

Global E-business

Master Management et Commerce International



Durée
2 ans



Composante
Faculté des
sciences
économiques,
sociales et des
territoires

Présentation

The Global e-business -GEB- track is a unique program, entirely taught in english language. Students obtain a double-skills degree, merging both IT skills and business/management/international ones. This provides GEB students with a solid resume, targeting the most demanded jobs on the marketplace, like e-business product / project manager, e-business consultants, e-business development manager, metrics analysts specialist, e-marketing lead.

GEB students are usually originated from a variety of countries, horizons, and styles. The high level of diversity is a key to a successful academic year, good internships and great jobs, which includes deep cross-cultural experience, fluent command of english, mix of IT skills and business / management ones.

During the project module, GEB students are asked to work in teams in a flexible way, learning from each others and preparing a strong alumni support for their future professional network. Two-thirds of the internships are converted into real jobs for the students. Internships are performed in an international environment, either in a Company based in France and working abroad, or in a foreign company based in another country.»

Olivier Roussel and Emilie Dedes - Directors of Studies, MCI Master, GEB (Global E-Business)

Objectifs

The GEB master aims at providing students with great projects, selected internships, and great jobs. Its international reach is expanding so the students get better opportunities, and the potential employers get better students. The partnerships are also part of the equation, with companies and universities on a worldwide basis, contributing to getting an internationally-recognized master for the fast evolving challenges of tomorrow.

Les + de la formation

At the cornerstone of IT and International Management, the GEB Students are best fit to integrate the wider, fast-growing AI (Augmented Intelligence) area : all modules already integrate some AI flavour

Reverse pedagogy and advanced education techniques like distance learning and MOOCs are widely used to provide the GEB students with the best fit, up-to-date training modules. The GEB teachers are not only specialists in their fields, they are real coaches helping students to find and use the most adapted learning modules from the University internet resources.

Lastly, Lille University is embedded into a close network of Tech start-ups, whose business ecosystem proposes projects,

internships and jobs to our GEB students on a regular basis.

Organisation

Organisation

2 ANS de formation organisés sur 4 semestres - 12 SEMAINES de cours par semestres.

Les cours du parcours s'articulent autour de blocs de connaissances et de compétences (BCC), déclinés en matières.

Une validation des semestres sous forme de contrôle continu et d'examen terminal donnant droit à des crédits ECTS (European Credit Transfer System) : 120 crédits pour valider le master

Une moyenne de 20 heures de cours par semaine, à compléter nécessairement par un travail personnel régulier.

Des périodes de STAGE

Et après

Insertion professionnelle

GEB students can be hired into any company doing business using new technologies, i.e. most of the companies on the marketplace.

Here are some of the jobs names where GEB student are demanded :

e-business product / project manager, e-business consultant, e-business development manager; metrics analysts specialist, e-marketing lead.

Also, each year a couple of GEB students create their own e-business company.

Another couple would pursue their studies with a PHD track. Note GEB is strongly supporting students willing to select these two options.

Infos pratiques

Lieu(x)

 Villeneuve d'Ascq

Campus

 Campus Cité scientifique