



Federation for **ED**ucation in **EU**rope  
Fédération Européenne Des Ecoles



# EUROPEAN MASTER'S MANAGEMENT AND BUSINESS STRATEGY

Management and business strategy can be applied in large- and medium-sized companies across sectors and in a variety of domains: human resources, marketing, B to B and international environment analysis.

Graduates of the European Master's in Management and Business Strategy can also access strategic managerial posts within SMEs. During the programme, emphasis is placed on management and human resources, as well as on business strategy, allowing students either to specialise in a single domain or to develop more general skills applicable to a range of posts.

At the end of the two-year course students apply and consolidate the skills they have acquired by analysing a business environment and issuing recommendations.

## ✓ CAREER DESTINATIONS

- Manager
- Commercial and Marketing Manager
- Banking Service Manager
- Financial Manager
- Consultant in a company or community
- Market Research Officer



## KEY SKILLS

- Communicate within a company
- Develop external communications
- Use commercial management tools
- Implement business plans
- Understand strategic decision techniques
- Develop a company's activity
- Acquire multidisciplinary skills applicable to the company's economic activities
- Put in place internal organisational and monitoring tools
- Design and implement marketing, sales and HR strategies
- Analyse a company's managerial environment
- Implement functioning and monitoring models
- Lead and manage international teams

Designed by professionals and experts, the European Master's in Management and Business Strategy is an innovative, hands-on programme. Its up-to-date content is an excellent basis for future employment and career growth in the sector.

# EUROPEAN MASTER'S

## Management and Business Strategy

120 ECTS credits



### Admission requirements

The European Master's in Management and Business Strategy requires:

- either prior completion of a European Qualifications Framework (EQF) level-6 degree (180 ECTS credits);
- or official validation of equivalent experience (at least one year's recognised sector-relevant experience).

PROGRAMME CONTENTS

### 1 - General Business Culture

This module ensures students:

- can use key accounting and financial management tools to produce a financing plan;
- have and can apply knowledge of business and taxation law in the workplace;
- master the basics of marketing research and strategic marketing: notions of growth, competitive advantage, choice of strategic principles and market potential;
- can identify and analyse distribution and logistics needs in order to introduce new supply strategies;
- can optimise a company's potential by using basic negotiation techniques and sales team leadership and designing a communications strategy or a marketing plan for a given market.

### 4 - Professional Experience

A strong point of FEDE European master's degrees is the requirement for students to consolidate their learning and gain a careers head start through hands-on work experience.

The first-year professional project addresses management issues encountered during an internship or the work portion of sandwich training. The student produces a dissertation outlining the strategy adopted and the strategic tools employed.

In the second year the student undertakes a three-month internship and produces a professional dissertation on issues relevant to decision-making strategy. The student analyses a business's environment and makes orientation and strategic recommendations.

The two dissertations are presented orally.

### 2 - General and Human Resources Management

This module ensures students:

- can use management techniques to motivate employees and build an effective team;
- have an understanding of interpersonal communications allowing them to assess and manage conflicts;
- can organise and choose optimal communications methods and tools to create a positive social climate within a company;
- can build a simple organisational structure capable of changes and growth;
- can develop a company culture and change it by making managerial, structural, systemic and cultural changes;
- can use socioeconomic management tools and conduct a quality-assurance strategy.

### 5 - Businesses, Competition, and Europe

This module ensures students:

- are conversant with issues surrounding concepts of business, competition and markets, as defined by EU legislation and decrees issued by the Court of Justice of the European Union;
- can demonstrate the importance of changes to rules concerning the behaviour of companies and concentrations between undertakings;
- know the role of the authorities in charge of applying business competition rules;
- are familiar with processes to ensure products comply with European internal standards.

### 3 - International Environment and Business Strategy

Based on two modules, this unit ensures students:

- have knowledge of international law (international contracts, intellectual and industrial property rights and anti-trust laws);
- understand the technical aspects of international business, particularly transport, logistics and import-export;
- have a good knowledge of international finance, especially as regards futures markets and credit risks;
- understand international marketing and its globalisation strategies;
- understand the context of the managerial environment;
- can conduct human resources management using internal communications tools;
- understand the various aspects of upstream and downstream marketing so as to devise strategies for sales, communications and innovation.

### 6 - Modern European Language

This module ensures students:

- have CEFR level B1 (writing and speaking) in a modern European language;

It results in the awarding of the FEDE Language Certificate; the Certificate is based on the CEFR and is recognised by the IFEF.

For more information:  
<https://www.fede.education/fr/nos-diplomes/>

