



50th
**BEST MASTER
IN MANAGEMENT
IN THE WORLD**
FINANCIAL TIMES - 2025

**MASTERS OF SCIENCE
PROGRAMMES**

2026-2027

MBS is accredited :





Table of contents

- 03** Making a difference
- 04** Build a career that suits you
- 05** MBS France, the ideal place to study
- 06** Programmes overview
- 08** Management & engineering, get a double degree

MANAGEMENT

- 10** MSc Supply Chain Management
- 11** MSc Big Data & Artificial Intelligence for Business
- 12** MSc Project Management

FINANCE

- 13** MSc Global Finance

MARKETING

- 14** MSc Digital Marketing & Omnichannel Strategy
- 15** MSc Luxury Marketing in a Sustainable World

BUSINESS & STRATEGY

- 16** MSc International Business
- 17** MSc Strategy, Consulting & Management of Digital Transformation

MBSxESMA

- 18** MSc Producer & Entertainment Manager
- 19** Explore the world with Our Field Study Trips

7th
BEST MSc
IN SUPPLY CHAIN

9th
BEST MSc
IN BUSINESS
ANALYTICS

13th
BEST MSc
IN MARKETING

14th
BEST MSc
IN FINANCE

50th
BEST
MASTER IN
MANAGEMENT
IN THE WORLD

QS RANKING - 2026 (FRANCE)

FINANCIAL TIMES - 2025

MAKING A DIFFERENCE

A committed and inclusive management school,
MBS trains the forerunners of a sustainable
economic transition.

PREPARE TO CHANGE THE FUTURE

100+

PERMANENT
FACULTY
WITH 65%+
INTERNATIONAL
PROFESSORS

3,600+
STUDENTS

24,000+
ALUMNI AROUND
THE WORLD
IN OVER
100 COUNTRIES

1,200+
INTERNATIONAL
STUDENTS
ON CAMPUS

**6 RESEARCH
CHAIRS**



EDUCATING TO TRANSFORM THE FUTURE

MBS leverages its research, teaching
methods, humanistic values, and
inclusive approach to serve a diverse
learning community in addressing the
challenges of a responsible economy
and society.

COMMITTED TO CHANGING THE WORLD IN A POSITIVE WAY

- ETHICS
- OPENNESS AND DIVERSITY
- GLOBAL RESPONSIBILITY
AND PERFORMANCE



MBS has been awarded the "Bienvenue en France" label,
created by Campus France to guarantee the quality of the welcome
given to international students

INTERNATIONALLY RECOGNISED ACADEMIC EXCELLENCE



5%
of Business
Schools
worldwide



2%
of Master and
Executive MBA
Programmes



1%
of Business
Schools
worldwide

BUILD A CAREER THAT SUITS YOU

MBS CAREER CENTER

THROUGHOUT THE YEAR, A TEAM OF RECRUITMENT PROFESSIONALS WORKS FULL-TIME ON STUDENT EMPLOYABILITY.

MBS' CAREER CONSULTANTS SUPPORT STUDENTS AT EVERY STAGE OF THEIR PROFESSIONALISATION, FROM SELF-EVALUATION TO THE SEARCH FOR INTERNSHIPS OR EMPLOYMENT.

AS A RESULT, 89%* OF OUR GRADUATES ARE HIRED WITHIN 6 MONTHS.

MBS 1.618 THE INCUBATOR FOR RESPONSIBLE ENTERPRISES

27
COACHES
EXPERTS

200+
SUPPORTED
PROJECTS
IN 2025

194
COMPANIES
CREATED**

50+
FUNDING
ROUNDS RAISED
UP TO €2.5M
PER PROJECT

5000+ PARTNER COMPANIES

Each year, our partners forge **special relationships with MBS** by selecting students for internships or sandwich courses and recruiting graduates from the school.

50 MAJOR PARTNERSHIPS including:

AIRFRANCE



BNP PARIBAS

L'ORÉAL®



A NETWORK OF 24,000 ALUMNI

The Alumni network includes 24,000 graduates in over 100 countries.

Students are free lifetime members of MBS Alumni.

They benefit from all services allowing them to be involved in the network from the moment they arrive at school.

WHY CHOOSE AN MSc AT MBS?

A GLOBALLY RECOGNISED DEGREE

- Join a 1- or 2-year specialized postgraduate programme, 100% in English
- Get a Master's level Diploma officially recognised by the French government (Visa & RNCP Level 7)
- Graduate from a world's Top 50 triple-accredited business school
- Academic excellence meets practical experience
- Learn from world-class researchers and industry experts
- Immerse in the real world through field study trips and hands-on projects
- Get professional certificates from Microsoft, and more
- A global learning environment
- Choose your campus: Montpellier or Paris
- Join an international classroom and expand your network
- Jump start your international employability

CAREER-READY FROM DAY ONE

With real-world business cases, company visits, field trips, and soft-skills development, MBS MSc graduates are **ready to thrive in a global job market.**

89%

SECURE A JOB
WITHIN 6 MONTHS
OF GRADUATION*

* MBS survey 2024

*MBS survey 2024 - Employment rate at 6 months ** Over the past 3 years

MBS FRANCE

THE IDEAL PLACE TO STUDY

ENJOY BALANCED LIVING COSTS
THANKS TO FRANCE'S
COMPREHENSIVE SOCIAL SUPPORT
SYSTEM, COMBINED WITH MBS'S
DEDICATED ASSISTANCE:

- **Personalised support** from your departure all the way through to your arrival on campus
- **Free health insurance** for students
- **Free public transport** in Montpellier
- **Free or discounted access** to over 50 museums and monuments **with the Paris Pass Jeune** (for students under 26)

ABOUT MONTPELLIER CAMPUS

IDEALLY LOCATED :

10KM FROM SEA

2 HOURS
FROM THE FIRST
SKI STATION

3 HOURS
FROM PARIS
& BARCELONA

1ST
BEST
STUDENT
CITY

IN FRANCE
LE PARISIEN 2025

1 STUDENT
OUT OF 7
IS AN
INTERNATIONAL
STUDENT

17% OF THE CITY'S POPULATION



DISCOVER MORE
ABOUT MONTPELLIER



ABOUT PARIS CAMPUS

LOCATED IN THE HEART OF THE
5TH THE HISTORIC
QUARTIER LATIN
ARRONDISSEMENT

A GLOBALLY
CONNECTED CITY
WITH EXCELLENT
PROFESSIONAL
OPPORTUNITIES

THE PARIS REGION
HAS THE HIGHEST GDP
& THE LARGEST
NUMBER OF FORTUNE
500 COMPANY
HEADQUARTERS
IN EUROPE*

140,000
INTERNATIONAL
STUDENTS*

EASY
ACCESS TO
EUROPE
& BEYOND

3 INTERNATIONAL
AIRPORTS

TGV HIGH-SPEED
TRAINS

EXTENSIVE
BUSINESS
NETWORKS

*SOURCE : CCI PARIS

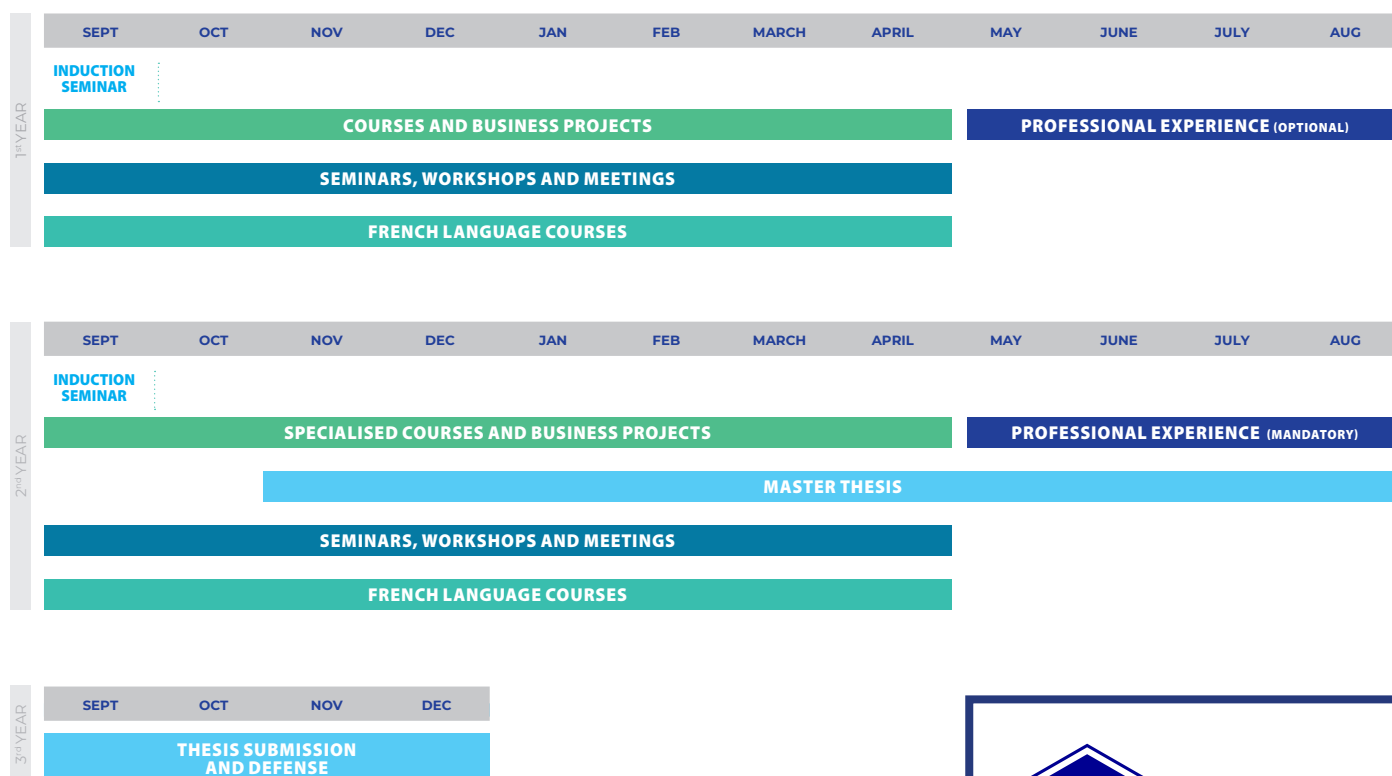
PROGRAMMES OVER

ALL OUR MSc ARE ACCESSIBLE
VIA BOTH 1-YEAR AND 2-YEAR TRACK PROGRAMMES.

2-YEAR MSc

FOR STUDENTS WHO HOLD AN UNDERGRADUATE DEGREE
(Bachelor's degree, 3-year university degree or an equivalent of 180 ECTS credits)

Duration: **28 months** / Format: **Full time** / Language: **100% English** / Number of credits: **120 ECTS**



COURSES - 1st YEAR GENERAL DISCIPLINES IN MANAGEMENT

- Finance
- Economics
- Management
- Human Resources
- Marketing
- Digitalisation
- Social responsibility
- Start of your MSc specialisation courses

COURSES - 2nd YEAR YOUR MSc SPECIALISATION

(see in details on each programme page)

- MSc Global Finance
- MSc Digital Marketing & Omnichannel Strategy
- MSc Luxury Marketing in a Sustainable World
- MSc International Business
- MSc Project Management
- MSc Big Data & Artificial Intelligence for Business
- MSc Strategy, Consulting & Management of Digital Transformation
- MSc Supply Chain Management



DEGREES & TITLES EARNED

By obtaining an MSc at MBS, you will also receive:

- **Your Specialized MSc**
- **DESSMO** - a postgraduate diploma in organizational management: State-accredited diploma.
RNCP #37667: Level 7
title recognized by the Ministry of Labour.

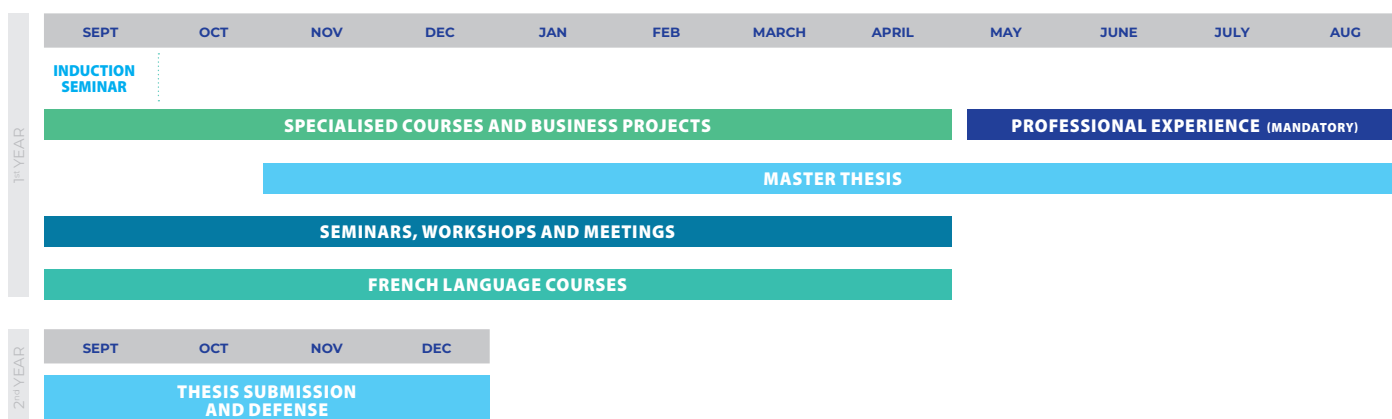
VIEW



1-YEAR MSc

FOR STUDENTS WHO HOLD A 4-YEAR UNIVERSITY DEGREE
(or an equivalent of 240 ECTS credits)

Duration: **16 months** / Format: **Full time** / Language: **100% English** / Number of credits: **60 ECTS**



THROUGHOUT THE YEAR...

INDUCTION SEMINAR

A series of events and courses facilitating integration within the school: French as a foreign language courses, intercultural seminars and various events.

PROFESSIONAL EXPERIENCE

At the end of their courses, students will have to find & complete a 4-to-6-month professional project, in France or abroad, providing them with the ability to apply learned concepts and skills.

BUSINESS PROJECTS

Projects will be adapted to each MSc specialisation.
Some examples of projects:

■ INTERNATIONAL START-UP WEEK:

The objective of this project is to create a new and innovative company. Students will be asked to pitch their project to an academic panel and to potential investors.

■ BUSINESS CHALLENGE:

Depending on the chosen MSc programme, students will work on a real-life case study directly related to a company in order to solve a specific problem for that company.

■ PROFESSIONAL CERTIFICATES:

Earn a professional certificate from top institutions such as Microsoft and more. Some certificates are fee-paying, and MBS will bear part or all of the fees.

SEMINARS, WORKSHOPS & MEETINGS

Students will have the chance to participate in different seminars, workshops and meetings with professionals.

Our career center and alumni network are also providing students with a full range of workshops and tools to enhance their career and prepare them in seeking the best career opportunities.

MASTER THESIS

Introduction to research methods allowing to develop research and/or business topics.

FIELD STUDY TRIPS

Every Masters of Science programmes include field study trips during the year. These visits are a real highlight of the course for students.

MASTER ENGINEERING & MANAGEMENT

WITH OUR DUAL DEGREE PROGRAMME

YOU WANT TO ACQUIRE **A DUAL SKILL?**

Thanks to its partnership with EPF Montpellier Engineering School, MBS offers you the opportunity to train you with dual skills: engineering and management.

By choosing this specific track, you will spend three semesters on EPF campus, two semesters on MBS campus and one semester left for an internship.

When studying at EPF Montpellier, you can choose between two specialisations:

■ **Energy & Environment** (bilingual)

The aim of this major is to train engineer-managers capable of solving new industrial problems in connection with the ecological transition. Particular emphasis is placed on the role of digital transformation in this ecological transition.

■ **Data Engineering** (English)

The aim of this major is to train engineer-managers capable of studying the problems and solutions associated with data processing and helping companies and laboratories to structure this data. The emphasis is placed on a systemic approach (cost/benefit) including legal, human, economic and environmental aspects.

AT THE END, THIS TRACK ALLOWS YOU TO OBTAIN A DOUBLE DEGREE :

- A 5-year Master of Science diploma from MBS conferring an internationally recognised Master's degree.
- A 5-year Engineering degree (Bac+5) from EPF Montpellier.



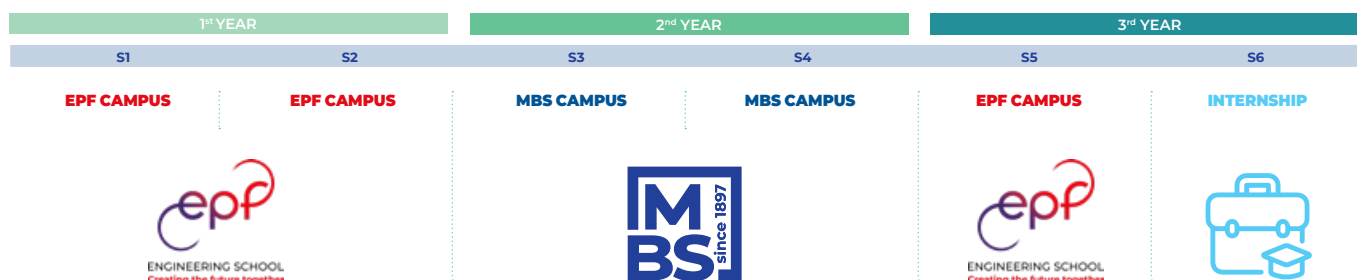
HOW TO JOIN **THIS TRACK?**

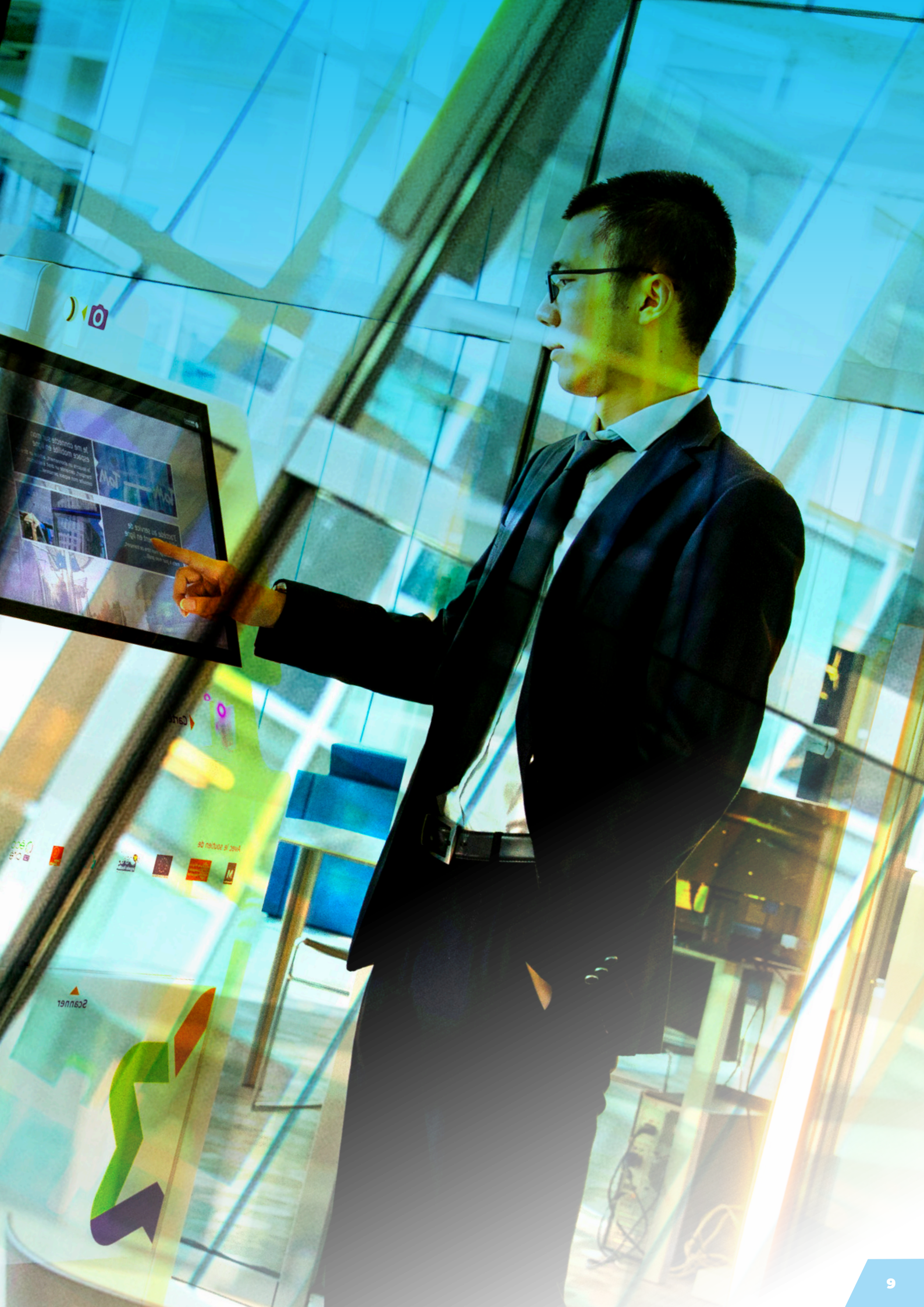
Join one of the following MBS MSc programmes below to get access to this double-degree:

- MSc Global Finance ■ MSc Strategy, Consulting & Management of Digital Transformation
- MSc Big Data & Artificial Intelligence for Business ■ MSc Project Management

PROGRAMME **OVERVIEW:**

- Access: Bachelor's degree or 3-year university degree
- Language: 100% English
- Recognised by the French state
- Price: €31,800





MSc SUPPLY CHAIN MANAGEMENT



DESSMO

The MSc Supply Chain Management is a multidisciplinary programme designed to prepare you for the volatile, uncertain, complex & ambiguous (VUCA) environment. It includes purchasing/procurement, logistics (transportation and warehousing), operations management, and customer relationship management. With fast-paced globalisation, shrinking product life cycle, greater customer sophistication, increasing network fragmentation, and digital innovation, the role of the supply chain management goes beyond coordinating the flow of materials, information, and funds. This programme addresses these issues through key concepts that underpin supply chain management. These concepts are supported by three guiding principles: agility, adaptability, and alignment.



BY CHOOSING THIS SPECIALISATION YOU WILL:

- Apply theory to improve the business processes
- Improve the profitability of organisations by optimising the resources
- Predict and minimise the various kinds of risk in the supply chain
- Understand the use of enabling technologies to improve the performance



SPECIALISATION COURSES

- Operations and supply chain management
- Global supply chain management
- Responsible supply chain
- Supply chain and big data
- Sustainable supply chain
- Lean management
- Supply chain finance



PROFESSIONAL CERTIFICATES:

Courses taught in this specialisation will prepare students for the :

- Microsoft Power Platform
- Microsoft Power BI



CAREER OPPORTUNITIES

The highly skilled and trained Supply Chain Managers are expected to play the most important role in the VUCA environment, particularly in the following sectors:

- Consulting ■ Automotive ■ Construction
- Pharmaceutical ■ Electronics ■ Cosmetics
- Industry (Oil & Gas, Chemicals...)
- Humanitarian Sector ■ Banking
- Consumer Goods



RECRUITING COMPANIES

- Daimler AG ■ Sanofi ■ Groupe BBL ■ ...



Zeina
Lebanon

« I absolutely loved my time at MBS.

The program's emphasis on practical skills and experiential learning was another highlight for me. I appreciated the numerous opportunities to work on real business projects and case studies, which enhanced my problem-solving abilities. The career support provided by the school was instrumental in helping me secure a fulfilling job in the field of business excellence upon graduation.»



Dr.
Rameshwar
DUBEYS, PhD

HEAD OF THE PROGRAMMES

Dr. Rameshwar Dubey is a Professor in Supply Chain Management at MBS. He has also taught in some of the leading international schools in India, Brazil, China and Sweden. Dr. Dubey's research interests include supply chain management, operations management and business analytics with strong focus on humanitarian operations management, sustainable supply chain management, supply chain design issues and application of emerging technologies in disaster relief operations. Dr. Dubey has been shortlisted among the top 1% most cited scholars based on web of science database.

MSc BIG DATA & ARTIFICIAL INTELLIGENCE FOR BUSINESS



DESSMO

The modern economy is driven by digitisation that generates billions of data. Companies that quickly embark into big data analytics-based growth strategy find themselves in an advantageous position in the marketplace. To achieve big data analytics-based growth strategy, companies need data scientists, experts, and practitioners, whose research can justify meaningful results from structured or unstructured information they collect.

This specialisation on Big Data and Artificial intelligence prepares future managers, data scientists and leaders for digital enterprises of the future.



BY CHOOSING THIS SPECIALISATION YOU WILL:

- Explore the different ways Data Science, Big Data and Artificial Intelligence can improve decision making in a business or a social setting
- Achieve practical skills required to use analytic tools effectively and rise to leadership positions within companies
- Discover how big data and artificial intelligence can be effectively used to digitally transform the enterprise



SPECIALISATION COURSES

- Business analytics & Big data
- Data quality, protection & regulations
- Fundamentals of Python for business
- Data management
- Fraud detection
- Introduction to artificial intelligence
- Business applications in AI



PROFESSIONAL CERTIFICATES:

Courses taught in this specialisation will prepare students for the :

- Microsoft Power Platform
- Microsoft Azure AI Fundamentals
- Microsoft Azure Data Fundamentals
- Microsoft Power BI



CAREER OPPORTUNITIES

- Digital Transformation Executive/Manager
- Artificial Intelligence Project Manager
- Business Intelligence Analyst
- Business Analytics Manager
- Data Management Consultant
- Database Manager



RECRUITING COMPANIES

- Google ■ CMA-CGM ■ L'Oréal ■ Devoteam
- Donaldson Amadeus ■ SAP ■ Everys ■ ...



Adedotun
Nigeria

«One word to describe my experience at MBS would be transformative. MBS not only equips you for the current work environment but also for the future. The immersive learning atmosphere at MBS greatly enriched my learning experience by making it engaging, memorable, and industry-relevant. As a data engineer in a constantly evolving tech industry, I'm confident that the knowledge and competencies gained at MBS will serve as invaluable assets in perpetuating my career growth and industry relevance.»



Dr. Deepa BHATT, PhD

HEAD OF THE PROGRAMME

Dr. Deepa Bhatt, Assistant Professor at MBS since October 2020, teaches Big Data Analytics and Supply Chain Management. She earned her PhD from the Indian Institute of Technology Kanpur and completed postdoctoral research at McMaster University, Canada, and South University of Science and Technology of China.

Before joining MBS, she served as an Assistant Professor at the Indian Institute of Management, Amritsar, India. Her research focuses on Supply Chain Management, Digital Transformation, and Big Data Analytics.

MSc PROJECT MANAGEMENT

The MSc programme in Project Management aims to enhance the managerial and leadership skills of aspiring project management professionals, preparing them for an increasingly complex and project-oriented global landscape.

This programme equips students with advanced knowledge and practical expertise needed to navigate and lead complex projects and teams in dynamic environments. Participants will learn to devise and implement customised strategies that enable organisations, both small and large, to thrive.

Ultimately, graduates will be capable of transforming the challenges posed by complexity into opportunities, benefiting their own organisations or the clients they serve.



DESSMO



BY CHOOSING THIS SPECIALISATION YOU WILL:

- Understand project challenges
- Evaluate the relationship between complexity, risk and uncertainty in project environment
- Apply Systems Thinking to drive the successful integration of project design and execution strategies
- Design, develop and deploy projects aligned to an organisation's specific mission, vision and strategic objectives
- Analyse project stakeholders, complexity and environment to implement effective communication and engagement strategies



SPECIALISATION COURSES

- Project management in a VUCA world
- Agile project management
- Leading effective project teams
- Big Data & project analytics
- Organisational behaviour & system change
- Sustainable innovation management



PROFESSIONAL CERTIFICATES:

Courses taught in this specialisation will prepare students for the :

- Microsoft Power Platform
- Microsoft Power BI
- Certified Associate in Project Management (CAPM) from the Project Management Institute (PMI)



EMPOWERING CAREERS THROUGH PMI PARTNERSHIPS



MBS's strategic partnership with PMI France will enrich project management education at the school and support students' professional growth through access to PMI's global resources, events, and practitioner networks. Students will benefit from learning aligned with PMI standards, mentorship, real-world project experience, and support for certification (including CAPM).



CAREER OPPORTUNITIES

- Project Manager ■ Program Manager
- Project Management Consultant
- Innovation Manager ■ Entrepreneurship
- Product/Delivery Manager



RECRUITING COMPANIES

- CGI France ■ Alstom ■ Teads ■ Amazon
- Groupe Mars ■ Marsh McLennan



Maryna
Ukraine



« Taking the Project Management course at MBS transformed my approach to project management. This course gave me a structured understanding of budgeting, scheduling, and stakeholder communication. It especially helped me improve team leadership, something I struggled with before. The practical, hands-on learning made a big impact, and I'm already applying these skills confidently in my work. I highly recommend it to anyone looking to grow in project management.»



Dr. Alec Waterworth,
PhD

HEAD OF THE PROGRAMME

Dr Alec Waterworth is an Associate Professor in Project Management, having joined MBS in September 2022. His teaching is focussed on addressing complex organisational challenges across a wide range of sectors and contexts. His research interests include the ongoing clean energy transition (and the role of project management therein) and the 'crisis of silence' on complex projects. Before entering academia, Alec worked in the oil and gas industry as a Quality Assurance Engineer on several multi-billion US\$ projects.

MSc GLOBAL FINANCE



DESSMO

The MSc Global Finance is designed to prepare you for a successful career in banking, corporate, or investment finance. You'll gain a solid foundation in key areas such as finance, sustainability, technology, and regulation, keeping you aligned with the latest industry trends.

With a strong focus on digital and sustainable finance, the programme helps you understand the complexities of financial markets and develop the skills to provide tailored solutions to business needs. Combining academic rigour with practical application, it equips you with a global perspective and the expertise needed to thrive in today's fast-evolving financial sector.



BY CHOOSING THIS SPECIALISATION YOU WILL:

- Master corporate finance and global financial markets
- Analyze and strategize corporate financial decisions
- Utilize financial instruments to achieve key objectives
- Explore sustainability and digital finance for innovative solutions
- Understand regulatory frameworks and their institutional impacts.



SPECIALISATION COURSES

- Corporate Finance
- Financial Markets, Banking & Regulations
- Sustainable Finance & Investment
- Banking: Sustainability & Inclusion
- Portfolio Management Simulation
- Python for Finance



PROFESSIONAL CERTIFICATES:

Following certificates are also offered as elective course:

- Microsoft Power Platform
- Microsoft Power BI
- Facilities and free registration for Bloomberg Finance Fundamentals (BFF) and Bloomberg Market Concepts (BMC) certificates



CAREER OPPORTUNITIES

- Corporate Finance Specialist
- Portfolio and Investment Manager
- Equity or ESG Analyst
- Analyst / Manager Finance in Investment Planning and Controlling
- Investment and Funding Manager
- Sustainable Finance Consultant



RECRUITING COMPANIES

- PWC Luxembourg ■ Huawei Mobile
- Axa Investment Managers ■ Nexity Studea
- Bank Of Ningbo ■ Royal Canin
- Banque Populaire du Sud ■ Deloitte
- Société Générale ■ Sanofi ■ ...



Ramatou
Ivory Coast



« My MSc in Finance at MBS has been an enriching experience. The school's exceptional faculty and practical approach have deepened my financial expertise. Collaborating with diverse peers has broadened my horizons. I am grateful to be able to apply these skills in my career. »



Dr Moez
Bennouri, PhD

HEAD OF THE PROGRAMME

Moez Bennouri has been Professor of Finance at MBS since 2015 and Director of MSc programmes since 2019. He holds a PhD in Economics from the University of Toulouse and has over 20 years of teaching experience at institutions including HEC Montréal and NEOMA Business School.

His research explores how information asymmetries shape economic behaviour across finance and economics, with work published in leading journals such as the Review of Finance, Economic Theory, Journal of Banking and Finance, and British Journal of Management.

MSc DIGITAL MARKETING & OMNICHANNEL STRATEGY

The marketing challenges of tomorrow will center on mastering digital marketing and, crucially, adopting a true omnichannel approach. Success will depend on making informed decisions that capture value from your customers across every touchpoint, while simultaneously creating value for your company. In this MSc, you will explore digital marketing from a customer-centric perspective and learn how to design and implement an integrated omnichannel strategy that unifies online and offline channels. You will develop and apply tools that ensure a seamless, consistent consumer experience — regardless of where or how customers interact with your brand — ultimately driving engagement and increasing sales. Finally, you will discover how to harness creativity to innovate and define meaningful, actionable metrics that reflect the impact of your omnichannel initiatives.

DIPLÔME
VISÉ
CONTRÔLÉ
PAR L'ÉTAT

DESSMO



BY CHOOSING THIS SPECIALISATION YOU WILL:

- Understand the dynamics of digital marketing and omnichannel strategies
- Drive digital marketing strategies through customer-centricity approach
- Implement an omnichannel strategy focused on the customer journey
- Define creative and innovative digital metrics to measure the customer experience within your organisation



SPECIALISATION COURSES

- Mobile strategy
- Data analytics for marketing
- Digital project management & Digital Transformation
- Customer experience management (CEM/CXM) & Omnichannel strategy
- Storytelling in the digital era



PROFESSIONAL CERTIFICATES:

Courses taught in this specialisation will prepare students for the :

- Microsoft Power Platform
- "Luxury Attitude" Certificate (optional, with partial financing by MBS)
- Aviation by Pegase Chair



CAREER OPPORTUNITIES

- Digital Marketing Specialist
- CEM/CXM Specialist
- Marketing Manager
- Web Campaign Specialist
- Business Analyst
- Marketing and Communications Consultant
- Brand and Client Experience Designer
- E-Commerce Manager



RECRUITING COMPANIES

- L'Oréal ■ KPMG ■ Capgemini ■ TBWA
- Generali ■ ADM ■ Fever tress ■ ...



Carlos
Colombia

« My Master's in Marketing at MBS was truly exceptional.

The diverse international professors, emphasis on practical learning through "learning by doing" rather than just theory, and the vibrant Montpellier backdrop made it a standout experience.

This program not only deepened my knowledge but also equipped me with hands-on skills for the dynamic world of marketing. It's an experience I'll always cherish. »



Dr. Felipe Pantoja,
PhD

HEAD OF THE PROGRAMME

Felipe Pantoja is an Assistant Professor of Marketing at MBS School of Business. His research concentrates mainly on how customers' senses influence cognition and decision making. His work has been published in journals such as Journal of Advertising, Journal of the Association for Consumer Research, International Journal of Advertising and Journal of Retailing and Consumer services. In addition, he serves as associate editor for the Italian Journal of Marketing and is part of the editorial review board of journals such as Journal of Business Research and Journal of Consumer Marketing.

MSc LUXURY MARKETING IN A SUSTAINABLE WORLD



DESSMO

Consistent with the core values of MBS and the transition to a more sustainable world, this specialisation aims to prepare and train future responsible leaders in luxury marketing.

Studying luxury marketing in France, home to famous luxury brands (e.g., Hermes, Louis Vuitton, Dior, and Chanel), and the Montpellier region, with its rich tradition in tourism, hospitality, and wines and food, is a great choice for those aspiring to learn more about French excellence and "savoir faire" and how to market luxury products in a sustainable world.



BY CHOOSING THIS SPECIALISATION YOU WILL:

- Understand and apply marketing strategies and tactics to successfully manage a luxury brand
- Learn the principles of French excellence and savoir-faire in manufacturing luxury products and apply this knowledge to promote and sell luxury products, both online and offline
- Understand the challenges facing the luxury industry in terms of sustainability and responsibility
- Develop the ability to propose creative and innovative solutions, which is an essential and highly-valued skill in the luxury industry



SPECIALISATION COURSES

- Luxury brand management
- French excellence & savoir faire in luxury
- Sustainable fashion & luxury
- Storytelling in the digital era
- Sector-specific courses (e.g., fashion, tourism, wine, gastronomy)
- Customer experience & retail management



PROFESSIONAL CERTIFICATES:

Courses taught in this specialisation will prepare students for the :

- Microsoft Power BI
- "Luxury Attitude" Certificate (optional, with financing by MBS)



CAREER OPPORTUNITIES

- Luxury Brand Manager
- Luxury Goods Product Manager
- Luxury Retail Merchandiser
- Luxury Marketing Communications & Public Relations Manager
- Digital Marketer in the Luxury Industry
- Storyteller for Luxury Brands



RECRUITING COMPANIES

- L'Oréal ■ Haus of Jaeger ■ Le Collectionist
- Nanny Bag ■ Moschino ■ Chanel ■ Madeho



Loh
Malaysia

« For the first time, I had the opportunity to work at the headquarters of an esteemed company like L'Oréal Luxe, thanks to the strong partnerships MBS has established.

During the semester, I particularly appreciated the hybrid learning mode, which included multiple luxury site visits to observe business processes and connect with industry professionals. »



Dr. Niek Althuizen,
PhD

HEAD OF THE PROGRAMME

Dr. Niek Althuizen (PhD, Rotterdam School of Management) is an Associate Professor of Marketing at MBS. In his academic research, he studies creativity in marketing, the role of status and aesthetics in product design (art, fashion, etc.), and brand politics and disinformation on social media. His research has been published in leading journals, such as Management Science (FT-50), International Journal of Research in Marketing, and the American Sociological Review.

MSc INTERNATIONAL BUSINESS

DIPLÔME
VISÉ
CONTRÔLÉ
PAR L'ÉTAT

DESSMO

You will be cultivating a global mindset within a truly multicultural environment in a programme that revolves around a rigorous and relevant curriculum, constantly adapting to changing business trends worldwide.

Active learning and meaningful experiences will further develop your world-class business capacities enabling you to perform in intertwined world economies using a multinational leadership perspective.

The world will get smaller as you obtain an extensive range of skills and attributes that lead to inclusion, internationalisation strategies along with ecological transition and innovative problem solving.



BY CHOOSING THIS SPECIALISATION YOU WILL:

- Gain first-class levels of knowledge, tools and skills that make you highly attractive to potential international employers operating in multinational arenas
- Understand the global context of business
- Expand your global network
- Unlock mind-shaping teamwork outside of your cultural comfort zone
- Develop your cultural capital to drive your international career



SPECIALISATION COURSES

- International communication marketing strategy
- Innovation management: Start-Me-UP
- International entrepreneurship
- International supply chain management
- International project management
- Decoding culture in International business



PROFESSIONAL CERTIFICATES:

Courses taught in this specialisation will prepare students for the :

- Microsoft Power BI
- CCC (Cross-Cultural Competences) by Gapsmoov

Microsoft

GAPSMOOV
diversity culture



CAREER OPPORTUNITIES

- International Business Development Manager
- International Business Analyst
- International Project Manager
- International Operations & Supply Chain Manager
- International Entrepreneur
- International Management Consultant
- International Sales Manager
- International Venture Manager
- Intercultural Trainer and/or Manager
- Global Marketing Manager



RECRUITING COMPANIES

- Groupe Mars (Royal Canin) ■ Asics ■ Amadeus
- Crédit Lyonnais ■ Renault BeLux ■ Daimler AG
- Puma ■ L'Oréal ■ McKinsey ■ BMW ■ Sanofi



Mary
Nigeria

« The diverse and dynamic learning environment, with students from different backgrounds and cultures, made every discussion enriching and broadened my understanding of international markets. The professors were dedicated and truly invested in our growth, always ready to impart knowledge.

Studying at MBS was an incredible journey, both professionally and personally, and I would highly recommend the International Business programme any day, anytime. »



Beverly
Leligois

HEAD OF THE PROGRAMME

Beverly Leligois is an Associate Professor in the People and Organizations Department. She is a certified intercultural coach her teaching fields are: Interculturality, DIEB (Diversity, Inclusion, Equity & Belonging) along with Innovation management.

With over 20 years of professional experience in her own company, she uses a game-based teaching approach that encourages students to step outside their comfort zone and build a better version of themselves

MSc STRATEGY, CONSULTING & MANAGEMENT OF DIGITAL TRANSFORMATION

DIPLÔME
VISÉ
CONTRÔLÉ
PAR L'ÉTAT

DESSMO

With a strong focus on rigorous methods and innovative solutions, the MSc in Strategy, Consulting, and Management of Digital Transformation equips students with the tools and frameworks to drive performance in organizations. You will learn how to design and implement new solutions to improve operational efficiency, customer experience, and manage strategic change in an increasingly complex competitive environment. With company visits, guest speakers, and a strategy capstone, you will be exposed to the latest cutting-edge knowledge and new ways of thinking strategically.



BY CHOOSING THIS SPECIALISATION YOU WILL:

- Develop expertise in corporate strategy
- Learn cutting-edge consulting methodologies
- Drive strategic change in organisations
- Manage and lead the digital transformation of organisations
- Learn advanced organisational analysis methodologies to improve performance and strategic alignment
- Anticipate global risks & manage strategic disruptions



SPECIALISATION COURSES

- Advanced topics in strategy consulting and digital transformation management
- Advanced topics in global strategy
- Organizational analysis & development for management consulting
- Research methods for consulting : problem-solving and case-cracking
- Strategy capstone: Stratme'up
- Digital transformation & strategy
- Big data & analytics
- Python & SQL
- Ethics of technology



PROFESSIONAL CERTIFICATES:

Courses taught in this specialisation will prepare students for the :

- Microsoft Azure AI fundamentals
- Microsoft Power Platform
- Microsoft Power BI



CAREER OPPORTUNITIES

- Corporate strategy
- Strategy consulting
- Management consulting
- Digital transformation consulting
- Digital transformation management in organizations
- Data analyst



RECRUITING COMPANIES

- Deloitte ■ KPMG ■ Accenture
- Marsh McLennan ■ Alstom ■ Huawei
- Rakuten ■ Amazon ■ L'Oréal ■ LVMH
- Richemont ■ BNP Paribas ■ Groupe Mars



Jessica
Lebanon

« Enrolling in the MSc Strategy, Consulting, and Management of Digital Transformation was a transformative experience. The diverse, multicultural student body and knowledgeable professors created a vibrant learning environment, enriching my educational journey with global perspectives. The courses were comprehensive and cutting-edge, and the collaborative group projects fostered strong connections and teamwork. The practical experience gained through projects and simulations, allowed me to confidently approach real-world challenges. Thanks to this programme, I landed a consulting position where I am helping businesses leverage technology to achieve new levels of success »



Dr. Donoxti
Baylon, PhD

HEAD OF THE PROGRAMME

Dr. Donoxti BAYLON specialises in the digital transformation of work in organisations, ethics of technology and how organisations manage strategic change and disruption. He teaches the following courses in the program: advanced topics in strategy consulting and digital transformation management, advanced topics in global strategy, and ethics of technology.

He has worked in several top business schools in France and abroad before joining MBS. He is a Sciences Po Paris and ESSEC Business School graduate, and has been a visiting fellow at the London School of Economics.

MSc PRODUCER & ENTERTAINMENT MANAGER

A SPRINGBOARD FOR CAREERS IN PRODUCTION MANAGEMENT

Developed by MBS and ESMA, this unique programme trains future producers and managers for the creative industries. Combining management and entertainment expertise, it prepares you to lead teams, drive innovation, and use digital tools responsibly in a fast-changing sector. By graduation, you'll have a highly sought-after profile for recruiters in digital entertainment.

The MSc is offered only as a 2-year programme for the 2026/2027 academic year. It is open to students who hold a 3-year university degree (or the equivalent of 180 ECTS) and have achieved a minimum TOEIC score of 750/990.



DESSMO

YEAR 1

DURATION: 12 MONTHS / FORMAT: FULL TIME / LANGUAGE: 100% ENGLISH / FACE-TO-FACE INSTRUCTION

SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG
COURSES AND PRODUCTION MANAGEMENT											
SPECIALIZED COURSES: ENTERTAINMENT INDUSTRIES											
WORKSHOPS AND MASTERCLASS: THE ROLE OF PRODUCER											
PROFESSIONAL EXPERIENCE (OPTIONAL)											

IN THE FIRST YEAR, YOU WILL ACQUIRE:

- The **fundamentals** of strategy in Management, Human Resources, Marketing, Supply Chain and Project Management.
- An in-depth **understanding of the challenges of production processes** in the Entertainment industries.

YOU WILL LEARN METHODOLOGIES AND DEVELOP CASE STUDIES TO:

- Evaluate the **potential of a production project**.
- Establish **financing strategies**.
- Negotiate in **multicultural contexts**.
- **Supervise production quality** in 3D animation and visual effects, video games, and filmmaking of production processes in the Entertainment industries.

CAREER OPPORTUNITIES

- **Studios making animated films** for cinema or television: feature films, short films and TV series.
- **Post-production companies** tasked with creating special effects for films, animated advertising, or TV station packages.
- **Video game studios** producing trailers and cutscenes.
- **Digital image creation studios** for industrial, architectural, scientific and medical purposes.

YEAR 2

DURATION: 12 MONTHS / FORMAT: FULL TIME / LANGUAGE: 100% ENGLISH / FACE-TO-FACE INSTRUCTION

SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG
COURSES AND PRODUCTION MANAGEMENT											
SPECIALIZED COURSES AND IMMERSION IN A PRACTICAL CASE											
WORKSHOPS AND MASTERCLASS											
MASTER THESIS											
PROFESSIONAL EXPERIENCE											

DURING THE SECOND YEAR:

- You will deepen your **management skills**, learning how to **tackle complex projects**. You'll get a fuller understanding of international distribution strategy, legal and contractual obligations, prospecting, and how to develop innovative projects.
- The highlight of this second year is the application of your knowledge in a real production project supervised within the school. You will join a **project team as a producer in your chosen specialty** (3D animation and visual effects, video games, or film production).
- Under the supervision of experienced professionals, **you will be entrusted with multiple responsibilities**.

WHAT QUALIFICATIONS WILL I GET?

- **MSc Producer & Entertainment Manager degree** from MBS and ESMA.
- **DESSMO**, a postgraduate diploma in Organizational Management accredited by the French state.
- **120 ECTS credits** (2-year programme), which you can use to prove your academic qualifications and enable further study and work worldwide.



Dr Sebastiano Delre

HEAD OF THE PROGRAMME

Dr. Sebastiano A. Delre is an Associate Professor Marketing at MBS since September 2022. His research interests revolve around marketing phenomena such as digital marketing, social influence, network science, innovation diffusion, new product introduction, social media and advertising. He is very much interested in new types of social influences that affect how consumers adopt, purchase and consume goods and services. He is a driven researcher who always strives for innovative ideas, original investigation, relevant implications, and rigorous method. His passion in research is driven by a real and genuine interest in how people make decisions and how they affect each other. His teaching is focused on digital marketing, big data and data analytics, as well as leadership, critical thinking and epistemology.

EXPLORE THE WORLD WITH OUR FIELD STUDY TRIPS

Field study trips are an essential and enriching part of our MSc programmes. More than just classroom learning, they offer you a unique opportunity to immerse yourself in the real-world dynamics of your chosen industry while building meaningful connections with leading professionals.

A GLIMPSE INTO OUR PAST FIELD STUDY EXPERIENCES:

MSc Big Data & Artificial Intelligence for Business

A visit to **Dell Technologies**, where students took part in expert-led sessions on Big Data (with Jean-Marc Dompieri), Artificial Intelligence (with Oana Cociorva), and innovation support through Dell for Startups (with Nicolas Fadat)

MSc Luxury Marketing in a Sustainable World

A two-day immersion at the **Dufour Yachts Headquarters** in La Rochelle to explore the marketing of electric yachts in the luxury market —where cutting-edge sustainability meets premium brand strategy

MSc Global Finance

A three-day field trip to **Luxembourg**, including in-depth sessions with key European institutions: **the European Investment Bank**, **the European Investment Fund**, **the European Court of Auditors**, and the microfinance leader **Microlux**

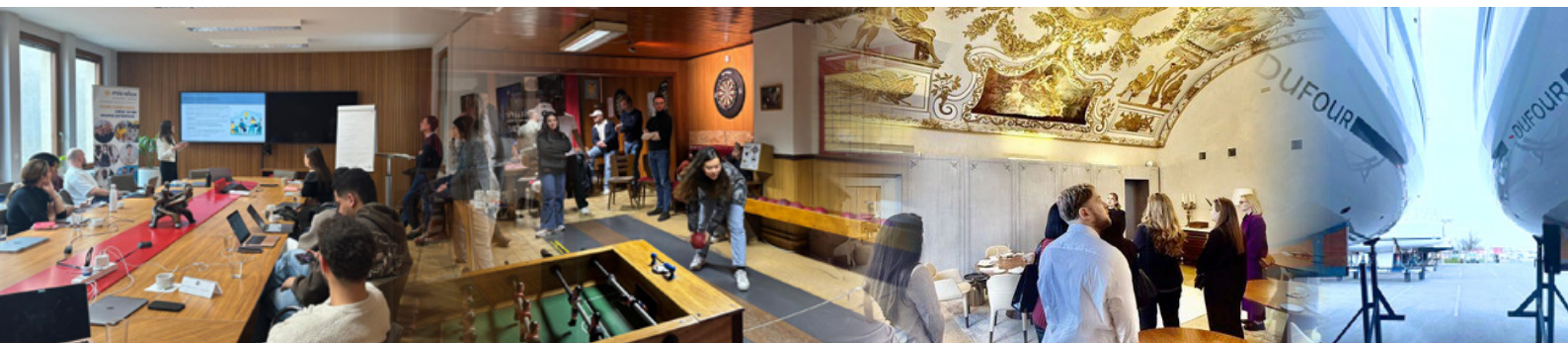
MSc Project Management

Visits to a dynamic range of start-ups, major corporations (inc. **Crédit Agricole** and **GGL**) and sustainability innovators - hosted at **Montpellier's Business & Innovation Centre** - working across industries such as sports, manufacturing, education, consulting, and smart cities

MSc International Business

A week-long immersion in **Europe's largest tech hub, Sophia Antipolis**, where students collaborate directly with start-ups from the Business Pole incubator, pitch innovation solutions, and compete in an Innovation Hackathon—plus a creative teambuilding workshop at Galimard Perfume Company and a discovery tour of Nice

THESE IMMERSIVE FIELD TRIPS ARE NOT JUST A HIGHLIGHT OF YOUR MSc JOURNEY
THEY ARE A LAUNCHPAD FOR INSPIRATION, PRACTICAL LEARNING, AND LONG-LASTING IMPACT.



Femi
India



« I was amazed by how quickly we were immersed in real-world experiences. Just a couple of months in, I found myself working in a Business Pole alongside a startup in Sophia Antipolis on a one-week project—an intense, hands-on opportunity that turned out to be a game-changer. The collaboration went so well that I was offered a summer internship with the same company! »



WANT TO LEARN MORE? JOIN OUR EVENTS!

Throughout the year, we invite you to take part in a range of events designed to help you discover our MSc programmes and prepare for your application:

- Interactive Webinars ■ Open Days on Campus
- International Admissions Info Sessions
- Free Training Sessions for the International Admissions Exam



ADMISSION PROCESS IN 3 STEPS

1

CHECK THAT YOU MATCH ENTRY REQUIREMENTS

The MSc programmes are open to students with three or four years of studies after high school. Students will have to provide an English test (i.e. TOEIC : at least 750/990 for the 2-year track | 790/990 for the 1-year track). More information on our website.

- Students who hold a **3-year degree** (Bachelor's degree or an equivalent of 180 ECTS credits) will join the 2-year MSc.
- Students who hold of a **4-year degree** (or an equivalent of 240 ECTS credits) will join the 1-year MSc.

2

COMPLETE THE ONLINE APPLICATION...

- <https://www.mbs-education.com/international/en/>



... AND UPLOAD THE FOLLOWING DOCUMENTS & TEST RESULTS :

- CV and cover letter
- Copy of the latest higher education diploma and academic transcripts of the last 3 years of studies
- Copy of your ID (e.g. passport)
- Photo (jpeg)

3

SELECTED CANDIDATES WILL BE SCHEDULED FOR AN ADMISSION INTERVIEW (VIA VIDEO CALL) & AN ENGLISH TEST (IF NOT PROVIDED WITH THE APPLICATION)

TUITION FEES

- **1-year MSc:** € 17,200
- **2-year MSc:** € 27,200

IMPORTANT NOTE:

After being accepted into the MSc programme, students must pay a €3000 deposit (which counts toward the total tuition) to reserve their place.

- **Payment by installments available**
- **MBS is offering scholarships up to 2000€**
depending on availability and based on admission results



MORE INFORMATION ON FUNDING AND SCHOLARSHIPS ON OUR WEBSITE
<https://bit.ly/financial-aids>

INTERNATIONAL STUDENTS SUPPORT

AT MBS WE ARE COMMITTED TO HELP AND SUPPORT INTERNATIONAL STUDENTS WHO JOIN THE SCHOOL.



- **Accommodation support**
(a precondition to obtain a visa)
- **Support to apply for a French visa**
- **Airport and train station transfers organised**
- **Help with administrative procedures**
(opening a bank account, telephone contract, insurance, French social security enrolment, etc.)

STAY-BACK OPTION :

- After graduation, international students may apply for a 12-month residence permit that allows them to look for work or start their own company in France
- All MBS MSc programmes are recognised by the French Ministry of Higher Education and the Ministry of Labour.

Non contractual document. Last update: September 2025
This document was created for information purposes. Trends, prices and conditions may be subject to change.
The teaching method requires a minimum number of students per group, specialisations subject to conditions.

photo: Unsplash.com - Photos: © Gilles Lefrançois / iStockphoto - Imprimé sur papier recyclé

MBS
Campus Montpellier
2300 avenue des Moulins
34185 Montpellier Cedex 4 - FRANCE

MBS
Campus Paris
57, Bd Saint-Germain
75005 PARIS - FRANCE

international.admissions@mbs-education.com
mbs-education.com/international

