



**DEGREE CERTIFIED
BY THE RNCP***



**2 MONTHS
IN CHINA**

MBA ASIAN GENERAL MANAGEMENT

Overview

In recent years, Asia, especially China, has developed into the world's major manufacturing hub and a key link in global value chains, and is emerging as a global research and development centre.

The MBA in Asian General Management is designed to mold top talents for leadership positions in Europe and Asia. It aims to develop your ability to manage your career and operate a business successfully in the global economy and especially in the Chinese context.

Our program is based on the unique concept of combining a foundation in the core business disciplines with a focus on Asian business.

The MBA in Asian General Management program extensively covers several topics on marketing, investment, functional administration, human resource, sales, advertising, etc.

By the end of this course, you will be provided with the basis of a fundamental knowledge of economic growth and development with a systematic understanding of Chinese culture, society, and economy.

Key features

- Degree certified level I by the RNCP*
- International exchange in a partner school in China
- Deep insight into general management fundamentals
- Develop interdisciplinary skills
- Highly qualified faculty
- 100% taught in English

Job Openings

- Project Manager
- Product Manager
- Marketing Manager
- Import/Export Manager
- Business Developer

January - June

CORE COURSES

Management

Project Management
Strategic Management
Crisis Management
International Management

Teams & Leadership

Human Resources Management
Organisational Behavior
Entrepreneurship

Marketing

Marketing Management
Marketing Research
Customer Relationship Management
E-Business

Operational Know-how

Critical Thinking and Decision Making Process
Ethics and Social Responsibility

Analyzing, Budgeting & Controlling

Accounting & Financial Reporting
Budgeting Process

Area Studies (China)

Chinese Language
Doing business in China
Chinese Culture & Society

Communication Skills

International Business Law & Intellectual Property
Business English

July
September

INTERNATIONAL EXCHANGE IN A PARTNER SCHOOL IN CHINA

Doing Business in China
Chinese Culture & Society

Chinese Economy
Chinese Language

Sept.
Jan.

INTERNSHIP

GRADUATION CEREMONY

Admission

Requirements :

- 3 year degree (180 ECTS) with working experience
- 4 year degree (240 ECTS)

Application materials include :

- English language certificate (not applicable for native speakers):

IELTS 6.5	TOEFL IBT (Internet based) : 79
TOEFL (paper) : 547	TOEFL CBT (Computer based) : 213
- Copy of ID / Passport
- Copy of the latest degree and relevant transcripts
- A resume
- A cover letter
- 1 passport picture

Once we receive a complete application at admission@ilci.fr, an interview will be organized.

Depending on the applicant availability, the interview can be conducted in Paris, via Skype or telephone.

**NOTRE OBJECTIF
VOTRE RÉUSSITE**



*Professional certification level I (FR) and level 7 (UE), registered with the RNCP "Manager du développement d'affaires internationales" by decree of September 26, 2016, published in the JO on October 04, 2016. Code NSF 312p
**Please be advised that this curriculum is tentative and subject to change as deemed necessary by the ILCI

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INSTITUT DE LANGUES ET DE COMMERCE INTERNATIONAL (ILCI)

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