



INTERNATIONAL BUSINESS MANAGEMENT MASTER (GEAI)

MASTER GEAI

BROCHURE

ANNÉE 2023 - 2024



ABOUT US

The Master's degree in International Business Management (GEAI), directed by Marion Goffin, offers multidisciplinary learning in management in an international context. For more than 30 years, it has been training future executives and managers for senior positions in large companies, consulting firms and international organizations.

The rigorous selection of students, the high quality teaching at the prestigious University of Paris 1 Panthéon-Sorbonne and a network of more than 1,000 graduates are the foundation of the renown and excellent reputation of the GEAI Master.

This program provides our students with the fundamental skills needed to meet the many challenges faced by companies in an uncertain economic environment and to succeed in highly competitive professional environments. The courses taught in English and French are organized in three major areas:

- International Management
- International Finance
- International Economic and Legal Environments

The Master's program addresses the complex realities of the business world while incorporating the issues and challenges of the common good: green finance, circular economy, sustainable development, diversity and inclusion.

The classes are held at the Sorbonne in the center of the Latin Quarter, in buildings and amphitheatres steeped in history, where distinguished professors and many of the students' greatest figures have passed through.

The Master 2 offers two paths with similar learning: **Initial program** and **Apprenticeship program**. The students will choose the one they wish to take at the end of the Master 1.



Where we are
TODAY

#1

Best Master in
International Management
in France[GO TO RANKING](#)

WHAT ARE THE GOALS OF THE MASTER'S PROGRAM?

PROVIDE in-depth management learning that meets the needs of companies, consulting firms and international organizations.

CONFRONT students with managerial realities (market research, survey techniques, benchmarking), in particular through group work.

INSTRUCT students with cross-disciplinary knowledge enabling them to adapt to rapid changes in companies in an international context.

INCREASE students' awareness of contemporary issues through the study of circular economy, green finance and the analysis of sustainable development strategies.

VALUE cultural differences and open-mindedness thanks to a class of international students from various backgrounds.

WHY SHOULD YOU CHOOSE THE GEAI MASTER?



"Knowledge for all, excellence for everyone"

Such is the slogan of the University Paris 1 Panthéon-Sorbonne. The GEAI Master's degree is fully in line with this motto by offering its students the leading learning program in France in international management (Eduniversal ranking), ranked ahead of most business school programs, at the financial terms of a French public university.



"Here and everywhere on earth"

The Sorbonne's motto, inscribed at the entrance of the emblematic Richelieu amphitheater, finds its meaning through the 410 partnerships that the university has established in nearly 80 countries.

The Master GEAI participates in the international influence of the Sorbonne by admitting 50% of foreign students in each of its classes. This cultural diversity is an asset for students during their studies and afterwards: the powerful network of alumni is present in nearly 50 countries.



An asset for your career:

- A high-level diploma combining practical and theoretical knowledge.
- A program that allows you to quickly become operational and comfortable in the professional world.
- The opportunity to complete up to 3 internships during the program while following a learning program inspired by the best practices of the business world and taught, in part, by experienced professionals.

OUR VALUES



CULTURAL DIVERSITY



OPEN-MINDEDNESS



VERSATILITY



RICHNESS OF THE LEARNING

What are THE STUDENT'S PROFILES?

We pay particular attention to ensuring that our classes are composed of a variety of profiles. This diversity comes from both the cultural origin and the academic background of the admitted students.

In addition to the interest and richness it provides to students, this diversity ensures that the Alumni network has an influence in many countries and in various sectors of activity.

Admission to the GEAI program is at the beginning of the Master 1 program; however, a few students are admitted each year directly to the Master 2 GEAI program in the FI (initial learning) or FA (apprenticeship) programs.

Expected Academic Profiles:

- Students in management, economics, international relations, law, political science, any equivalent double majors, engineers.
- Holders of a diploma recognized as equivalent to a Bachelor's degree (Bac +3) to apply for M1, diploma recognized as equivalent to a M1 (Bac +4) to apply for M2.

As the courses are given in French (70%) and English (30%), students must speak French and English (Level C1).

26

PARTICIPANTS IN THE CLASS OF 2023

73%

WOMEN IN CLASS 2023

23

AVERAGE AGE

55

NATIONALITIES SINCE ITS FOUNDATION

+1000

ALUMNI SINCE ITS FOUNDATION

411

ACADEMIC PARTNERS WORLDWIDE

How does the PROGRAM UNFOLD?

The program consists of two years of study (M1 and M2) in France and/or abroad in one of our partner institutions.

Students are encouraged to take a gap year between the first and second year of the program in order to gain international work experience.

In order to facilitate their internship search, students have access to our large network via our partner companies, our alumni directory and conferences organized throughout the year.

The M2 year offers two different options:

M2 GEAI FI: Courses concentrated in the 1st semester in order to allow students to participate in a university exchange in the 2nd semester or to start their end-of-study internship in January.

M2 GEAI FA: Students will be in apprenticeship according to the following rhythm: 2 days per week at the University and 3 days in the company.

THE PROCESS OF THE GEAI MASTER

MASTER 1

Students follow the courses of the Management and International Trade specialization, created for the GEAI and S2IE Masters. Students are encouraged to take part in an exchange program during the M1 in one of our partner universities abroad for one semester or, exceptionally, the whole year.

GAP YEAR

It is not mandatory but highly recommended: students enrich their professional experience, especially internationally, through two internships.

MASTER 2 FI

The teaching of the Master 2 Initial Training is concentrated in the first semester from September. Students will have to defend a thesis in order to validate their degree.

MASTER 2 FA

The courses of the Master 2 Apprenticeship Training are spread over two semesters starting in September. Students will have to defend a thesis in order to validate their degree.

END-OF-STUDIES INTERNSHIP OR EXCHANGE

In order to validate the Master 2 degree, students must complete a 6-month internship in France or abroad. The internship can begin as soon as the first semester exams are over or following an exchange during the second semester.

APPRENTICESHIP PACE

Students attend classes 2 days a week at the University and work 3 days a week in the company. The apprenticeship contract lasts for one year. It can start as early as the end of August before the beginning of the academic year.

For more details, you may visit www.mastergeai.com

How to APPLY TO THE GEAI MASTER?



DÉPÔT DES DOSSIERS DE CANDIDATURE

- **Master 1:** from March 22 to April 18, 2023 on the monmaster.gouv.fr platform
- **Master 2 Initial Learning:** from May 2 to May 22, 2023 on the platform ecandidat.univ-paris1.fr
- **Master 2 Apprenticeship:** during April (exact dates to be communicated soon on our website and our LinkedIn page) on the ecandidat.univ-paris1.fr platform
- The procedure is the same for French and international students (EU or non-EU).



PROCESSUS D'ADMISSION EN 3 ÉTAPES

- **Academic record:** This first step consists of selecting the candidates through the evaluation of various elements (transcripts since the BAC, CV, cover letter, etc.). The TOEIC or TOEFL test is strongly recommended unless you can prove that you have had significant schooling or professional experience abroad.
- **Video presentation:** Candidates selected during the first phase will be informed by e-mail. They will have 2 weeks to record and send a 3-minute video in which they will answer two questions that will be communicated to them. The objective of this exercise is to allow students to highlight their personality and past experiences.
- **Admission interview:** The students selected in the previous stage (video) will receive an invitation to attend an interview with a jury composed of teachers, professionals and former students who will determine their admission to GEAI.

What are the REGISTRATION FEES?

Registration fees

They are fixed at 243€ per year for the Master 1 and Master 2.

The amount is the same for French and international students.

Several scholarship programs exist to help students finance their studies.

CROUS scholarship on social criteria

To obtain a scholarship based on social criteria, students must meet certain conditions of nationality, age, resources and studies.

Find all this information on the website of the Panthéon-Sorbonne University by clicking [here](#).

"Gustave Eiffel" Excellence Scholarship

This scholarship is intended for international students wishing to pursue their studies in French higher education institutions.

Amount of the Eiffel scholarship

It amounts to 1181€/month to which is added the coverage of

- International transport ticket for transport and repatriation
- Social security coverage
- A possible complementary housing allowance

Duration of the Eiffel scholarship

- 12 months max. for admission in Master 2
- 24 months max. for admission in Master 1

Conditions of eligibility for the Eiffel scholarship

- Reserved for candidates of foreign nationality.
- Candidates must be 30 years old or older at the time of application.
- The language level must be in line with the level required by the course

The list is not exhaustive. You can find all the eligibility conditions and the application procedures by clicking [here](#).

Our CONFERENCES

Every week, Master's students participate in conferences where representatives of major companies are invited: Accenture, KPMG, Capgemini, OECD, Sanofi, LVMH, Microsoft, IBM, L'Oréal, Peugeot, Renault-Nissan...

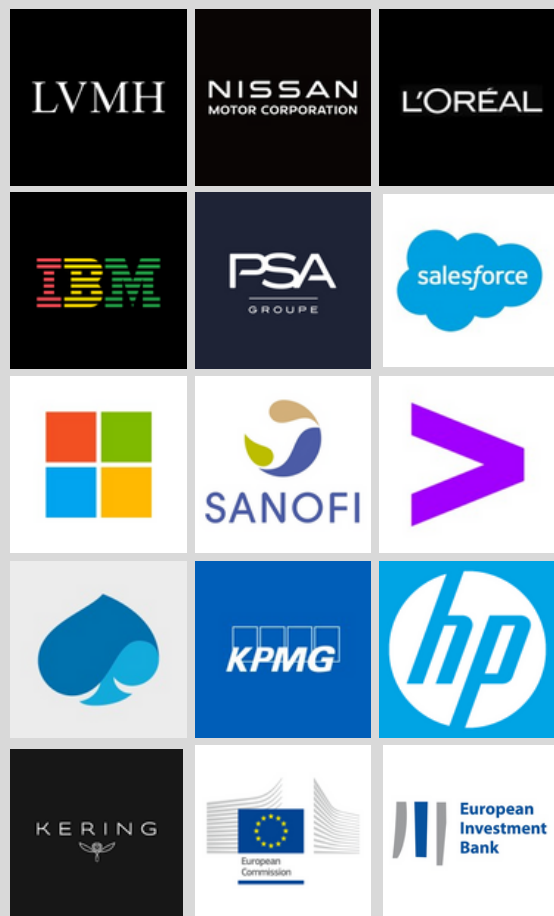
Events in partnership with companies complement the training: hackathon at Sanofi, realization of practical cases with Capgemini, CV workshop at Extia, Andersen day, company visits...

Our partnership with the CCEF (Conseillers du commerce extérieur de la France) gives students the opportunity to meet professionals holding senior positions in major multinationals.

These conferences allow students to better understand the complexities inherent in the international context, both at the company level and at the level of a manager.

At the end of these lectures, students take an exam to obtain the CCEF certificate.

OUR PARTNERS



OUR TEACHINGS

The richness of the program lies notably in the variety of faculty profiles, including professors, lecturers, visiting professors (Columbia, UCLA, University of Auckland, etc.) and professional speakers (BNP Paribas, Sanofi, NG Finance, SFIL, international lawyers, etc.).

The teaching program evolves each year, allowing the master's degree to keep pace with the latest practices, requirements and developments in the business world. Nevertheless, it remains articulated around three major axes:

International management

Marketing (international, luxury, digital) negotiation, entrepreneurship, consulting and lean management.

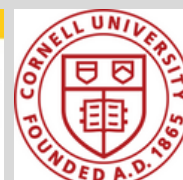
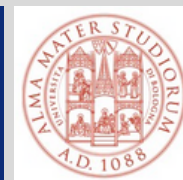
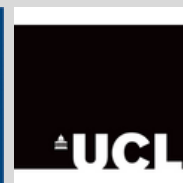
International Finance

Cash management, investment decisions, financing and valuation of companies, hedging against foreign exchange risk.

International economic and legal environments

Geopolitics, country risk, circular economy, contract law and international legal security.

OUR PARTNERS



What are the JOB OPPORTUNITIES?

Graduates of the Master GEAI can work in a wide range of positions in consulting firms and international organizations.

DANS QUELS DOMAINES & ENTREPRISES TRAVAILLENT NOS DIPLÔMÉS ?

SECTORS OF ACTIVITY

Consulting, Audit, Financial management, Strategy, Business development, Marketing, Lobbying...

EMPLOYERS

Large companies or groups: IBM, Sanofi, LVMH, Chanel, L'Oréal, BNP Paribas, Société Générale, Stellantis, Danone, Nestlé, Cisco, Airbus, Renault...

Consulting firms: *KPMG, PWC, Deloitte, Ernest & Young, Accenture, Capgemini, Wavestone...*

International organisations: UN, World Bank, OECD, Banque de France, EIB.....

WHAT POSITIONS DO OUR GRADUATES HOLD?

THE POSITIONS:

- Digital transformation consultant
- Change management consultant
- M&A and financial services consultant
- Public Sector Consultant
- Audit Manager
- International Project Manager
- CSR Manager
- International Business Developer
- International Marketing Manager
- Lobbyist
- Risk Analyst
- Strategic Analyst
- Marketing Product Manager
- Category Manager
- Trade Marketing Manager

Some numbers about OUR ALUMNI

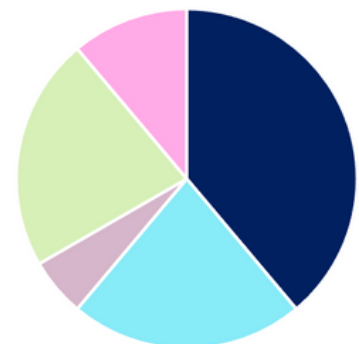
ALUMNI STATISTICS

AVERAGE SALARY FOR THE LAST 5 GRADUATING CLASSES : **43.500€ GROSS / YEAR**

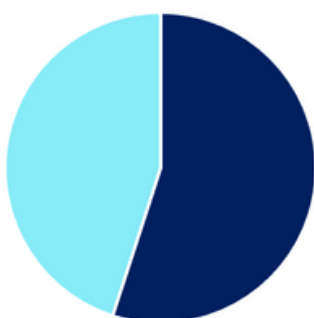
ACTIVITY SECTORS %

CONSULTING/LOBBYING.....	26%
BANKING / INSURANCE / FINANCE.....	17%
SUPPLY CHAIN / MARKETING.....	29%
BUSINESS DEVELOPMENT.....	18%
INTERNATIONAL ORGANISATIONS.....	10%

Parmi les étudiants travaillant à l'international, voici la répartition :

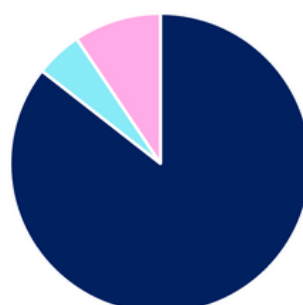


Sur les 5 dernières promotions :



■ France ■ International

Les types de contrats :



■ CDI ■ CDD ■ Entrepreneur

■ Europe (hors France)
■ Amérique du nord
■ Amérique latine
■ Asie/Océanie
■ Afrique du nord et Moyen Orient

Our association



The Sorbonne International association aims to promote the GEAI Master's degree and to develop the Alumni network through afterworks, conferences on current topics and company visits.

All students actively participate in the associative life of the Master's program by joining one of the Sorbonne International poles.

At the beginning of the year, the association organizes an integration weekend to create a link between the M1 and M2 classes of the Master.

Each year, the students participate in Brussels to attend conferences in European institutions and in companies (finance, consulting, technology).

The events department puts all its energy into the organization of afterworks which make university life all the more lively.

The conference department strives to contact relevant contacts in order to share their experiences with the class.



FOLLOW US



GOT ANY QUESTIONS?

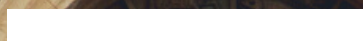
**DON'T BE SHY!
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OR VISIT US ON OUR WEBSITE WWW.MASTERGEAI.COM**



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PANTHÉON SORBONNE

THANK

YOU



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INTERNATIONAL