

**A BRIDGE LINKING FRANCE AND ASIA**

**ISMAAC**



**Business School France - Asia**

**Bachelor**

**MBA**

**DBA**

**Language courses**

# EDITO



You would like to acquire skills and train yourself in a profession for the future, develop your talents, or realize a project.

ISMAC accompanies you all the way to prepare you for an active life in a stimulating and open environment. Our courses are based on the education of management techniques, practical experience and your personal development.

But our school has its very own particularity, which is the openness to Asia. The origin of our teams and our special relationship with China, Korea and Japan offer you tremendous opportunities to acquire knowledge and develop unique experience for working with extremely dynamic future markets.

Our students receive a unique training in France on management specialties and Chinese, Korean and Japanese markets.

International training is also about experiences and contacts. The international diversity of our students (a large part of whom are of Asian origin) and the stay in Asia are essential aspects of the quality of ISMAC training.

Thanks to your Bachelor or MBA, you will have all the assets to succeed in a moving world.

Éric CREMER  
Director



# THE CURRICULUM

Our school, recognized by the Rectorate of Paris, offers training courses of high quality to students coming to Paris to benefit from our expertise. ISMAC is opening ever more internationally by welcoming students from all over the world in its various fields.

The objective of the training is to prepare students for professions of the future in an international environment, mainly in relation with Asia.

It is our DNA and the specificity of our teaching. We consider our mission as a bridge between France and Asia in the areas of management and business.



## TRAINING SECTORS

- The Bachelor program (Bac +3) offers French and foreign students the training courses in Management, Marketing, Logistics or International Trade leading to diplomas particularly popular with companies. Our Bachelor Marketing Management France-Asia is particularly interesting for students attracted by China, Korea or Japan.
- The MBA program (Bac +5) offers a high level diploma to the best Licence/Bachelor level students. The specialties offered at ISMAC are International Marketing, Entrepreneurship, Digital Marketing and Marketing France-Asia. There is also a double degree with ESC Clermont Ferrand.
- The DBA program offers a high-level degree that focuses on solving organizational problems and decision-making. It is a training of professional researchers based on methodology and rigor.
- Our Language program offers French courses to foreign students, as well as Asian language courses (Chinese, Korean and Japanese).

## PARTNERSHIPS

We have established partnerships with other schools and universities in order to give our students plenty of opportunities for openness and training.

- Clermont Ferrand Business School
- Ludong University, Chongqing Normal University (China), Osaka International University (Japan), Keimyung University, Soongsil University, Sungshin University (Korea)

Other agreements will also be established with partners in Asia and France. The main objective of ISMAC is to help students realize their academic and professional projects, and to prepare themselves today for the world of tomorrow.

# PÉDAGOGY

The teaching model **focuses on the student**, on individualized learning and development. Classes are open access, allowing students to spend more time with teachers on explanations, deepening and applications.

The learning is then implemented in the context of practical cases or projects. Lastly, the internships allow to exercise the knowledge acquired in an international professional environment.

The other aspect of our pedagogy is to help students discover their true strengths, interests and ambition.

## TEACHING STAFF

Our teachers are graduates of higher education, and teach in other institutions of higher education. They all have professional experience in relation to the subject taught.

Many teachers have significant experience in Asia.

**Cooperation with the business community in France and Asia** is one of our fundamentals.

- Cooperation with companies for the participation of professionals in teaching, participation in business projects, offer of internships, recruitment of diplomas.
- Cooperation with economic and cultural development bodies between France and Asia (French CCI in China, Xchine network, CEFC, ...).
- International openness, especially to Asia to provide French students with an academic or professional experience, and Asian students with training in France.
- Partnership with foreign, French, European and Asian schools.

## Individual tutoring

ISMAC values its students' autonomy thanks to an individual tutoring so that they make the most of their individual talents, as well as discover their true assets, interests and ambition.

## A training opening to the world

ISMAC students are expected to work in an **international environment**. They are trained in the differences of cultures and of systems, especially related to Asia. They spend one or two semesters studying in partner universities or accomplishing internships in foreign companies.

# LINKS EUROPE-ASIA

The **strong development of economic relations between Europe and Asia** continues and will require more and more qualified managers to better understand the cultural, managerial and economic differences between these areas.

ISMAC wishes to participate in this training project for students and managers in order to contribute to the development of exchanges.

Our mission is to **train students and companies** in international business development in a globalized world, and prepare them to work and exchange in a multicultural environment.

We equip them with these weapons through contacts, but also courses in language, culture and intercultural management.



# BACHELOR

## International Marketing and Communication

The **Bachelor in International Marketing and Communication** is a program of 3 years after the Baccalaureate, which offers a concrete and operational training of the company. It allows students to acquire methods and techniques applicable in the professional world. It is a diploma appreciated by the companies as it well adapts to their requirements and provides the students with all the assets to be inserted in the companies.

The internship in the third-year is a first concrete entrance into the professional world, where the student can actually put the acquired knowledge into practice.

The Bachelor is also a first step to acquire the basics of the company before specializing or pursuing master's, MBA or university.

Comprehensive programs, the international dimension and contacts with companies make the ISMAC Bachelor a professional training and a first step towards success.

### YEAR 1

#### UNDERSTAND

- Introduction to management disciplines: management, law, IT, HR, ...
- Marketing and communication
- English

### YEAR 2

#### DEEPEN

- Deepening of international management disciplines
- Marketing Communication Specialization
- English

### YEAR 3

#### SPECIALIZE

- International Management
- Marketing and Communication Specialization
- English
- Internship

#### OPPORTUNITIES

The opportunities for Bachelor are numerous in France and internationally. Some examples: junior buyer, assistant product manager, sales assistant, export assistant ...

#### ADMISSION

Admission criteria: BAC level or equivalent

Admission procedure:

Application file and motivation interview

#### FEES

4 700 € year  
3rd year with RNCP

# MBA

## International Marketing and Communication

The objective of the **MBA International Marketing** is to train students in Marketing Manager positions in an international context, particularly in relation with Asia. The courses provide in-depth knowledge of the marketing and communication professions that meet the requirements of the field.

The course offers a panorama of the different dimensions of the marketing function: strategic, marketing , operational, digital and communication.

The courses taught by professionals allow students to develop real added value in a constantly evolving market.



### YEAR 1

- Digital Marketing
- Business communication
- International Advertising
- Digital Communication
- Product communication
- Intercultural management
- English
- Internship

### YEAR 2

- Marketing studies and research
- Business creation
- Internationalization strategy
- Marketing strategy
- Brand communication
- Supermarket Marketing
- English
- Internship

### OPPORTUNITIES

The opportunities of the MBA are numerous in France and internationally. Marketing needs increase with innovation.

Examples: buyer, product manager, commercial attaché, export manager ...

### ADMISSION

On application file and motivation interview.

Condition: having a Bac +3, Bac +4 (Bachelor's degree, business school or equivalent)

### FEES

5 200 €/year  
MBA with RNCP:  
8000€/year

# Marketing Management France-Asia

Economic growth in Asia and the development of economic relations between Europe and Asia create many opportunities for young people interested in this continent. But strong cultural differences can increase difficulties, and companies sometimes have difficulty finding the right profiles.

To meet the needs of companies wishing to develop in Asia, ISMAC has created a Marketing Program France-Asia Bac +3 (Bachelor) and Bac + 5 (MBA). The objective is to train the students in order for them to have all the necessary skills to work in relation with the Asian countries, and even to emigrate if they wish.

China, Korea or Japan are the main economic powers of the region. Our curriculum allows students to deepen their learning about one of these countries in their choice, including language.

Our ambition is to offer them the best training and the best experience possible.



Option  
China

Option  
Korea

Option  
Japan



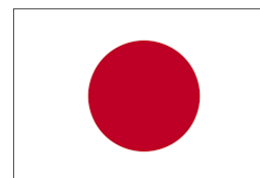
# Bachelor Marketing France-Asia

The aim of the Bachelors Management Marketing France-China, France-Korea, France-Japan is to train students for senior positions in commerce, marketing and communication in relation with China, Japan or Korea. Students have the choice between these 3 countries.

After training on the general aspects of the business, students enter a business specialization on international marketing, the specificities of the country's methods and a deep learning on language and culture.

The stays (language, exchanges or internships) reinforce the students' experience.

In this context of strong cultural difference, this double professional and cultural expertise gives our students fantastic assets to take advantage of the opportunities that are offered to them in all positions related to the chosen country in France or in Asia within the framework dynamic exchanges.



## YEAR 1

## YEAR 2

## YEAR 3

### FUNDAMENTALS

- Introduction to management disciplines: management, law, IT, marketing and communication
- Language and culture
- Stays in Asia

### DEEPENING

- Deepening of international management disciplines
- Asian specificities
- Language and culture
- Stays in Asia

### SPECIALIZING

- Specialization on an Asian country
- Marketing and Communication Specialization
- Language and culture
- Internship in Asia

### OPPORTUNITIES

Positions in purchasing, logistics, export, international marketing functions in Asian or French companies related to Asia.

Opportunities to work or continue studies in Asia.

### ADMISSION

Admission criteria:  
BAC level or equivalent

Admission procedure:  
On application file and  
motivation interview

### FEES

5 500 € year  
3rd year with RNCP

# MBA Marketing France - Asia

## ISMAC PROGRAM



The objective of the MBA Management Marketing France-Asia is to train students for senior positions in trade, marketing and communication in relation with Asia.

The students deepen the cultural aspects (language, history, ...) and profession (marketing methods, specificities of the markets, ...). The stays in Asia (language classes, exchanges or internships) reinforce their experience. The choice of an option country, China, Korea or Japan, allows to go further in the knowledge of these countries.

This dual professional and cultural expertise, gives our students fantastic assets to take advantage of job offers related to Asia.

Our network of French and Asian companies leads to internship or job opportunities after finishing the course.

### 2 YEARS PROGRAM

#### MARKETING

- International marketing
- Innovation
- Digital Marketing
- Communication
- Marketing strategy

#### MANAGEMENT

- Supply Chain
- Business Plan
- Human resources
- Finance & Management

#### ENVIRONMENT

- Economy
- Geopolitics
- Business Law

#### CULTURE

- Asian language
- Asian culture
- Personal development

#### COUNTRY OPTION : China, Korea or Japan

Deepening on the specificities of the country: language, culture, methods and marketing practices..

#### COMPANY INTERNSHIP

6-months internship in Asia (China, Korea, Japan, Singapore, Taiwan, ...)

## DOUBLE DIPLOMA PROGRAM



ISMAC and ESC Clermont Ferrand team up to offer students a BAC +5 level of excellence: the MBA Marketing France-Asia. Together the two schools offer students advanced and sought-after skills to work with Asia.

ESC Clermont Group is an AACSB-accredited Management School and ranked in the top 100 Financial Times and QS World Ranking.

ISMAC is a Franco-Asian Business School. It is Specialized in International Marketing and Communication and has great expertise in Asian specificities and a large network in Asia.

The objective of the France-Asia Marketing MBA Ismac-ESC Clermont is to provide students with a training of excellence and a double professional and cultural competence to work with Asia.

Option  
China

Option  
Korea

Option  
Japan

### OPPORTUNITIES

Asian or French companies in relation with Asia. Expatriation.  
Purchasing functions, logistics, export, international marketing.  
International organizations.

### ADMISSION

On application file and oral test before a jury.  
Condition: having a Bac +3, Bac +4

### FEES

MBA ISMAC  
7000€ / year  
Double MBA  
11 000€ / year

# MBA

## International Digital Marketing

Digital marketing has taken on a considerable dimension. Companies can no longer ignore these new techniques in perpetual development. They must recruit specialists and integrate new professions.

The aim of the MBA Marketing Digital International is to train students in the new business of communication and digital marketing. The courses provide in-depth knowledge of techniques that integrate communication, marketing and computer skills.

The curriculum offers a real international dimension with learning practices and tools used in other countries (Russia, China, Japan, Korea, ...), very rarely discussed in training in France.

The courses taught by professionals allow students to benefit from their experience and develop a real added value on functions in perpetual evolution.

### YEAR 1

- Marketing strategy
- Digital communication
- e-commerce
- Initiation Html Css
- Intercultural management
- Social networks
- English
- 
- Internship.

### YEAR 2

- Website•
- Inbound Marketing•
- SEO-SEM•
- Digital tools in Asia•
- Mobile Marketing•
- English
- 
- Internship

### OPPORTUNITIES

The opportunities of the MBA are numerous. Digital Marketing needs increase with the development of innovations.

Examples: community manager, digital marketing manager, SEO expert, web communication manager, website creation, ...

### ADMISSION

On application file and motivation interview.

Condition: having a Bac +3, Bac +4 (License, business school or equivalent).

### FEES

5 500 € year  
MBA with RNCP:  
8 000€ year

# MBA ENTREPRENEURSHIP

The creation of a company is a fantastic adventure and an extraordinary lever of progress. Many young students want to become entrepreneurs, but they need specific training and expertise to support them.

The MBA Entrepreneurship prepares students for business start-ups. In addition to courses on the specificities of entrepreneurship and the disciplines necessary to start a business, students receive the support of a French-Chinese association for entrepreneurship and innovation, ACECE.

This support is an immense asset to limit risks and offers the help of experts in all areas of management. Experience shows that this support increases the chances of success of young companies.



## YEAR 1

## YEAR 2

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>● International marketing•</li> <li>● Digital Marketing•</li> <li>● Marketing strategy•</li> <li>● B to B Marketing•</li> <li>● Product communication•</li> <li>● Finance-Management•</li> <li>● English</li> </ul> | <ul style="list-style-type: none"> <li>● Innovation and creativity•</li> <li>● Marketing•</li> <li>● Startup Strategy•</li> <li>● Management Accounting•</li> <li>● Business plan•</li> <li>● Judicial aspects•</li> <li>● English</li> </ul> |
| <hr style="border-top: 1px dashed #ccc;"/> <ul style="list-style-type: none"> <li>● Internship</li> </ul>  | <hr style="border-top: 1px dashed #ccc;"/> <ul style="list-style-type: none"> <li>● Accompanying in incubator</li> </ul>  |

The creation of a company requires full skills in the range of management skills : marketing, communication, sales, finance, management, human resources, strategy, legal environment, ...

It also requires interpersonal and personal skills like autonomy, initiative, creativity, realism, ...

## OPPORTUNITIES

The training allows you to start your own business. This training is also popular for innovative companies looking for «entrepreneurial» profiles.

## ADMISSION

On application file and motivation interview.

Condition: having a Bac +3, Bac +4 (License, business school or equivalent).

## FEES

5 500 € year  
MBA with RNCP:  
8 000€ year

# DBA

## DOCTORATE IN BUSINESS ADMINISTRATION

The DBA is ISMAC highest level diploma. It leads to the publication of a thesis, and prepares for teaching-researcher functions.

The aim of the program is to train PhD candidates in the research professions by deepening their knowledge and teaching research methods.

The PhD requires a strong motivation for the subject of research and a great rigor in work.

The training provided and the professors in charge of supervising PhD candidates provide methodological support and create a favorable environment for the completion of the thesis.

The diversity of the pathways of doctoral students and professors leads to a formidable openness, as well as many opportunities for fruitful exchanges that generate new ideas. It is also a source of inspiration and motivation.

Research is a great adventure, and ISMAC is proud to help realising the exciting studies that lead along brilliant journeys.



### OPPORTUNITIES

Faculty-researcher careers in universities or international organizations.  
New opportunities in Asia.

### ADMISSION

Admission criteria:  
Having a BAC +5 diploma  
Admission on file and motivational interview

### FEES

4 000 €/year

# LANGUAGE COURSES

## FRENCH COURSES

ISMAC offers fundamental learning, available for all levels, that improves the four language skills: written and oral expression and comprehension. You will also be able to participate in thematic workshops of linguistic and cultural deepening.

Advanced courses are oriented towards the professional world.

Courses offered: general French, professional French, luxury and fashion specialty

## ASIAN LANGUAGES

Chinese, Korean, Japanese

From beginner level to advanced level.

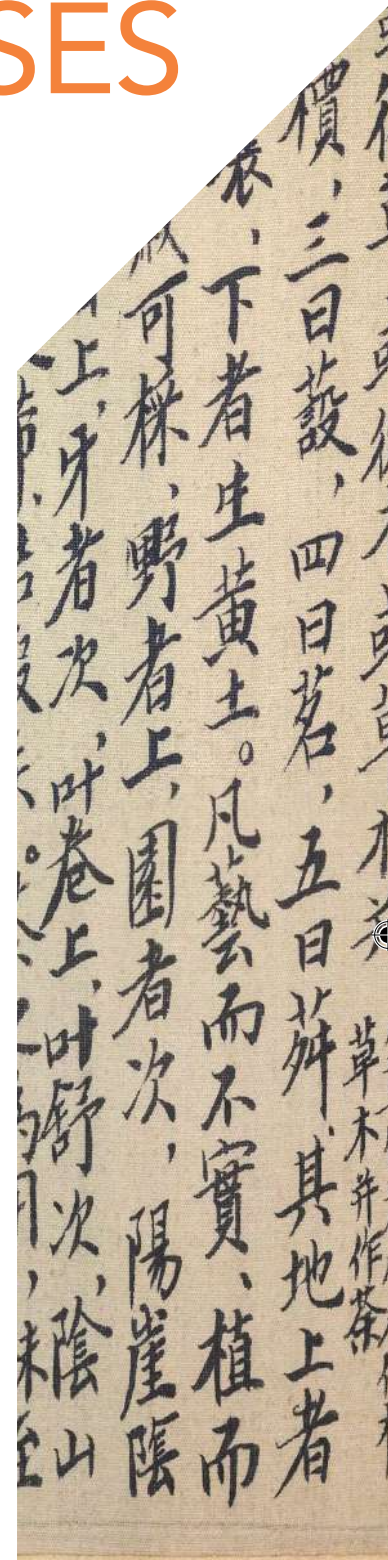
Asia is a very dynamic economic zone. Learning an Asian language is a real asset for an international career.

But these countries also have a rich and exciting culture. Language is a way to better understand the culture of these countries and its people.

ISMAC offers courses of Chinese, Korean and Japanese, adapted to your situation and your level. Our language programs are flexible depending on your availability.

Our courses are aimed at different types of students:

- Adults
- High school students
- Companies or organizations



## ADMISSION

Language level:  
Based on our level tests.

Admission on file and  
motivational interview

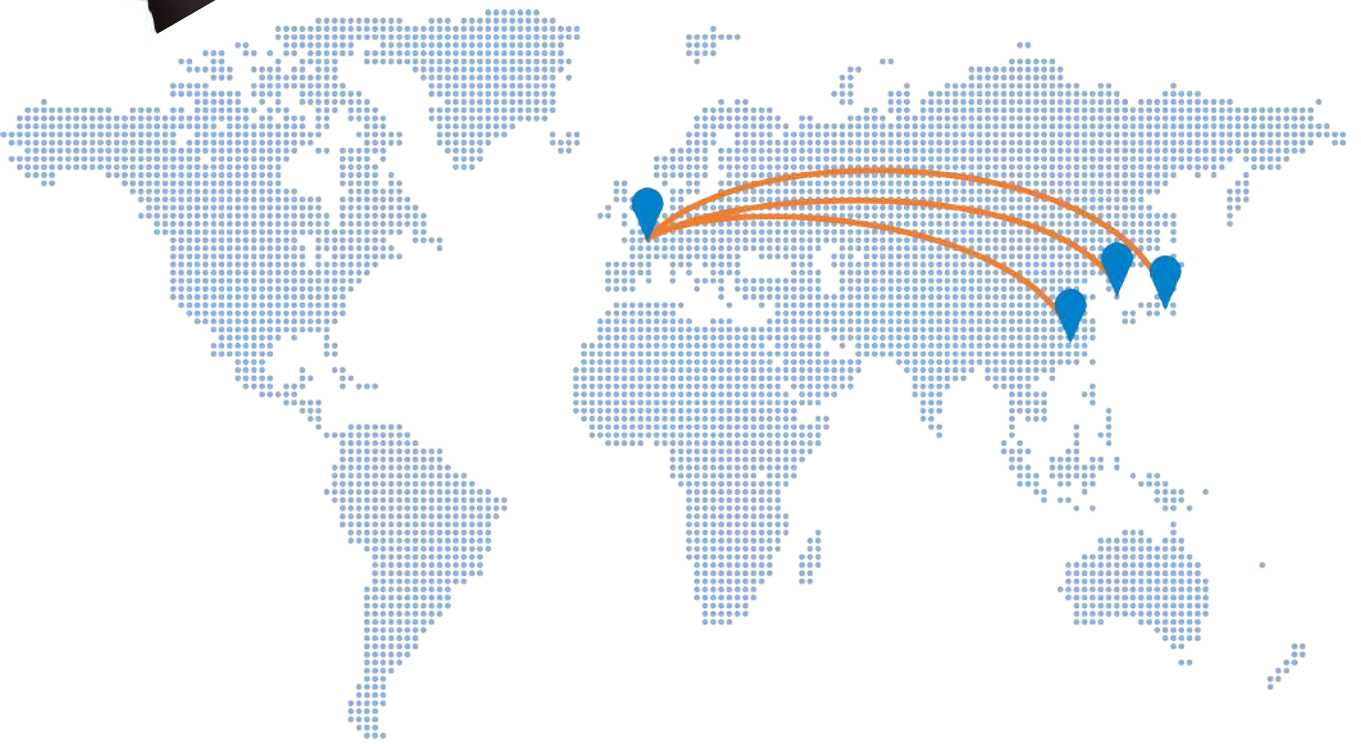
## TARIFS

Contact  
US



# ISM<sup>A</sup>AC

Business School France - Asia



**Institut Supérieur de Management et Communication**  
ETABLISSEMENT D'ENSEIGNEMENT SUPERIEUR PRIVE  
11 Rue Guyton de Morveau • 75013 Paris  
09 81 95 93 72 • info@ismac.fr • www.ismac.fr

