



tbs

Toulouse
Business School

MSc. PROGRAMS
Master of Science
Toulouse - Barcelona - Paris

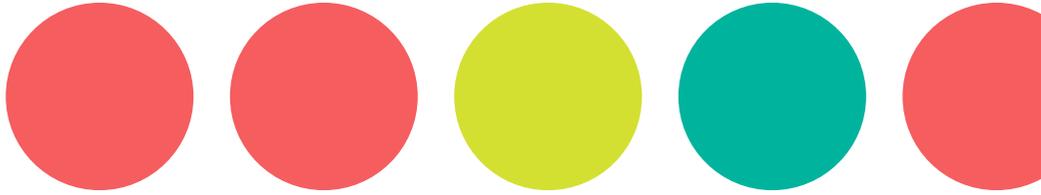
2016 - 2017

3 INTERNATIONAL ACCREDITATIONS



ASSOCIATION
OF
AMBA
ACCREDITED

**Think
& Create**



Founded in 1903, Toulouse Business School is today counted amongst the most prestigious schools in France and abroad. Its mission is to train tomorrow's managers and leaders, regardless of their background. Its strategy is focused on the value provided to students and businesses, based on strong partnerships with institutions and internationally renowned companies.

With its high reputation, its commitment, and embodying its values of diversity, TBS welcomes students from around the world. Within its 3 campuses, students will find all the ingredients conducive to the development and success of their studies – a unique setting in a privileged economic and academic environment at the heart of three major international cities: Paris, Toulouse and Barcelona; a rich multicultural environment;

“CHOOSING TBS MEANS CHOOSING A GLOBALLY RECOGNIZED SCHOOL THAT MEETS YOUR AMBITIONS.”

a portfolio of MSc training programs in the areas of Marketing, Finance, Supply Chain Management and Data Analytics, delivered entirely in English; a research center guaranteeing quality education at the forefront of international research; globally recognized diplomas thanks to our three international accreditations: EQUIS, AMBA and AACSB, further guaranteeing our academic training excellence.

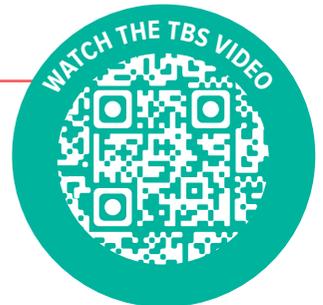
Rest assured that TBS strives to meet your needs and to accompany you in the success of your career development.

Welcome to TBS!

François Bonvalet
Dean, Toulouse Business School



TBS IN FIGURES



4,300 students
of which 23% are international

30,000 TBS alumni worldwide,
of which 64% work in an international environment

Over **160 partner universities** worldwide

More than **20 international double degree agreements**

250 partnerships in business Airbus, Astrium, CNES, Thales, Société Générale, KPMG, BNP, Deloitte, Air France, Halifax Consulting, Nestle, Unilever, etc.



TBS CAMPUSES AND SITES

AN EXPANDING PRESENCE IN THE HEART OF EUROPE & NORTH AFRICA

TOULOUSE CAMPUS

- 4th largest French city
- 2nd most dynamic French city (Les Echos 2014)
- Favourite French city for student life (L'Etudiant 2015)
- 3rd largest university city in France with 130,000 students
- 3rd best French city for entrepreneurship
- Europe's leading aerospace hub, hosting global companies such as Airbus, CNES, Thales etc.

BARCELONA CAMPUS

- 2nd largest student city in Spain with more than 215,000 students
- 6th best city to study in Europe (QS ranking "Top 10 Student Cities in Europe 2015")
- 10th most affordable student city in Europe (QS ranking 2015)
- 8th most attractive city in Europe (Ernst&Young European Attractiveness Survey 2015)
- Top 10 investment attractive cities worldwide (KPMG Global Cities Investment Monitor 2015)
- "iCapital": European Capital of Innovation Award 2015

CASABLANCA CAMPUS

- Economic capital of Morocco
- Largest student population in Morocco with more than 80,000 students
- Casablanca Finance City: 2nd most influential financial hub in Africa
- 2nd African city for growth potential





LONDON SITE

- 1st most influential economic capital in the world (Forbes 2014)
- World's leading financial centre for international business
- 3rd most popular tourist destination in the world
- More than 500 international companies and 250 international banks listed (TheCityUK, 2014)
- The world's oldest stock exchange (300 years)
- The most entrepreneurial city in the United Kingdom

PARIS SITE

- French capital
- 3rd most influential economic capital in the world (Forbes 2014)
- Favourite student city in the world for the last 4 years (QS Best Student Cities Rankings 2016)
- More than 300,000 international students in higher education
- Top 5 most attractive cities in the world (Le Figaro 2014)
- Favourite city in the world for lifestyle quality
- World leader in tourism and luxury fashion





WHY CHOOSE TBS?



TOP-RANKED IN FRANCE AND WORLDWIDE

Consistently in the TOP 10 of French and international rankings; ranked in the Top 50 European business schools (Financial Times, 2015)



3 TOP INTERNATIONAL ACCREDITATIONS

TBS is part of the prestigious 1% of business schools worldwide holding the 'triple crown' of international accreditations: EQUIS, AMBA and AACSB, assuring the quality of our programs.



CAREER SUPPORT AND PROFESSIONAL NETWORKING

More than 1,200 professional advisers offer guidance to our students and work closely with our Career Starter service providing professional support and enabling TBS to provide dynamic teaching and preparation for a fast-changing business world – overall assurance of our graduates' employability.



STUDY WITH LEADING FACULTY

Our faculty are dedicated teachers with high level expertise, and 33% of the teaching staff is made up of distinguished international professors. More than 90 professors – experts in their fields – produce more than 200 publications annually in top journals of reference and work on at least 40 current research projects.



BOOST YOUR CAREER

More than 90 % of TBS MSc graduates find employment within 4 months of graduation.



GLOBAL ALUMNI COMMUNITY

Toulouse Business School's Alumni Association comprises a community of nearly 30,000 graduates and students worldwide. Through a variety of events, TBS Alumni helps its members keep connected to TBS and to fellow alumni, encouraging networking and support.



INTERNATIONAL STUDENT SERVICES

TBS's International Student Services provides assistance to international students, from the preparation of their arrival through to the end of their studies, including assistance with accommodation, visa requirements, banking and much more.



PARTNER UNIVERSITIES

Thanks to its worldwide reputation, TBS has a strong and diverse network with many of the top ranking universities in the world – all academic areas benefit from our partnerships.



CHOICE OF CAMPUSES

Our programs are available at three international campuses in Toulouse, Barcelona, and Casablanca as well as our new sites in Paris and London. MSc programs are available in Toulouse, Barcelona and Paris.



DETERMINE THE BEST FIT PROGRAM FOR YOU

	TOULOUSE	BARCELONA	PARIS
MARKETING	<ul style="list-style-type: none">• MSc Marketing, Management & Communication <i>p.4</i>• MSc Sports, Marketing & Management <i>p.8</i>• MSc Hospitality & Tourism, Marketing Management <i>p.10</i>• MSc Digital Intelligence & Marketing Analytics (DIMA) <i>p.12</i>	<ul style="list-style-type: none">• MSc Marketing Management <i>p.6</i>	<ul style="list-style-type: none">• MSc Marketing, Management & Communication <i>p.4</i>
FINANCE	<ul style="list-style-type: none">• MSc Banking & International Finance <i>p.16</i>	<ul style="list-style-type: none">• MSc Finance <i>p.18</i>	
SUPPLY CHAIN	<ul style="list-style-type: none">• MSc Supply Chain And Lean managEmEnt (SCALE) <i>p.22</i>		



An abstract graphic consisting of several overlapping circles in shades of orange and yellow, positioned on the left side of the page. The circles are semi-transparent, creating a layered effect. The largest circle is a dark orange, with a medium orange circle overlapping it, and a light yellow circle overlapping that. A thin white horizontal line is positioned below the word 'MARKETING' in the center of the page.

MARKETING

MARKETING



MSc

MARKETING, MANAGEMENT & COMMUNICATION



PROGRAM COORDINATOR
Stéphane Bernard
Professor of Marketing

REQUIREMENTS

- 4 year Bachelor's degree or higher (240 ECTS)
- 3 year Bachelor's degree (180 ECTS with very good academic profile)
- IELTS 6.5 or equivalent

ECTS CREDITS

90

CAMPUS

Toulouse or Paris

STUDY MODE

Full-time

DURATION

15 months

CLASS TIME

Monday to Thursday.
Timetables may vary from 9am to 7pm.

PROGRAM START

October

LANGUAGE

English

PARTICIPANTS

Recent graduates and young professionals, typically with up to 2 years' professional experience. Applications welcome from French and international students.

APPLICATION DEADLINE

From November to June for non-EU applicants, from November to July for EU applicants.

DEGREE

Master of Science Marketing, Management & Communication, TBS (Toulouse Business School).



PROGRAM OVERVIEW

The **MSc in Marketing Management & Communication** offers a high quality training for international graduates who want to focus their professional careers and become managers in the field of Marketing and/or Communication.

Participants in the MSc program will acquire the most up to date skills in these areas, together with a comprehensive understanding of new business models, social responsibility, cross cultural approaches, project management and a transverse digital approach.

→ OBJECTIVES

- To train students who will be efficient professionals in the fields of marketing, management & communication, with a strong focus on employment.
- To be able to link the latest advances in management research to operational approaches in the students' chosen fields.
- To enable the students to develop a personalized and sound career project.

→ WHY STUDY THIS PROGRAM?

- Highly skilled professors who are both academic researchers and active professionals in the marketing field.
- A multidisciplinary approach with a broad focus on management areas in order to offer professional and soft skills and strong employability.
- This program is part of the SM2 Cluster, a set of programs in Strategic Marketing Management within TBS, promoting quality of content, innovative learning through SM2labs, cross cultural interaction, change management.
- Strong personalization: student centered learning with a high level of personalization through projects, case studies, individual career coaching and 2 choices of electives.
- The Career Starter service provides coaching, training and direct contact with companies to boost our students' employability.
- TBS holds the triple AACSB, EQUIS & AMBA accreditations that recognize program quality and international achievement.



CONTENTS

9-month full-time program followed by a 4 to 6-month internship, for a total of 15 months. Students may choose to replace the internship with a research dissertation. The program is made up of 4 teaching units to cover the fundamentals of marketing, marketing communications

and management, followed by a full-blown specialization and a choice of electives. The syllabus with detailed course contents (ECTS credits, and learning outcomes) will be provided at the beginning of the academic year.

1 ST SEMESTER October - February		2 ND SEMESTER March - June	3 RD SEMESTER July - December
<p>Common Marketing, Management & Communication Change management New business models Digital marketing & communication Relationship marketing New data intelligence approaches Social responsibility Crosscultural management Project management and leadership Soft Skills etc.</p>			<p>Internship or dissertation 4 to 6 months, in a company in France or abroad, and validated through a professional thesis. Students can also choose to write up a dissertation without an internship.</p>
<p>Paris</p> <p>International Development track</p>	<p>Toulouse</p> <p>Strategic Marketing Management track</p>	<p>2 electives Customization of the program depending on the student's domains of professional interest or needs. 2 compulsory, 1 optional. Examples of electives: Operational product management Aerospace industry Business marketing CRM & social CRM Applications of cross cultural marketing Web design etc.</p>	
<p>or</p> <p>Luxury Industries track</p>	<p>or</p> <p>Social Web Management track</p>		



EMPLOYMENT OPPORTUNITIES

- Product Manager (strategic/operational)
- Marketing / Communication Manager
- Marketing Analyst
- Market Research Analyst
- Market Research Manager
- Brand Manager
- Marketing Manager
- Community Manager
- Web Strategy Manager
- Category Manager
- Internal / External Communication Manager, etc.



OUR STUDENTS' EXPERIENCE



Maria, MSc Marketing & Communication student (Colombia)

"Coming to TBS has been a very constructive and positive process in my life, not only professionally but personally. The M2C program combines everything I wanted to specialize in my career. It focuses not only in marketing, but also in

communications, which, I think, gives more skills to the future alumni. It differentiates us from other marketers in the field, and gives us a complete comprehension of the industry. The professors train you to help you deploy your skills, give advice to explore your potential and provide guidance to develop you professional plans."

More info on the MSc Marketing Management & Communication



MSc

MARKETING MANAGEMENT

IN PARTNERSHIP WITH



PROGRAM COORDINATOR

Lourdes Pérez
Professor of Marketing

REQUIREMENTS

- Bachelor degree or higher (180 ECTS)
- IELTS 6.0 or equivalent
- Under 29 years old

ECTS CREDITS

90

CAMPUS

Barcelona

STUDY MODE

Full-time

DURATION

18 months

CLASS TIME

Monday to Friday.
Timetables may vary from 9am to 7pm.

PROGRAM START

January

LANGUAGE

English

PARTICIPANTS

Recent graduates and young professionals, typically with up to 2 years' professional experience. Applications welcome from international students.

APPLICATION DEADLINE

From March to October for non-EU applicants, from March to November for EU applicants.

DEGREE

- Master of Science in Marketing Management awarded by Toulouse Business School (TBS)
- Master of Science in Marketing awarded by the Polytechnic University of Catalonia (UPC).



PROGRAM OVERVIEW

Internationally oriented, the **Master of Science (MSc) in Marketing Management** is designed for recent graduates or young professionals who wish to deepen their technical knowledge whilst being at the cutting edge of marketing trends. Our program enforces our students' preparation for managerial marketing positions thanks to personalized follow-up from our Career Starter service.

This MSc is **tailor-made** to suit participants due to its multiple paths and specializations. Classes are completed by a 6-month internship in leading national and international companies. In addition, this training benefits from the advice of a committee of high-level professionals who verify the pedagogical quality.



OBJECTIVES

- To prepare participants for a professional career in marketing: consumer products, business to business or international business.
- To provide the advanced knowledge and skills required to implement, manage and evaluate marketing strategies.
- To develop participants' analytical, teamwork and decision-making skills as well as to procure specific marketing tools and methods.
- To offer an overall awareness of global business and cross-cultural management.



WHY STUDY THIS PROGRAM?

- Students can **tailor** the program's curriculum choosing their preferred specialisation tracks: Business to Business (BtoB), Business to Customer (BtoC) or International Business.
- The program's internship can be undertaken abroad in leading companies.
- Students will be awarded two MSc degrees: Toulouse Business School (TBS) and Polytechnic University of Catalonia (UPC).
- Contents are updated annually by our Assessment Committee, which is comprised of high-level professionals from leading companies.
- Barcelona, the 4th global capital in business perspectives, is increasingly known as a marketing and fashion hub, hosting some of the world's major fashion brands.
- The Career Starter service provides personalised coaching, training and direct contact with leading companies to boost our students' employability.



→ CONTENTS

A full-time 18-month program taught in English. Focused on understanding the complexity of business and general management, the contents of this MSc offer an introduction to theories, models and approaches of marketing, paralleled with practical and professional

examples. Students can tailor their master to focus on Business to Business Management or Business to Consumer Management or International Business. Additionally, an optional track in Fashion and Luxury is available.

1 ST SEMESTER January - June	2 ND SEMESTER September - December	3 RD SEMESTER January - June		
Management Foundations Business Plan International Business Strategy	Strategy Intensive Course	Curricular Internship 6-month, full-time placement		
Marketing Core Courses Customers and Markets Marketing Strategy Customer Relationships	Choose 1 track			
	<table border="0"> <tr> <td> International Business Market Knowledge International Strategy Professional Project, etc. </td> <td> B to B Management B to B Management B to B Marketing Business Development, etc. </td> <td> B to C Management Mix Product Management Distribution and Channels Sales and Negotiation, etc. </td> </tr> </table>		International Business Market Knowledge International Strategy Professional Project, etc.	B to B Management B to B Management B to B Marketing Business Development, etc.
International Business Market Knowledge International Strategy Professional Project, etc.	B to B Management B to B Management B to B Marketing Business Development, etc.		B to C Management Mix Product Management Distribution and Channels Sales and Negotiation, etc.	
General Marketing Path or Luxury and Fashion Path	Marketing Consulting Project (SESAME)			
Business Game				

→ EMPLOYMENT OPPORTUNITIES

- Product Manager (strategic/operational)
- Marketing Manager
- Marketing Analyst
- Market Research Analyst
- Market Research Manager
- Brand Manager
- Community Manager
- Web Strategy Manager
- Digital Marketing Manager
- Category Manager

→ OUR STUDENTS' EXPERIENCE



Nahuel, MSc Marketing student (Argentina)
 "I studied the Bachelor in Management at TBS Barcelona and I know what I want. That's why this Master adjusts to my expectations:

international professors, professionals and a high formative level. I also like the multicultural ambiance of the school, the possibility of doing a meaningful 6-month internship and the fact that both the staff and teachers are always available if you need them."

More info on the MSc Marketing Management





MSc

SPORTS MARKETING & MANAGEMENT



PROGRAM COORDINATOR
Stéphane Bernard
Professor of Marketing

REQUIREMENTS

- 4 year Bachelor's degree or higher (240 ECTS)
- 3 year Bachelor's degree (180 ECTS with very good academic profile)
- IELTS 6.5 or equivalent

ECTS CREDITS

90

CAMPUS

Toulouse

STUDY MODE

Full-time

DURATION

15 months

CLASS TIME

Monday to Thursday.

Timetables may vary from 9am to 7pm.

PROGRAM START

October

LANGUAGE

English

PARTICIPANTS

Recent graduates and young professionals, typically with up to 2 years' professional experience. Applications welcome from French and international students.

APPLICATION DEADLINE

From November to June for non-EU applicants, from November to July for EU applicants.

DEGREE

Master of Science (MSc), Sports Marketing & Management TBS (Toulouse Business School).



PROGRAM OVERVIEW

The **MSc Sports Marketing & Management** offers a high quality training for international graduates who want to focus their professional careers and become marketing managers in the sports industry.

Through a multidisciplinary approach, participants in the MSc program will acquire key skills in marketing, management and communication, sports events, sports marketing and sponsorship, business models and business strategy in sports, while studying in the heart of Toulouse, a sports focused city in France.

→ OBJECTIVES

- To train students who will be efficient marketing, management & communication professionals in the sports industry, with a strong focus on employment.
- To meet professional experts within the sports industry and to start building a significant network in the sports business.
- To enable the students to develop a personalized and sound career project.

→ WHY STUDY THIS PROGRAM?

- Highly skilled professors who are both academic researchers and active professionals in the marketing field.
- Professional experts in the sports industry : club managers, communications managers in sports industry, sports lawyers, sports event organizers.
- A multidisciplinary approach with a broad focus on management areas in order to offer professional and soft skills and strong employability.
- This program is part of the SM2 Cluster, a set of programs in Strategic Marketing Management within TBS, promoting quality of content, innovative learning through SM2labs, cross cultural interaction, change management.
- Strong personalization: student centered learning with a high level of personalization through projects, case studies, individual career coaching and 2 choices of electives.
- The Career Starter service provides coaching, training and direct contact with companies to boost our students' employability.
- TBS holds the triple AACSB, EQUIS & AMBA accreditations that recognize program quality and international achievement.



→ CONTENTS

9-month full-time program followed by a 4 to 6-month internship, for a total of 15 months. Students may choose to replace the internship with a research dissertation. The program is made up of 4 teaching units to cover the fundamentals of marketing, marketing communications

and management, followed by a full-blown specialization and a choice of electives. The syllabus with detailed course contents (ECTS credits, and learning outcomes) will be provided at the beginning of the academic year.

1 ST SEMESTER October - February	2 ND SEMESTER March - June	3 RD SEMESTER July - December
<p>Common Marketing, Management & Communication New business models Digital marketing & communication Relationship marketing New data intelligence approaches Social responsibility Cross cultural management Project management and leadership etc.</p>		<p>Internship or dissertation 4 to 6 months, in a company in France or abroad, and validated through a professional thesis. Students can also choose to write up a dissertation without an internship.</p>
<p>Sports Industry track Academic and professional contents in sports management Sports marketing Sports events Sports communication Professional sports business models Sports industry etc.</p>		
<p>2 electives Customization of the program depending on the student's domains of professional interest or needs. Examples of electives : International sports development Sports tourism Sports & innovation Product & brand management CRM & social CRM Cross cultural marketing Web design etc.</p>		

→ EMPLOYMENT OPPORTUNITIES

Sports Equipment Manufacturers

- Marketing Manager
- Project Manager
- Marketing/Communication Manager
- Product/Brand Manager
- Media Relations Manager

Sports federations

- Marketing/Communication Manager
- Events Manager
- Media Relations Manager

Sports clubs or teams

- Marketing Manager
- Marketing/Communication Manager
- Events Manager
- Project Manager

→ OUR STUDENTS' EXPERIENCE

Cédric Garcia, MSc Sports Marketing & Management graduate (France)

"Having trained as an engineer, I decided to take my career in a new direction and live my passion for sport. I chose this MS because of the diverse range and quality of the professional experts from all sports-related professions: event management, marketing, communication, equipment manufacturers, and professional clubs, involved in the program. I was taught by experts such as Jeff Soucasse (Managing Director of TFC),

Hugh Henry (Former Managing Director of TFC), and Hervé Mathou (Host of the TV Programme Canal Football Club). I am now the Administrative Director of the Toulouse Olympique Rugby XIII, and I've been charged with increasing the club's revenue through sponsoring, match day takings and merchandising, and optimizing expenditure in areas such as the negotiation of the players' contracts, marketing, operating costs, etc. This degree has allowed me to choose a new career path and build my professional network."

More info on the MSc Sports Marketing & Management





MSc

HOSPITALITY & TOURISM MARKETING & MANAGEMENT



**PROGRAM
COORDINATOR**
Stéphane Bernard
Professor of Marketing

REQUIREMENTS

- 4 year Bachelor's degree or higher (240 ECTS)
- 3 year Bachelor's degree (180 ECTS with very good academic profile)
- IELTS 6.5 or equivalent

ECTS CREDITS

90

CAMPUS

Toulouse

STUDY MODE

Full-time

DURATION

15 months

CLASS TIME

Monday to Thursday.

Timetables may vary from 9am to 7pm.

PROGRAM START

October

LANGUAGE

English

PARTICIPANTS

Recent graduates and young professionals, typically with up to 2 years' professional experience. Applications welcome from French and international students.

APPLICATION DEADLINE

From November to June for non-EU applicants, from November to July for EU applicants.

DEGREE

Master of Science (MSc), Tourism and Hospitality Marketing & Management, TBS (Toulouse Business School).



PROGRAM OVERVIEW

The **MSc Tourism and Hospitality Marketing & Management** offers a high quality training for international graduates who want to focus their professional careers and become managers in the tourism and hospitality industry.

Through a multidisciplinary approach, participants in the MSc program will acquire key skills in tourism and hospitality marketing, management and communication, together with a comprehensive knowledge of the new technologies applied to the tourism and hospitality business models and strategy.

→ OBJECTIVES

- To train students who will be efficient professionals in the fields of marketing, management & communication of tourism and hospitality industry, with a strong focus on employment.
- To meet professional experts within the tourism and hospitality industry and to start building a significant network in the tourism and hospitality business.
- To enable the students to develop a personalized and sound career project.

→ WHY STUDY THIS PROGRAM?

- High skilled professors who are both academic researchers and active professionals in the marketing field.
- A multidisciplinary approach with a broad focus on management areas in order to offer professional and soft skills and a strong employability.
- This program is part of the SM2 Cluster, a set of programs in Strategic Marketing Management within TBS, promoting quality of content, innovative learning through SM2labs, cross cultural interaction, change management.
- Strong personalization: student centered learning with a high level of personalization through projects, case studies, individual career coaching and 2 choices of electives.
- The Career Starter service provides coaching, training and direct contact with companies to boost our students' employability.
- TBS holds the triple AACSB, EQUIS & AMBA accreditations that recognize program quality and international achievement.



CONTENTS

9-month full-time program followed by a 4 to 6-month internship, for a total of 15 months. Students may choose to replace the internship with a research dissertation. The program is made up of 4 teaching units to cover the fundamentals of marketing, marketing communications

and management, followed by a full-blown specialization and a choice of electives. The syllabus with detailed course contents (ECTS credits, and learning outcomes) will be provided at the beginning of the academic year.

1 ST SEMESTER October - February	2 ND SEMESTER March - June	3 RD SEMESTER July - December
<p>Common Marketing, Management & Communication New business models Digital marketing & communication Relationship marketing New data intelligence approaches Social responsibility Cross cultural management Project management and leadership etc.</p>	<p>Tourism and Hospitality Industry track Academic and professional content in tourism and hospitality management including yield management Social responsibility in tourism and hospitality Niche tourism Airlines management Electronic distribution and global distribution systems Hospitality models Multiculturalism Economy of tourism Business travel Digital and web communication Tour Operators etc.</p>	<p>Internship or dissertation 4 to 6 months, in a company in France or abroad, and validated through a professional thesis. Students can also choose to write up a dissertation without an internship.</p>
<p>2 electives Customization of the program depending on the student's domains of professional interest or needs. Examples of electives : Electronic management tools for tourism Blue chip tourism & hospitality players Operational business travel Product & brand management CRM & social CRM Cross-cultural marketing Web design etc.</p>		



EMPLOYMENT OPPORTUNITIES

Hotels and Hotel chains

- Assistant Director
- Yield Revenue Manager
- Marketing and e-marketing Manager
- Communication Managers, etc.

Online or mortar travel agencies & Tour Operators

- Product Manager
- Web Marketing Manager
- Area / Product Manager, etc.

Global tourism industry

- Environmental and Green Labels Management
- Development of Equitable Tourism
- New Business Development
- Events Managers, etc.



OUR STUDENTS' EXPERIENCE



Adrien, MSc Hospitality & Tourism graduate (France)

"I did my end of course internship in the International Sales Office of the Marriot group's Paris (Opéra) office. Once I had graduated, I was hired by the Courtyard Hotel by Marriott (4 Star) at Paris La Défense as a Commercial Representative in the Corporate

and Sports department. I am now in charge of the commercial management of 40 key accounts such as Alcatel, Total, Arkema, Atos, Areva for the hotel and prospecting to new local and international accounts. The program was a springboard for my career, it has not only allowed me to gain a position in the world's largest hotel group but also a network of trusted former classmates."

More info on the MSc Hospitality & Tourism Marketing & Management



MSc

DIMA - DIGITAL INTELLIGENCE & MARKETING ANALYTICS



PROGRAM COORDINATOR

Kevin Carillo

Associate Professor of Information Systems,
Academic coordinator

“Big Data & Marketing (BDMa)” Excellence Program

REQUIREMENTS

- 4 year Bachelor’s degree or higher (240 ECTS)
- 3 year Bachelor’s degree (180 ECTS with very good academic profile)
- IELTS 6.5 or equivalent

ECTS CREDITS

90

CAMPUS

Toulouse

STUDY MODE

Full-time

DURATION

18 months

CLASS TIME

Monday to Friday.

Timetables may vary from 9am to 7pm.

PROGRAM START

January

LANGUAGE

English

PARTICIPANTS

Recent graduates and young professionals, typically with up to 2 years’ professional experience. Applications welcome from French and international students.

APPLICATION DEADLINE

From March to October for non-EU applicants, from March to November for EU applicants.

DEGREE

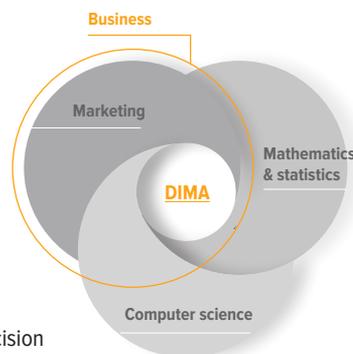
Master of Science (MSc), Digital Intelligence & Marketing Analytics, TBS (Toulouse Business School)

PROGRAM OVERVIEW

The explosive growth in the amount of data created in the world by humans and machines continues to accelerate. This data deluge coupled with a societal awareness of the strategic value of data, has engendered a global business paradigm shift: the advent of the data-driven business era. In this new data-driven business world, marketers need to incorporate data into their decision making processes in order to gain a competitive edge by: interacting with customers in a more personalized and efficient manner, by designing products and services that perfectly match customers’ fast-changing needs and desires, but also by managing marketing and communication campaigns in real-time.

OBJECTIVES

- To provide a solid multidisciplinary training to help its students equip themselves with the necessary skill sets to solve today’s marketing problems and become an essential part of their future companies’ decision making process.
- To meet professional experts (industry leaders, professional associations, and innovative startups) and confront students, from the very beginning of the program, with the real and multi-layered complexity of data-driven marketing and marketing analytics.
- To enable the students to develop a personalized and sound career project.



WHY STUDY THIS PROGRAM?

- Highly skilled professors who are both academic researchers and active professionals in the marketing field.
- High involvement of corporate partners/experts: IBM, SAP, SAS, Inbox, Apicube, Tableau, Capgemini, EKITO, ATOS, Data & Data consulting, Dataiku, Inno³, Synomia, Quantmetry.
- 3 internationally-renowned certifications: (CAP®, EMCDSA, THINK1) delivered by high-standard organizations and associations. These certifications are ranked in the top 5 most recognized big data certifications in the world.
- This program is part of the SM2 Cluster, a set of programs in Strategic Marketing Management within TBS, promoting quality of content, innovative learning through SM2labs, cross cultural interaction, change management.
- Innovative pedagogical approach: iterative problem-based strategy
- The Career Starter service provides coaching, training and direct contact with companies to boost our students’ employability.
- TBS holds the triple AACSB, EQUIS & AMBA accreditations that recognize program quality and international achievement.

→ CONTENTS

1 year full-time program plus a 6-month corporate internship: 18 months. The program is composed of 6 teaching units that include the preparation for 3 professional certificates: INFORMS - Certified Analytics Professional (CAP®); EMC - Proven Professional Data Scientist Associate (EMCDSA); SAP - Design Thinking for Business Innovation (THINK1).



“

THE BIG DATA MARKET WILL ALMOST DOUBLE IN THE COMING FIVE YEARS, FROM NEARLY \$39 BILLION IN 2015 TO MORE THAN \$76 BILLION IN 2020”

Research and markets

1 ST SEMESTER January - June	2 ND SEMESTER September - December	3 RD SEMESTER January - June
<p>Common Marketing Core Courses with Master in Management program & Big Data & Marketing (BDMa) program</p>	<p>New Levers of Digital Marketing</p> <p>Digital marketing and new challenges Past, present, and future of marketing research etc.</p>	<p>Internship or dissertation</p> <p>4 to 6 months, in a company in France or abroad, and validated through a professional thesis. Students can also choose to write up a dissertation without an internship.</p>
<p>Data-driven business and enterprises</p> <p>Introduction to the world of data-driven business Design Thinking Business value of big data and digital transformation Ethical challenges, privacy, and digital rights in the big data era etc.</p>	<p>Managing technological innovation Collaboration, communication and presentation skills in data-driven businesses Business analytics etc.</p>	
<p>Digital intelligence and data-driven marketing</p> <p>Transformation of marketing in the data-driven business era Behavioral analytics & marketing campaign optimization Data science & marketing etc.</p>	<p>Market forecasting and pricing strategies Audience targeting and advertising 360° customer relationship management and loyalty etc.</p>	
<p>Modelling & Analysis techniques and tools</p> <p>Introduction to modelling techniques and tools Unstructured data modelling and analysis etc.</p>	<p>Advanced modelling and machine learning Deep learning Visualization principles and techniques etc.</p>	
<p>Big data ecosystem, architecture, and technologies</p> <p>Big data ecosystem and infrastructure Real-time datamining and R programming etc.</p>	<p>Data structure and database management - Distributed database management and unstructured databases etc.</p>	

→ EMPLOYMENT OPPORTUNITIES

- Marketing Strategist
- Entrepreneurs
- Customer Intelligence Manager
- E-marketer
- Operational Researcher
- Data Analyst
- Data Strategist
- Data Planner
- Marketing Scientist
- Experts / Analysts in Marketing Analysis / Marketing Research / CRM / Credit Analysis



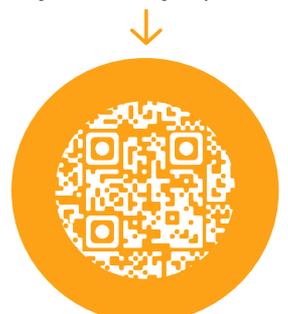
More info on the MSc DIMA Digital Intelligence & Marketing Analytics

→ OUR STUDENTS' EXPERIENCE



Lilia, MSc DIMA student (France)
 “I really enjoyed the courses on “R” programming and graph analysis. In this course, we were able to go straight to the heart of Big Data: the program that had been launched via “R” recovered thousands of tweets and we

were able to create graphics with the most-used keywords and to analyze their positive or negative characters – it was extremely impressive! Big Data is a way forward and I am confident that with this specialty, and solid fundamentals, we can make a difference on the labor market.”





The image features a solid teal background. On the left side, there are three overlapping circles of varying shades of teal, creating a layered effect. The word "FINANCE" is written in a white, uppercase, sans-serif font across the middle of the circles. A thin white horizontal line is positioned directly below the text.

FINANCE



MSc

BANKING & INTERNATIONAL FINANCE



PROGRAM COORDINATOR

Jean-François Verdié
Professor, Department
of Economics, Finance
and Law.

REQUIREMENTS

- Bachelor's degree or higher
- 240 ECTS (some exceptions at 180 ECTS with very good academic profile)
- IELTS 6.5 or equivalent

ECTS CREDITS

90

CAMPUS

Toulouse

STUDY MODE

Full-time

DURATION

15 months

CLASS TIME

Monday to Friday.
Timetables may vary from 9am to 7pm.

PROGRAM START

September

LANGUAGE

English

PARTICIPANTS

Recent graduates and young professionals, typically with up to 2 years' professional experience. Applications welcome from French and international students.

APPLICATION DEADLINE

From November to June for non-EU applicants, from November to July for EU applicants.

DEGREE

Master of Science (MSc), Banking & International Finance, TBS (Toulouse Business School) Accredited by the French Conference of Higher Education Schools (CGE).



PROGRAM OVERVIEW

The global business world is constantly changing and is still dealing with the effects of the recent financial crisis and the consequent economic downturn. In today's environment, companies need managers and executives who are ready to lead and implement changes that successfully address current and future challenges.

Our courses cover a broad spectrum of topics, which ensures that graduates are qualified for a wide range of career opportunities and have the tools to adapt to their developing careers.

→ OBJECTIVES

- To gain an understanding of the fundamental theories in finance, all the while focusing on practical and professional applications.
- To be able to put up to date financial theories and methods into practice.
- To enable the students to develop a personalized and sound career project.

→ WHY STUDY THIS PROGRAM?

- High skilled professors who are both academic researchers and active professionals in the financial industry.
- A program meeting the highest international standards.
- Bloomberg Certification / CFA preparation / Research Dissertation and Professional Thesis.
- The Career Starter service provides coaching, training and direct contact with companies to boost our students employability.
- TBS holds the triple AACSB, EQUIS & AMBA accreditations that recognize program quality and international achievement.





CONTENTS

1 year full-time program plus a 4 to 6-month corporate internship: 15 months. The MSc Banking and International Finance covers the main and fundamental fields of theories in Finance, while focusing on practical and professional applications. The program gives participants a global understanding of competences in the following fields: financial engineering, capital structure, M&A, swaps, options...

Participants have the opportunity to develop their soft skills, management skills and leadership skills through appropriate individual coaching to ensure personal development as well as employability after graduation. The syllabus with detailed course contents (ECTS credits, and learning outcomes) will be provided at the beginning of the academic year.

1 ST SEMESTER September - December	2 ND SEMESTER January - June	3 RD SEMESTER January - December
<ul style="list-style-type: none"> ● Corporate Finance ● Advanced Corporate Finance ● Financial Statements Analysis ● Strategic Management ● Company Valuation ● Mergers, Acquisitions and Private Equity ● International Financial Management 	<ul style="list-style-type: none"> ● Financial Macroeconomics ● Econometrics and Financial Models ● Introduction to Financial Markets using Bloomberg ● Portfolio and Asset Management ● Derivatives Products and Markets ● Banking Risk Management ● Business Law for Finance ● Financial Modeling using Excel 	<ul style="list-style-type: none"> ● Research dissertation ● Internship or Professional Project 4 to 6 months, in a company or financial institution, in France or abroad



EMPLOYMENT OPPORTUNITIES

- Credit Analyst
- Financial Analyst
- Hedge Fund Assistant Manager
- M&A Advisor
- Private Equity Analyst
- Equity Research Analyst
- Corporate and Investment Banking
- Cash Manager
- Financial Auditor



OUR STUDENTS' EXPERIENCE



Lyly, MSc Banking & Finance student (Namibia)

"I am very passionate about finance and banking and wanted to do a degree with a focus in that aspect. The BIF degree is both theoretical and practical based. I learned not only the fundamental financial theories and their practical applications but also gained an insight into the real world experiences

as a significant percentage of the lectures were taught by corporate professionals. I enjoyed being taught in smaller classes, it provided me with a better understanding and communication with my lecturers. The class is also very multicultural, giving me the opportunity to meet, interact and work with people from all over the world, a valuable trait when entering the job market."

More info on the MSc Banking & International Finance



MSc

FINANCE

IN PARTNERSHIP WITH



UNIVERSITAT POLITÈCNICA DE CATALUNYA
BARCELONATECH
Fundació Politècnica de Catalunya



**PROGRAM
COORDINATOR**
Gabriel Zúñiga
Director of Studies

REQUIREMENTS

- Bachelor degree or higher (180 ECTS)
- IELTS 6.0 or equivalent
- Under 29 years old

ECTS CREDITS

90

CAMPUS

Barcelona

STUDY MODE

Full-time

DURATION

18 months

CLASS TIME

Monday to Friday.
Timetables may vary from 9am to 7pm.

PROGRAM START

January

LANGUAGE

English

PARTICIPANTS

Recent graduates and young professionals, typically with up to 2 years' professional experience.

APPLICATION DEADLINE

From March to October for non EU applicants, from March to November for EU applicants.

DEGREE

- Master of Science in Finance Management awarded by Toulouse Business School (TBS).
- Master of Science in Finance awarded by the Polytechnic University of Catalonia (UPC).



PROGRAM OVERVIEW

The **MSc in Finance** at Toulouse Business School is aimed at recent graduates or young professionals willing to obtain technical and analytical skills in the principles and applications of finance, as well as in-depth knowledge of the financial sector.

Focused on understanding the complexity of business and general management, the **MSc Finance** approaches different elements of accounting and finance, and provides students with applied concepts, intensive use of IT tools and a solid command of mathematics.

The Corporate Finance and the Management Control and Governance specializations allow students to focus on the most relevant field in parallel to their career goals.

→ OBJECTIVES

- To provide students with the knowledge and skills needed to launch a career in finance.
- To discover and deepen financial theories and technical tools applicable to the professional world.
- To prepare finance professionals with a strong background in analytical and practical decision-making in a multicultural environment.

→ WHY STUDY THIS PROGRAM?

- Students can **tailor** the program's curriculum choosing their preferred specialization tracks: Corporate Finance or Management Control and Governance.
- The program's internship can be undertaken abroad in leading companies.
- Students will be awarded two MSc degrees: Toulouse Business School (TBS) and Polytechnic University of Catalonia (UPC).
- The program includes a 3 week Corporate Consultancy mission in a sector-related company (SESAME).
- The Management Control and Governance specialization includes a hands-on project within the KPMG chair on SMEs Strategic Management.
- The Career Starter service provides personalized coaching, training and direct contact with leading companies to boost our students' employability.



→ CONTENTS

A full-time 18-month program entirely taught in English. Students **tailor their training** with Corporate Finance or Management Control and Governance specializations. A 6-month internship in leading companies is required to complete this program.

1 ST SEMESTER January - June	2 ND SEMESTER September - December	3 RD SEMESTER January - June			
<p>Management Foundations Business Plan International Business Strategy etc.</p> <p>+</p> <p>Corporate Finance Core Courses Corporate Finance in Firm Value Capital Markets and Firm Value Topics in Corporate Finance etc.</p> <p>+</p> <p>Business Game</p>	<p>Strategy Intensive Course</p> <p>+</p> <p>Choose 1 track</p> <table border="0"> <tr> <td> <p>Corporate Management Company Valuation Financial Products and Markets M&A and Private Equity etc.</p> </td> <td>or</td> <td> <p>Management Control and Governance Accounting and Taxes Governance and Risk Management Strategic Performance Management</p> </td> </tr> </table> <p>+</p> <p>Finance Consulting Project (SESAME)</p>	<p>Corporate Management Company Valuation Financial Products and Markets M&A and Private Equity etc.</p>	or	<p>Management Control and Governance Accounting and Taxes Governance and Risk Management Strategic Performance Management</p>	<p>Curricular Internship 6-month, full-time placement</p>
<p>Corporate Management Company Valuation Financial Products and Markets M&A and Private Equity etc.</p>	or	<p>Management Control and Governance Accounting and Taxes Governance and Risk Management Strategic Performance Management</p>			

→ EMPLOYMENT OPPORTUNITIES

- Financial Auditor
- Financial Analyst
- M&A Advisor
- Private Equity Analyst
- Corporate Finance Manager
- Credit Controller
- Corporate and Investment Banking
- Financial Services and Consulting
- Asset Management
- Risk Analysis
- Cash Manager

More info on the MSc Finance

→ OUR STUDENTS' EXPERIENCE



Salam, MSc Finance student (Lebanon)

"What I like the most about the MSc Finance is that the projects we complete are incredibly realistic and professional. Barcelona is the place to be if you want to network and you

certainly can't cover all you want to do in this city in just one semester. Here, in TBS Barcelona, you meet people from all over the world and you realize just how big the world is: even if the school is not big, there are so many international students and professors."





Toulouse Business

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SUPPLY CHAIN

MSc

SCALE - SUPPLY CHAIN AND LEAN MANAGEMENT

IN PARTNERSHIP WITH



PROGRAM COORDINATORS

Uche Okongwu
Professor of Supply Chain Management (TBS)



Matthieu Lauras
Professor of Industrial Engineering (Mines Albi)

REQUIREMENTS

- 4 year Bachelor's degree or higher (240 ECTS)

ECTS CREDITS

90

CAMPUS

Toulouse

STUDY MODE

Full-time

DURATION

16 months

CLASS TIME

Monday to Friday, exceptionally Saturday
Timetables may vary from 9am to 7pm.

PROGRAM START

September

LANGUAGE

English

PARTICIPANTS

Recent graduates and young professionals.
Applications welcome from French and international students.

APPLICATION DEADLINE

From November to June for non-EU applicants, from November to July for EU applicants.

DEGREE

Master of Science (MSc), joint degree from TBS and Mines Albi (French "Grande École" of Engineering).

PROGRAM OVERVIEW

Supply Chain Management is concerned with the global management of physical and information flows for the elaboration of products, going from raw materials and suppliers through the production and distribution system down to the ultimate customers. Lean Management deals with the continual removal of wastes in processes, with the aim of making them more efficient and responsive, thereby increasing the firm's competitiveness. In the globalized and complex world of today, a necessary and sufficient condition for achieving a high level of competitiveness is by training managers to be multi-competent. This is the reason why this MSc program is designed around three disciplines: Supply Chain Management, Lean Management, and Project Management. It also adopts a professional approach by incorporating four international professional certificates.

90% of the classes will be held on Toulouse Business School campus. About 10% of the classes will be held on the Mines Albi campus, located in Albi, a city 80 kilometers from Toulouse. Commuting between the two cities is simple and will be taken care of by the school. The city of Albi is proud to be listed as a UNESCO World Heritage site.



OBJECTIVES

- To give a competitive edge to students and young professionals willing to rapidly take up management positions in the fields of supply chain, operations, lean, and project management, in a global, multicultural and constantly evolving business environment.
- To enable the students to develop a personalized and sound career project.
- To help the students build a professional international network.



WHY STUDY THIS PROGRAM?

- High skilled professors who are both academic researchers and active professionals in the supply chain & lean management fields.
- Strong corporate links: Airbus, Bosch, Pierre Fabre, MBDA, Carrefour, Agilea, Thales, Poult, Bernard Controls...
- Mines Albi accredited by the Ministry of Industry
- 4 international certifications included in the MSc



- The Career Starter service provides coaching, training and direct contact with companies to boost students' employability.
- TBS holds the triple AACSB, EQUIS & AMBA accreditations that recognize program quality and international achievement.

→ CONTENTS

1 year full-time program plus a 6-month corporate internship, or research in a laboratory: 16 months. The program is composed of 8 teaching units that include the preparation for 4 professional certificates (APICS's BSCM,

PMI's CAPM, AGILEA's Yellow Belt, and ISCEA's CDDP). The syllabus with detailed course contents (ECTS credits, and learning outcomes) will be provided at the beginning of the academic year.

1 ST SEMESTER September - January	2 ND SEMESTER February - May	3 RD SEMESTER June - December
Supply Chain Management Materials Management Supply Chain Coordination Basics of SCM (BSCM certification) Principles of sourcing Procurement and purchasing	Demand Chain Management Sales Forecasting Marketing and Logistics Management Pricing and Yield Management Distribution Transportation and Physical Internet Reverse Logistics	MSc Thesis 6-month MSc thesis in industry and/or research lab (France or international). <i>The program also includes company visits and intercultural seminars</i>
Project Management Basics of Project Management (CAPM certification) Lean Project Management Collaborative Project Management	Lean Management Business Process Management Quality Management and Performance Assessment Lean-6 sigma (Yellow Belt certification)	
Enterprise and Network Management Accounting & Finance Management Strategy and Marketing Network Coordination	Decision Support Systems Quantitative Models and Simulation Information Systems Demand-driven MRP (CDDP certification)	
Personal Development Communication and Team Management Reflective and Learning Diary Foreign Languages and European Culture		

→ EMPLOYMENT OPPORTUNITIES

- Supply Chain Manager
- Supply Chain Consultant
- Supply Chain Planner
- Supply Chain Analyst
- Lean Project Manager
- Continuous Improvement Manager
- Project Manager for Supply Chain Development
- Procurement or Purchasing Manager
- Logistics Manager
- Operations Manager

→ OUR STUDENTS' EXPERIENCE



Diana - MSc Scale student (Mexico)

"It is exciting and also a great honor to be part of the MSc SCALE program since it perfectly combines innovative learning methods with the possibility of obtaining 4 professional certificates. With the MSc SCALE degree, I am sure to become a highly competitive professional."



Marina - MSc Scale student (Germany)

"Studying in a group of 9 people with 7 different nationalities does not only challenge me on a professional but also on a personal level."

More info on the MSc Supply Chain And Lean Management (SCALE)



TBS CAREER STARTER & ALUMNI ASSOCIATION

CAREER STARTER provides personalized coaching for students with recruitment professionals with support ranging from the development of individual professional projects to internship and job search skills through:

- Workshops.
- Individual interviews with recruitment consultants
- Networking opportunities with TBS alumni through the Alumni Association.
- Career Starter's on-line database including internship and job offers worldwide and a directory of internships already completed by TBS students (over 3000 annual references).

A SOLID NETWORK
of partner corporations

BUSINESS FORUMS
organized each year on campus

INTERNATIONAL WORKSHOPS

TBS ALUMNI ASSOCIATION'S major aims are concentrated on:

- Developing solidarity and beneficial relationships between its members.
- The representation and defense of common interests to its members, including the protection and enhancement of the rights attached to members' diplomas through focusing on the quality of recruitment and training in business schools.
- The practice of cooperation among members, particularly through career placement and continuous training.
- The participation in the life of Toulouse Business School, including support of various events and jurisdictions, assisting in the search for internships for students, and by supporting actions to promote the School and its diplomas.

TBS INTERNATIONAL STUDENT SERVICES

TBS's International Student Services is committed to providing practical assistance to international full-time and exchange students in order to make their time at TBS run as smoothly as possible, and for students to make the most of their stay.

TBS's International Student Services team strives to provide the support needed with legalities and practicalities alike, including:

- Welcome and Orientation information
- Student accommodation assistance
- Visa & immigration guidance and paperwork
- Health, doctors, and health insurance
- Banking and student finance

Join us on our Facebook page:
<https://www.facebook.com/groups/InternationalStudentServices>



Join the TBS International Student Services Facebook group now and keep updated with information about the TBS international community.



OUR STUDENTS' EXPERIENCE



Diana - MSc Scale student (Mexico)

"My integration to TBS was smooth and supportive thanks to International Student Services. As this was my first experience abroad I am really thankful to the people involved in making it easy for me to settle in. I felt that I received a lot of support and guidance through all

the main processes that I needed to live and enjoy life in Toulouse; CAF, health insurance, bank account, mobile phone contract, among others."

ADMISSIONS

ADMISSION REQUIREMENTS

- Participants must hold the minimum of a recognized bachelor degree, preferably in the relevant field (engineering, sciences, management, economics, marketing, etc.)
- GMAT/GRE score or TBS Test score compulsory for MSc at Barcelona Campus

LANGUAGE REQUIREMENTS

- English: Mother tongue, or
- Bachelor degree taught in English, or
- English test such as TOEFL IBT 80, IELTS 6.0 minimum, TOEIC 800, FCE.

No pre-requisite in French or Spanish.

4-STEP APPLICATION PROCESS

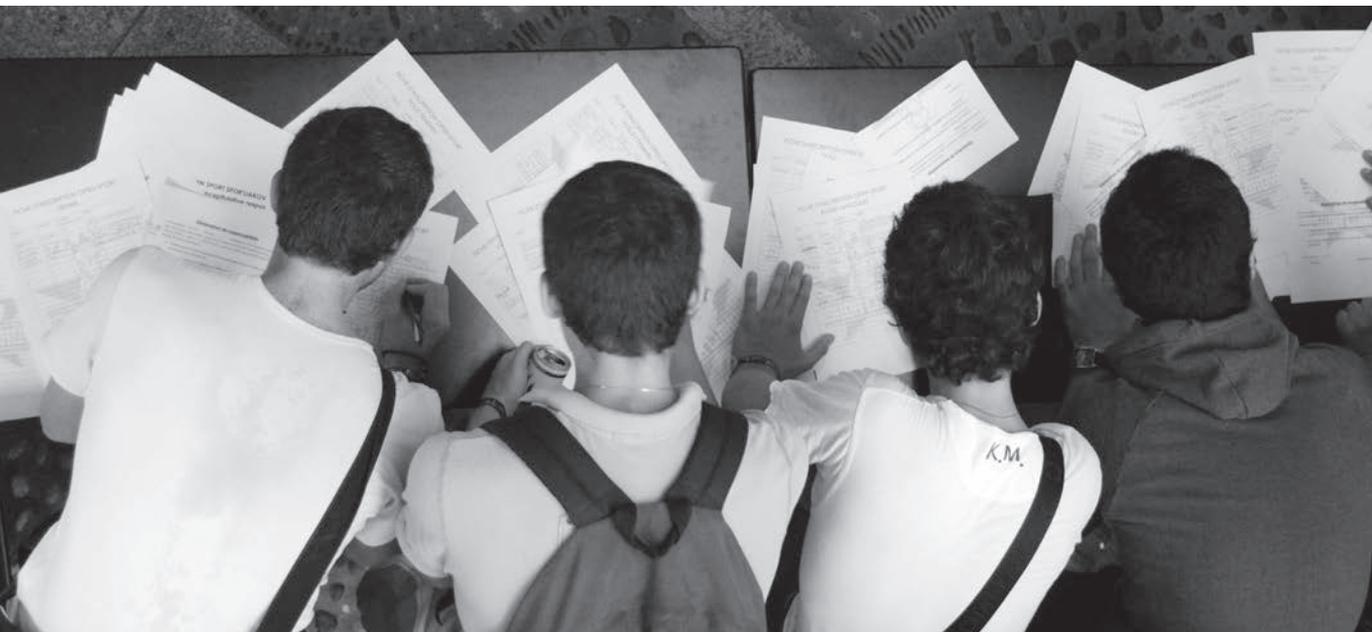
1. COMPLETE ONLINE APPLICATION

- **TOULOUSE / PARIS**
<http://apply.tbs-education.fr>
- **BARCELONA**
<http://application.tbs-education.es>

2. SUBMIT SUPPORTING DOCUMENTS & TEST RESULTS

3. TAKE A VIRTUAL INTERVIEW

4. WAIT FOR ADMISSION RESULTS



TOULOUSE BUSINESS SCHOOL

PROGRAMS

INITIAL TRAINING

- BACHELOR IN MANAGEMENT
- MASTER IN MANAGEMENT
- MSc - MASTERS OF SCIENCE
- SPECIALIZED MASTERS®
- SUMMER SCHOOL

EXECUTIVE EDUCATION

- SPECIALIZED EXECUTIVE MASTERS®
- MBA (AEROSPACE MBA, EXECUTIVE MBA)
- DBA - DOCTORATE OF BUSINESS ADMINISTRATION
- TRAINING FOR BUSINESS LEADERS (BUSINESS LEADER, COMPANY MANAGEMENT TOOLS, CPA)
- DIPLOMA PROGRAMS (EXECUTIVE MASTER, EXECUTIVE BACHELOR)
- TAILOR-MADE PROGRAMS

CAMPUSES

TOULOUSE | BARCELONA | CASABLANCA | PARIS SITE | LONDON SITE

3 INTERNATIONAL ACCREDITATIONS



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www.tbs-education.es
admission@tbs-education.es



A SCHOOL

