



Ecole de management Applique

Bachelor en Management Appliqué (Option Industries Créatives)

Study details

Course type: Bachelor's degree

Degree: Bachelor en Management Appliqué (Option Industries Créatives)

Study mode: Full time

Duration: 36 Month

Cost of study

Cost : 9 000 EUR

Reg. fee : N/A EUR

Scholarship :

Insurance : N/A EUR

Intake/s

Jan/May

Requirements

- Students with a Statement of Medium of Instruction (MOI) in English for a previous qualification will be invited for an interview and, upon success, will not need to submit an English proficiency test.
- École de Management Appliqué demands all the applicants to take a recognised English language test and pass at the required level for the course to which they apply. Tests should be verified using online verification tools, e.g. IELTS, TOEFL, PTE and Duolingo.
- For admission into our Bachelor en Management Appliqué programmes, we require certificates and transcripts for achieved qualifications. For this programme, students are required to produce a Baccalaureate (BAC +0) / Equivalent.
- All the certificates can be provisional for up to 2 years.
- *Note: there is a requirement for final award certificate if teaching ended May 2020 for Feb/Apr 2024 entry.*

Accommodation

Provided by partner agencies

Additional information

Course Overview

At École de Management Appliqué, our Bachelor en Management Appliqué (Option Industries Créatives) programme focuses on managing effectively in the creative industries. The goal is to teach

students how to apply management principles to the exciting and changing world of creative businesses. The programme allows students to learn both theory and realistic skills. It prepares them for a career in creative business management. Students in class will learn about real-world projects and intern in the industry for real-world experiences. The programme helps students develop critical thinking, problem-solving and leadership abilities to become innovative leaders in their chosen fields.

At École de Management Appliqué, students have a supportive learning environment, access to expert faculty delivering high-quality education and a lively campus that aims for personal and professional growth and learning.

Key Highlights

- While pursuing a Bachelor en Management Appliqué (Option Industries Créatives) programme, students will:
- Develop strong management skills, including planning, organising, strategising and marketing within creative industries
- Gain an understanding of the global business landscape, enabling students to work with multinational companies & global organisations.
- Get practical experience through placements, work on real projects and study real business cases.
- Build a network of contacts in the industry and make professional connections.
- Develop critical thinking skills that allow students to learn to analyse complex business situations and navigate legal and managerial challenges