



EMBA

Executive Master of Business Administration

MANAGEMENT INTERCULTUREL & INNOVATION

www.ispi-eu.com - ispi.ue@gmail.com

EMBA - INTERCULTURAL MANAGEMENT & 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:

- EDDBA (Executive Doctorate of Business Administration)
- EMBA (Executive Master of Business Administration)
- 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.

- ISPI has the following partners
- APIC Université d'Angers – ESO
- Esc Pau
- Galileo Global Éducation
- Paris Sorbonne



EMBA - INTERCULTURAL MANAGEMENT & INNOVATION

The program is based on research & practices in management sciences & more precisely on themes like intercultural management & innovation.

This program relies on professional experts in the international field & professors-researchers in intercultural management & innovation who contribute to national & international notorious scientific magazines.

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 du Professor Alain Fronteau.



EMBA - INTERCULTURAL MANAGEMENT & INNOVATION

Four basic sequences:

- Core curriculum
- Seminar in Paris (optional)
- Personalization of the program
- Intercultural management project & additional languages study

This EMBA program aims at developing managers profiles with intercultural skills who will be capable of meeting the new challenges of globalization of companies & organizations.

PHILOSOPHY

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.

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

- Student wanting to work internationally
- Managers & executives

COURSE CONTENT

1. CORE CURRICULUM mandatory (90 h)

-Intercultural Management

- Philosophy, sociology, ethnology
- Culture & Communication
- Mergers & Acquisitions
- Intercultural Negotiation
- International Brand Management
- 2 foreign languages (e-learning + coaching)

- RH Management

- CSR
- Business Administration
- HR Management

2. International Seminar in France (optional)



3. Personalization of the course (choice of 3 modules for a total of 60h)

- Economic issues et globalization
- Strategic management of information systems
- Corporate Social Responsibility
- Intercultural skills & expatriation

Leadership & Communication

HR : recruitment, discrimination management

- Public speaking
- Geopolitics : issues & strategy
- Innovation
- Consumer behavior

Workshops :

Asian, european, american, african, Arab

World cultures : getting to know the context, participation in sensitization workshops, conferences with international speakers about geopolitics, negotiation, business development in the said countrie...

Languages & cultures : Survival Kits

A person in a dark suit and white shirt is shown from the chest up. Their right hand is extended towards the viewer. The background is a dark, textured surface with a grid of white human icons (men and women) overlaid on it. The overall color palette is dark with greenish and blueish tints.

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 €.

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EMBA

**Executive Master
of Business Administration**

ISPI Association

Digital Campus

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Administration HQ

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La Soukra Ariana
Tunisia

Program Director

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ET INNOVATION**