



EMBA

Executive Master of Business Administration

---

# DIGITAL & INNOVATION

[www.ispi-eu.com](http://www.ispi-eu.com) - [ispi.ue@gmail.com](mailto:ispi.ue@gmail.com)

The International Scientific & Pedagogical Institute was created through gathering of skills, of higher education schools, universities & companies with the goal to develop a facilitating frame for value creation for our partner- institutes.

In this perspective, targeted professional models & functions contribute to the development of a strong employability for managers & executives, together with the valorization & the development of innovative companies. More precisely, ISPI offers the following programs of vocational trainings degrees & certificates:

- EDDBA (Executive Doctorate of Business Administration)
- EMBA (Executive Master of Business Administration)
- MASTER
- BACHELOR
- APEL (accreditation of prior experiential learning) :  
BACHELOR, EMBA, MBA et EDDBA programs

This program offers training modules adapted to the different sectors of activity of the company.

In partnership with :



The pedagogical team in charge of the teaching in digital marketing is composed of best digital experts of the University Paris 1 Panthéon-Sorbonne



## EMBA DIGITAL ET INNOVATION

The program is based on research & practices focused on management sciences and, more precisely on themes around entrepreneurship & innovation.

Researchers have also published their findings in digital marketing in famous national & international magazines

They rally the skills & research of lecturer-researchers of Paris 1 Panthéon Sorbonne for the digital & ISPI for the innovation. They have a Doctorate in Management Sciences.



# THE EMBA-DIGITAL ET INNOVATION PROGRAM

---

## Aims at enhancing:

- \* Active participation company managers & executives.
- \* Flexibility, rhythm & adaptation to everyone' needs
- \* Conception & implementation of specific tools
- Intégration in professional & social networks

## Four basic sequences:

- \* Core curriculum
- \* Seminar in Paris (optional)
- \* Personalization of the program
- \* Digital Innovation Project

The professional EMBA program aims at training innovators in order for them to be able to meet the demands of the new stakes of the companies' digitalization.

## PHILOSOPHIE DU EMBA

---

In a globalized & digitalized market, executives & managers wish to have the necessary skills & assets right at hand to meet the new stakes linked to the deep economic changes, in order to create differentiated value. This new type of management is in line with an intercultural process of digitalization of the sustainable economy where company social & ecologic responsibilities is a major asset.

The ISPI EMBA de l'ISPI in partnership with Paris Sorbonne is perfectly in line with this tendency.

It makes it possible for creators to have capabilities & skills right at hand to become change initiators & value sustainable performance.

It also allows to explore & get a more in-depth knowledge of the management fields in a systemic & digital vision of companies while taking into consideration the turbulent & globalized context of the market.

This EMBA is eventually an 'à la carte' program & makes it possible for the future managers to benefit from a support in digital innovation projects.

## Objectives of the core curriculum

---

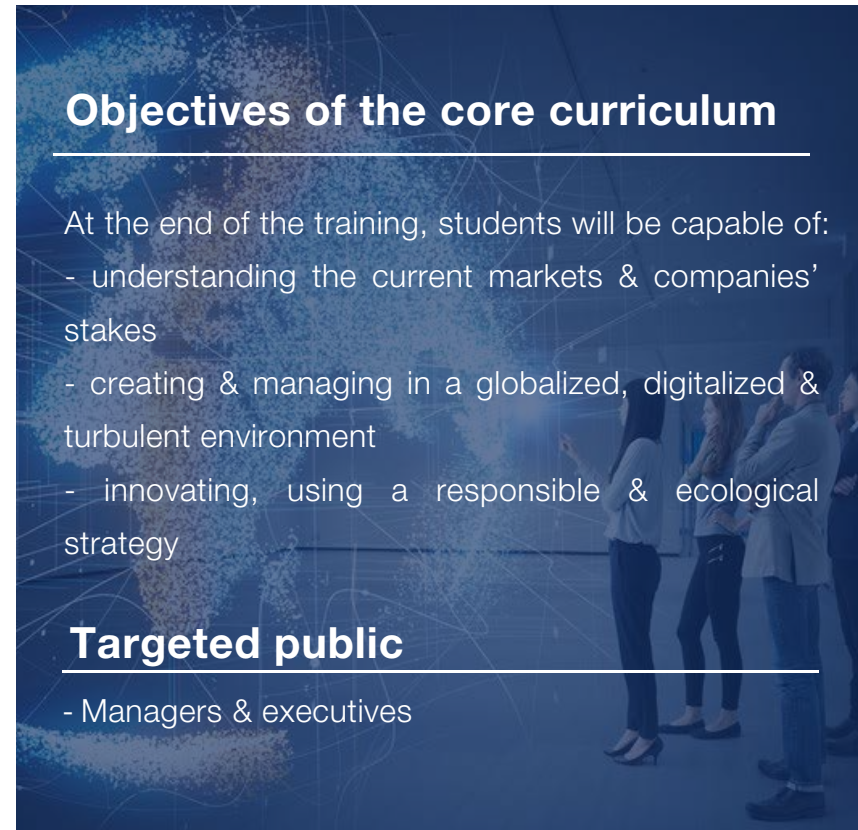
At the end of the training, students will be capable of:

- understanding the current markets & companies' stakes
- creating & managing in a globalized, digitalized & turbulent environment
- innovating, using a responsible & ecological strategy

## Targeted public

---

- Managers & executives



# COURSE CONTENT

---

## 1. Core curriculum

- Innovation management
  - Innovation strategy
  - Innovation marketing
  - Design thinking
- Digital marketing
  - Internet user behavior
  - Off & on line customer experience
  - Big data
  - Web technology
- Digital finance



## 2. Personaliation of the program

- Economic issues & globalisation
- Strategic management of information systems
- Leadership et management
- Business Ethics
- Virtual & augmented reality

## 3. Seminar in Paris

A unique opportunity to discover the Paris economic & cultural market

- Meetings with professionals, seminars, conferences
- Courses & on-site actions
- Visits of companies
- Exercise

## 4. Digital innovation project

- A professional support
- Take advantage of a tutor's expertise

# PERSONALIZATION OF THE PROGRAM

---

## Core Curriculum mandatory (90h)

### Innovation management

- Innovation strategy
- Innovation marketing
- Design thinking

### Digital marketing

- Internet user behavior
- Off & on ligne customer experience
- Big data
- Web technology

### HR management

- CSR management
- Business Administration
- HR management

### Finance

- Financial analysis
- Corporate finance

## 2) International Seminar in France (optional)

### Globalization & digitalization

- Discovery of new economic horizons/ business worlds de nouveaux horizons
- Discovery of new cultures & social/political issues

## 3) Optional personalization of program

### (choice of 3 modules for a total of 60 h,)

- Economic issues & digitalization
- Strategic management of information systems
- Leadership & management
- Business ethics
- Virtual & augmented reality
- Block chain & cryptocurrency
- Management of family businesses
- Artificial intelligence & data sciences

## 4) Innovation & digitalization

# SELECTION OF CANDIDATES

A face-to-face or distance assessment with the candidate is required.

Provide the following documents :

- The latest degree obtained (must be acknowledged by the state where it was delivered)
- A curriculum vitae mentioning all professional experience and each year of studies
- A cover letter in which you mention the year & the course you want to attend, together with the company project
- Passport or National ID
- ID photo

Enrollment fees are 150 €.

[ispi.eu@yahoo.com](mailto:ispi.eu@yahoo.com)





# EMBA

Executive Master  
of Business Administration

## ISPI Association

### Virtual Campus

Paris 198 Bd Voltaire  
75011 Paris

### Administration HQ

155 avenue Habib Bourguiba  
La Soukra Ariana  
Tunisie

Mail: [ispi.ue@gmail.com](mailto:ispi.ue@gmail.com)

### Co direction of program :

Jean Pierre Mathieu  
Jean François Lemoine



# DIGITAL & INNOVATION