



EMBA

**Executive Master of Business Administration**

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# **ENTREPRENEURSHIP & INNOVATION**



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

# EMBA - ENTREPRENEURSHIP & INNOVATION

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:

- EDBA (Executive Doctorat of Business Administration)
- EMBA (Executive Master of Business Administration)
- BACHELOR
- VAE (validation des acquis d'expérience), BACHELOR, EMBA, MBA et EDBA
- APEL (accreditation of prior experiential learning) :  
BACHELOR, EMBA, MBA et EDBA programs
- This program offers training modules adapted to the different sectors of activity of the company.

ISPI has the following partners:

- APIC Université d'Angers – ESO
- Esc Pau
- ESDES Lyon
- Galileo Global Éducation
- Paris Sorbonne



# EMBA - ENTREPRENEURSHIP & INNOVATION

The program is based on research & practices focused on management sciences and, more precisely on themes around entrepreneurship & innovation. It mobilizes skills & research of ISPI's professors-researchers for innovation & the APIC association for support to innovative companies. This research allowed to cross-check different approaches & make it possible today to bring about a theoretical & practical foundation to the program opening unprecedented perspectives for creating or buying back companies.

## SCIENTIFIC COMMITTEE:

It gathers a team of researchers & multidisciplinary research directors under the presidency of Professor Jean-Pierre Mathieu.

## EXPERTS COMMITTEE & ASSOCIATE PARTNERS:

It gathers a multidisciplinary team of managers & companies under the presidency of Professor Alain Fronteau.

In cooperation with





# EMBA ENTREPRENEURSHIP & INNOVATION PROGRAM

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Aims at enhancing:

- Active participation of creators & buyers of companies
- Flexibility, rhythm & adaptation to everyone's needs
- Conception & implementation of specific tools

## Four basic sequences :

1. Core curriculum
2. Seminar in Paris (optional)
3. Personalization of the program
4. Company project

The EMBA program aims at training company creators in entrepreneurship in order for them to be able to meet the challenges linked to the setting up, buying out, development & innovation of companies.

## PHILOSOPHY OF THE EMBA ENTREPRENEURSHIP & INNOVATION

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In a globalized & digitalized market, companies wish to be able to use skills & assets, to meet new stakes linked to deep economic transformation & create differentiated value.

Entrepreneurship today goes together with innovation & digitalization of sustainable economy where social & ecologic accountability is a major asset.

The programs at ISPI are perfectly in line with this trend. They provide capabilities & skills to allow creators to become change initiators while enhancing sustainable performance. They allow to explore & intensify different management fields in a systemic & digital vision of companies while considering today's turbulent & globalized context of the market.

## OBJECTIVES OF THE CORE CURRICULUM

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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

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Company creators & buyers.



# COURSE CONTENT

## 1. Core Curriculum

- Entrepreneurship
- Innovation strategy
- Diffusion of innovation theories
- Strategic management
- Digital finance
- HR management
- Supply chain - Logistics

## 2. Seminar in Paris

- A unique experience to discover Paris economic & cultural market
- Meetings with professionals, seminars, conferences
- Courses & on-site actions
- Company visits
- On-site exercises
- Conferences

## 3. Personalization of the program

- Digital transformation in partnership with Paris 1 Sorbonne
- Economic stakes & globalization
- Strategic management of information systems
- Leadership & management
- Business Ethics - virtual & augmented reality - Design thinking
- Management of family businesses
- Social economy & fair trade
- Data sciences - Block chain & cryptocurrency

## 4. Company Projects

- A professional support
- Take advantage of an ISPI tutor's expertise & coach who will follow you throughout the project

# PERSONALIZED PROGRAM

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## Core Curriculum mandatory (90 h)

- Strategy & Innovation
  - Company strategy
  - Innovation management
- Performance & Prevision
  - Business plan
  - Performance management
- Entrepreneurship
  - APIC systemic tools
  - Case studies
- HR management
  - CSR Management
  - Business Administration
  - HR management
- Marketing & strategy
  - Strategic marketing
  - Operational marketing
- Finance
  - Financial analysis
  - Corporate finance

## 2) International seminar in France (optional): Globalisation & Digitalisation

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

## 3) Optional personalization of the program (choice of 3 modules for a total of 60h)

- Digital transformation
- Economic issues & globalization
- Strategic management of information systems
- Leadership et Management
- Business Ethics
- Virtual & augmented reality
- Design thinking
- Management of family businesses
- Social economy & fait trade
- Artificial intelligence & data sciences
- Block chain & cryptocurrency
- Digital finance

# 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)





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**ENTREPRENEURSHIP  
& INNOVATION**

**ISPI Association**

**Virtual Campus**

Paris 198 Bd Voltaire  
75011 Paris

**Administration HQ:**

Centre Millenium, Route de la Marsa Sidi  
Daoud, 2046 La Marsa Tunis

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



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