful academic, professional, international and community-based experiences are key to students' personal and professional development, EM Normandie puts the Career Path at the heart of its Programme. The objective is to enable students to systematically identify the know-how and soft skills which they expect to gain prior to each experience. After the experience they should assess the skills they have gained, recognise their talents and define the values which motivate them. This continuous reflection approach enables students to develop critical thinking and start to gradually move towards their professional goals based on their aspirations, skills and market realities.



A new Grande Ecole Programme Director and additional teaching staff

Lotfi Karoui has been appointed as Director of the Grande Ecole Programme from 1 June 2020. He holds a PhD in Management Science from the Paris Dauphine University, and is currently the Paris Campus Director and Associate Professor of Strategy and Entrepreneurship. His mission is to lead the Programme as a whole based on EM Normandie's mission, values and standing, and on both national and international standards (CEFDG, AACSB, EQUIS).

EM Normandie has appointed 18 new lecturers and researchers since January 2020, bringing the total number of permanent faculty professors to 82. The recruitment plan has set a target of 100 permanent professors by 2021.

About EM Normandie Business School

EM Normandie was founded in 1871 and was one of the first major French business schools. It has now built an international reputation, and has both EQUIS and AACSB accreditation. The School has five campuses (Caen, Le Havre, Paris, Oxford and Dublin), and 4,500 students and professionals are currently enrolled on the School's initial and continuous qualifying training courses. Its 18,500 Alumni Association members are based all over the world. EM Normandie trains both future managers and socially responsible leaders who will be equipped to drive change in a multicultural environment. It also supports company employees and executives throughout their careers. www.em-normandie.com | Twitter: @EMNormandie

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***Appendix: Master's tracks**

The Expertise Track (Caen, Le Havre, Dublin or Oxford)

Students select a main subject in M1 (Finance, Marketing, Supply Chain Management or Entrepreneurship/Innovation) and complete the first or second semester in Dublin, Oxford or with a partner university. In M2 they then choose a specialism which matches their initial main subject.

The Global Track (Le Havre, Oxford or partner university)

The M1 in English is available on the Havre and Oxford campuses, and with partner universities. Students then choose one of the ten M2 specialisms in English, or opt for a double degree (17 agreements in place).

The Work-Study Track (Caen, Le Havre, Paris)

This track applies to the two-year Master's course, but there is also the option of a one-year work-study placement in the final year of study. M1 covers multiple specialisms, while in M2 students choose a main subject (Procurement/Supply Chain, Digital Marketing, Finance or multiple specialisms). Students spend one week at the School followed by three weeks in their placements.

The Strategy and Consulting Track (Paris, Dublin)

This optional track is taught in English, with the aim of providing students with finely honed strategic skills which they can use in a consultancy role. While M1 and the first semester of M2 are taught at the Paris campus, M2 Semester two is delivered in Dublin. The programme ends with a six-month internship in a multinational company based in France or another country, offering potential job opportunities.