



Call for applications 2015

Master of Global E-Business (GEB)

A double-degree program designed for executives and professionals to develop effective leadership as well as their career and business advancement. The Master is more than a general idea of the Information & Communication Technologies (ICT), analyzing business process management and Web-methods solutions for companies in such a fast trend of integrated world.

International teaching team (academic and professionals)
Flexible scheduling with evening & week end classes.
Courses are delivered in **English**.

Graduate will earn two Master degrees of Global E-Business from RULE and University of Lille 1 (France)

Master 1 level entry: Open to students holding at least a Bachelor degree. An entrance test assessing your English proficiency, your analytical skills and general knowledge in management will be held at RULE on **July 19th, 2015** (9AM to 12AM).

Master 2 level entry: Open to students holding at least a Master 1st year in Economics, Management, or any suitable equivalent. Interview of preselected candidates will be held in **September 2015**

CONTACT FOR FURTHER INFORMATION AND APPLICATION:

french.eco.rule@gmail.com; urdsecoopfreco@gmail.com. Tel. 023 72 64 71
Apply before: **July 15th, 2015**



Master of Global E-Business (GEB)

Student interested in this **two-year program** must pass an entrance test. The first year program is designed to offers to the students the foundation of management. It aims to prepare students to top and middle Management positions. All courses are given in English language; during evenings and week-ends (students must hold a professional position during their studies).

Most of courses are given by reputed foreign professors. Many professionals also participate in the program through conferences and workshops as well as specific courses (marketing etc.). Courses are in the evening and during week-end. The Master is more than a general idea of the information & Communication Technologies (ICT), analyzing business process management and Web-methods solutions for the companies in such a fast trend of integrated world.

Curriculum of the Master first year (M1-GEB)

Course title	Teaching hours	Credits
Module : Common courses for M1		
Business Ethics	24	4
Introduction to Quantitative Methods	24	4
Financial Accounting	24	4
Marketing Management	24	4
Operations Management	24	4
Management Control	24	4
Comparative Economics of EU and ASEAN	24	4
Managerial Economics	24	4
Financial Management	24	4
Business Statistics	24	4
English language	60	3
Specialization Module : Introduction to the Global E-Business courses		
Market economy and International Finance	24	4
Supply Chain Management & E-Logistic	24	4
French language	30	2
Professional report	-	7
Total	378	60



Master second year (M2-GEB)

The future manager will solve complex organizational problems due to Web-methods implementation, in an agile and responsible way. Technology is now fully integrated in the business world. Managers need to develop digital strategies to increase competitiveness. Information & Communication Technologies have changed deeply company's behavior. New opportunities appear which require new skills and immediate adaptation to the business environment in order to catch new sources of business.

This master is more than a general idea of the information & Communication technologies. The completion of the second year is a unique chance to achieve :

A Master of "Global E-Business" awarded by Lille 1 University, France



Course title	Teaching hours	Credits
Module 1 : Introduction to the E-Business		
Introduction to data processing	30	3
Introduction to information System and DataBase	30	3
Introduction to computer networks	30	3
Module 2 : E-business programs		
E-business Security	18	3
CyberMarketing (CRM, International strategy)	24	3
Data mining & E-commerce	24	3
ERP – SAP Modules	24	3
Module 3 : New technologies & Social responsibility		
Internet & ICT Law	24	3
Corporate Social Responsibility	12	3
Competitive Intelligence	18	3
Module 4 : Communication and management		
Multidimensional Project Management	24	3
International Negotiation	24	3
Cross Cultural Management	18	3
New technologies : Strategies of development and stakes (conferences)	18	3
Internships - Report	-	18
Total	318	60