



**CAMPUS TECH  
ANGERS**



# 2-YEAR MBA PROGRAMME "TRANSITION MANAGEMENT EXPERTISE"

MBA/MA Degree delivered and accredited by Campus Tech, and co-accredited by the ESAIP Engineering School and the University Paul Valéry of Montpellier, France

## MAIN ASSETS

Our MBA programme is open to students and professionals through an agile block release schedule, if needed.

A MBA programme co-accredited by higher ed partners and also by professionals.

A summer internship between Year 1 and Year 2 and a 6-month final professional experience. 2 semesters out of 4 can be spent abroad.

The originality of our cluster-campuses, mixing learning, innovation and incubators with startup, companies and institutional partners.

A groundbreaking learning environment centered around students and based on new andragogical methodologies.

## 4 PROFESSIONAL FIELDS



**BUSINESS & MANAGEMENT:** Marketing, Business, Financial Administration, Digital Transition, Communication, Events, Management, Industry, Human Resources, Development.



**ARTS, CULTURE & TOURISM:** Culture, Art Market, Sponsorship, Tourism, Heritage Sites, Touring Experience, Curation, Travel, Regional Marketing, Management and Administration.



**POLITICAL SCIENCE:** Politics, Spin Doctoring, Press Relations, Public Policies, Journalism, European Affairs, Community Management, Partnership Development, Lobbying.



**EDUCATION & CARE :** Education, Teaching, Circular Economy, Sustainable Development, Animation, Associations, Care, Mediation, Social Inclusion, Diversity Policies.

## 4 TRANSITIONS



**DIGITAL:** Webmarketing, SEO, Digital Strategy, Content Management, Personal Branding, Artificial Intelligence, Blockchain, E-Commerce, Communication, Social Networks.



**SUSTAINABLE:** Local Distribution Channels Recycling, Blue Economy, Ecology, Waste Processing, Natural Resource Management, Renewable and Green Energies, Green Tourism.



**INTERNATIONAL:** Interculturality, International Development, Foreign Languages, National and Local Particularities, Alliances, Negotiation, Diplomatic Policies, Cultural Action.



**ORGANIZATIONAL:** Skills Management, Professional Training, Collaborative Management, Agile Methodologies, Performance Optimization, Happiness in the Workplace.



\_CampusTech\_



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\_campustech\_

Campus Tech, site de l'ESAIP

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<http://www.campustech.fr> or 00 33 241 966 510

# OUR 2-YEAR MBA COURSE

## Act 1

Year 1

### CORE CURRICULUM

Professional English, Argumentation and Persuasion, Analysis of Professional Practice, Professional Project (Sponsored Mission, Startup Creation or Agile Block Release)

### COMBINATION OF 2 MAJORS:

#### PROFESSIONAL FIELDS

**BUSINESS & MANAGEMENT:** Business Model and Plan, International Marketing, Quality Indicators, Financial Analysis, International Business, Networking

**ARTS, CULTURE & TOURISM:** Storytelling, Touring Experience, Hotel Trade, Gastronomy, Green and Coastal Tourism, Music, Quality, Enotourism, Theatre, Cinema

**POLITICAL SCIENCE:** Asian Challenges, Africa Challenges, National Politics, European Politics, Personal Branding, Liberalism, Spin Doctoring, Radicalism

**EDUCATION & CARE:** Learning Engineering, Public Care, Education, Health, Transhumanism, Transmission of Knowledge, Ethics

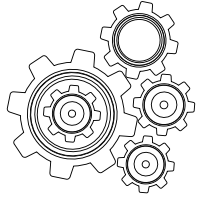
#### TRANSITIONS

**DIGITAL:** E-Commerce, Google Adwords and Display, XML Database, Graphic and Audiovisual Strategy, Web Architecture, Search Engine Optimization, Data Production

**SUSTAINABLE:** Smart Buildings & Cities, Sustainable Energy, Waste Processing, Social & Solidarity Economy, Organic Trade, Environmental Resilience, Local Distribution Channels

**INTERNATIONAL:** Foreign Language 1, Foreign Language 2, European Programmes, Partnership Research, International Communication, International Trade

**ORGANIZATIONAL:** Team Leadership, Collective & Individual Coaching, Conflict Management, HRIS, Corporate Social Responsibility, Redundancy Scheme. Private Interviews



## Act 2

Year 2

### CORE CURRICULUM

Professional English, Argumentation and Persuasion, Analysis of Professional Practice, Professional Project (Sponsored Mission, Startup Creation or Agile Block Release), Personal Promotion and Portfolio, Strategic Creative Production, Final Internship (6 months), Strategic Thesis, Oral Presentation

### COMBINATION OF 2 MAJORS:

#### PROFESSIONAL FIELDS

**BUSINESS & MANAGEMENT:** FinTech, Uberisation

**ARTS, CULTURE & TOURISM:** ArtTech, Fashion, Luxury

**POLITICAL SCIENCE:** Latin America, Lobbying, Influence

**EDUCATION & CARE:** Grants & Subsidies, Social Jobs

#### TRANSITIONS

**DIGITAL:** VR/AR, Blockchain, Cryptocurrencies

**SUSTAINABLE:** Urban Farming, Anthropocene

**INTERNATIONAL:** Foreign Language 1, Interculturality

**ORGANIZATIONAL:** Optimization, Skills Management



## JOIN US!

The following prerequisites are necessary: proof of college education or B.A. Degree and corresponding grades, resume and cover letter. An interview will be conducted once your application is approved. Do not hesitate to visit our website <http://campustech.fr> (in French only for the moment) or to contact us directly.

Tuition Fees: 3900, 4900 or 5900 € depending on your status.

We give you all the information you need about student life and the learning environment we provide on our campuses in Angers and Paris!

This programme is adjustable depending on your profile. We validate your past professional experience.

Crédit Mutuel  
Anjou

esaip  
La Salle  
ÉCOLE D'INGÉNIEURS

UNIVERSITÉ  
PAUL  
VALÉRY  
MONTPELLIER 3



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