



International
UNIVERSITY OF MONACO

GROUPE INSEEC

BACHELOR PROGRAM

3-YEAR PROGRAM ENTIRELY TAUGHT IN ENGLISH GIVING ACCESS TO A WIDE RANGE OF
CAREERS OR MASTERS OF SCIENCE





David, German

Jade, French

Giulia, Italian

Aur lie, French

Laura, British

Marie, Monegasque

Anna, Russian



International UNIVERSITY OF MONACO

GROUPE INSEEC

Mission Statement

- IUM educates highly skilled and responsible business leaders from all over the world in the fields of high-value activities particularly in Luxury, Hospitality, and Financial Services.
- IUM offers outstanding teaching in its small, connected, stimulating, cross-cultural environment fostering an entrepreneurial spirit, collaborative work, and mutual understanding among students, faculty and staff.
- IUM stands for educational quality through research devoted to the advancement and dissemination of management knowledge in high-value activities to improve managerial practices. It conducts its research activities in close connection with the local and international business community, encouraging innovation, corporate social responsibility, and sustainable development.
- IUM contributes to the internationalization of the academic institution to which it belongs, Groupe INSEEC, and to the Principality of Monaco's attractiveness and dynamism.

Vision Statement

- To be recognized locally and internationally as a reference in the business and academic network community in the area of high values services activities and especially Luxury Management, Hospitality and Events Management, and Financial Services for education at the graduate and postgraduate level, and for research.
- To be a significant actor in the promotion of Corporate Social Responsibility and Sustainable Development in Luxury, Hospitality and Financial services.
- To contribute significantly to the attractiveness of the Principality and to be a flagship institution in the Principality.
- To prepare and train highly sought practitioners in Luxury, Hospitality and Financial Services, hired at graduation and to establish an influential and active alumni network contributing to the firms in the area of Luxury, Hospitality and Financial services.

THE INTERNATIONAL UNIVERSITY OF MONACO

mutual respect
open-mindedness
commitment
and **integrity**



Rankings, Accreditations & Memberships

IUM's degrees are certified by the Principality of Monaco and are recognized worldwide.



Internationally recognized for the quality of its programs, IUM is therefore listed in many international rankings such as The Economist, CNN Expansion, Eduniversal, Poets&Quants.



IUM is a member of AACSB International and of:





Lambert Diacono,
French Basket Ball player
with AS Monaco

"During my 3 years at IUM, I discovered a passion for finance... which was not expected at all but I found my career path. Make the most of your time at IUM, take advantage of all the opportunities given to students: conferences, career development, sport activities, networking events. Open your eyes, keep your mind alive, learn from others from other countries/cultures to differentiate yourself on the job market."



BACHELOR PROGRAM

A 3-YEAR PROGRAM TO DEVELOP A GLOBAL VISION OF
BUSINESS, MANAGEMENT & MARKETING



DR. PATRICE
SARGENTI
Director of
Bachelor Program



"Strengthen your future career with an unparalleled experience where diversity, open-mindedness, academic excellence and an entrepreneurial spirit are key components.

The Bachelor program at the International University of Monaco will lead you to a global career while making the most of an exceptional environment."



Watch the program description
on our YouTube channel:
<https://youtu.be/sNlcEY6ab9Q>

4 TRACKS POSSIBLE

- International Business (Option Honors)
 - Communication & Entertainment Management
 - Luxury Marketing, Sales & Services
 - Monaco Banking & Financial Services
-

A PRACTICAL APPROACH OF BUSINESS

Be a student & Act like a Professional

- **Experiential education** (internships, projects)
 - Commitment to **encourage students' entrepreneurial spirit** and leadership experience through extra curricular activities such as sports management, start up projects and creative achievements (Junior Marketing Team, Junior Communication Agency, Investment Club Finance...)
 - Close connections with Business
-

53 nationalities
represented by one student body

all courses taught in **English**

American Style teaching

Program Design

COMMUNICATION TRACK		BUSINESS TRACK		
1 ST YEAR		1 ST YEAR		
BUSINESS & MANAGEMENT COMMUNICATION MARKETING MEDIA & ADVERTISING	BUSINESS & MANAGEMENT ECONOMICS ACCOUNTING & FINANCIAL MANAGEMENT MARKETING QUANTITATIVE METHODS & IT TOOLS COMMUNICATION			
2 ND YEAR		2 ND YEAR		
BUSINESS & MANAGEMENT COMMUNICATION MARKETING MEDIA & ADVERTISING	BUSINESS & MANAGEMENT ECONOMICS ACCOUNTING & FINANCIAL MANAGEMENT MARKETING		QUANTITATIVE METHODS & IT TOOLS COMMUNICATION	
3 RD YEAR		3 RD YEAR - SPECIALIZATIONS		
Event & Communication Management	International Business	Luxury Marketing, Sales & Services	Monaco Banking & Financial Services	International Business Option Honors

Only 15 seats available
Work-linked Training
program
taught in French and in
English (Alternance)

Once you graduate, you will have access to a broad range of **Master of Science Programs** both at IUM and at INSEEC.

Master of Science
in Finance

Master of Science
in Luxury Management

Master of Science
in International
Management

Master of Science
in Marketing

Master of Science
in Sport Business
Management



International Exposure
Student & Faculty diversity, with
over 75 nationalities



A self-tailored path
personal attention
personalized academic path
flexible schedules



**Accelerated 3+1
program**
obtain a Master's
degree in 4 years



BUSINESS TRACK



The **BUSINESS TRACK** is delivered over three years and designed for an international student body. Each year offers a rewarding and challenging learning experience where students acquire progressively critical skills and confidence to apply the theories learned in class to practical business situations.

Thanks to Monaco's business hub, IUM students are exposed to an exceptionally broad range of international career paths. The diversity of IUM's student body, the business internships, and the option of studying abroad further enhance this international exposure.

SPECIALIZATIONS IN THIRD YEAR



General Track

90 US Credits
(180 ECTS equivalent)



Honors Track

120 US Credits
(240 ECTS equivalent)



Luxury Marketing, Sales & Services Track

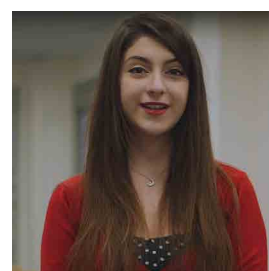
90 US Credits
(180 ECTS equivalent)



Monaco Banking & Financial Services Track

90 US Credits
(180 ECTS equivalent)
Work-linked Training program taught
in French and in English
(Alternance)

"IUM is the perfect choice for me, because it's the perfect blend between the American and the European system, which gives you the coziness you need. Also, the most important strengths of the Bachelor in Business Administration is that it gives you a comprehensive and practical knowledge at the same time. It allows you to follow which ever career path you want."



Andreea Coman

Bachelor Student, Romanian



Harsh, Indian

Giulia, Italian

Taylor, American



Watch the full testimonial:
https://youtu.be/QDDMaVq_rDg



GENERAL CORE COURSES

BUSINESS & MANAGEMENT

Introduction to Management
Cross-cultural Management
Business Ethics
Corporate Social Responsibility
Legal Environment of Business
Global Business Strategy
Business Simulation Game

MARKETING

Principles of Marketing
Consumer Behavior
Web Marketing

ECONOMICS

Microeconomics
Macroeconomics
International Economics
Geopolitics

ACCOUNTING & FINANCIAL MANAGEMENT

Principles of Accounting
Corporate Finance
Managerial Accounting

QUANTITATIVE METHODS & IT TOOLS

Mathematical Methods for Business
Probability & Descriptive Statistics

COMMUNICATION

Business Communications
Public Speaking & Presentation Skills
Web Communications
& Social Media
Managing People



SPECIALIZATION COURSES

LUXURY MARKETING, SALES & SERVICES

Luxury History, Culture & Trends
Luxury Marketing
Retail Merchandising
Luxury Brand Experience
Luxury Sales Techniques
Digital Media in Luxury

MONACO BANKING & FINANCIAL SERVICES

The Banking System
Monaco Financial Place
Financial Markets
Financial Products
Private Banking
Deontology, Regulatory & Ethical Issues

OPTION HONORS

Entrepreneurship
Brand Management
Advanced Statistics
Logistics & Operations
Introduction to Financial Markets
Market Research



LANGUAGE ELECTIVES

French, Italian, Chinese, Spanish, Russian

COMMUNICATION TRACK

The **COMMUNICATION AND ENTERTAINMENT MANAGEMENT TRACK** of the Bachelor Program aims to equip international students with both managerial skills and communication specific knowledge required to develop a worldwide career in the communication, entertainment, marketing and event fields.

With this double competence students become open to the world and identify themselves as creative global professionals, aspiring to facilitate a better understanding among cultures.

Our unique faculty is composed of both multicultural academics and practitioners. Students will learn from them how to integrate academic knowledge, practice-based learning and apply to real world challenges, through various applied projects, internships, transcultural experiences, conferences, meeting with professionals and companies visits. This program equips students with a solid well rounded foundation. On top of that, students will have the opportunity to strengthen their network and expertise within the Principality of Monaco's vibrant community.

3-year program

90 US Credits
(180 ECTS equivalent)



Watch the track description:
<https://youtu.be/UKK2RD75Q3U>





- 1 course = 3 credits
- 5 courses per term
- Each term new courses
- Mandatory summer internship after completion of the 2nd Year

1st Year

2nd Year

3rd Year

BECOM

- All courses delivered in Monaco
- Intensive English Courses
- Optional Internship
- Optional Summer School in London or in Monaco

- Possibility to Study Abroad
- Optional Internship
- Corporate Projects

- Possibility to Study Abroad
- Final Project

Bachelor in Communication & Entertainment Management

(90 US Credits - 180 ECTS equivalent)



CORE COURSES

BUSINESS & MANAGEMENT

Introduction to Modern Management
International Sales & Negotiations
International Relations & Geopolitics
Event Management
Global Business Strategy
Business Ethics
Financial Decision Making
Entrepreneurship

COMMUNICATION

Fundamentals of Communication
Public Speaking & Presentation Skills
Creative Writing
Ideas, Context & Culture
Video Production



ELECTIVES

Media Planning
Media History
Film Industry Marketing
Music Industry

Image Making / Photography
Cross-Cultural Conflict Management
French
Italian

MARKETING

Marketing Management
Web Design & Web Marketing
Brand Management & Strategy
Consumer Behaviour
Public & Press Relations

MEDIA & ADVERTISING

Advertising & Communication Research
Creative International Advertising
Photoshop
Illustrator
Indesign
Social Media Strategies

Chinese
Spanish
Russian

A WORLD OF OPPORTUNITIES

In our unique multi-cultural environment you will learn side-by-side with students and faculty from around the world.

We are truly international: over **75 different nationalities** are represented (with no single nationality representing more than 25% of the student body).

To complete this international exposure, the International University of Monaco offers you the opportunity to:

Study abroad as an exchange student for one or two terms, and earn credits toward the completion of your undergraduate degree.

**You will appreciate
our unique multicultural
environment!**

Among the many reasons which make IUM a great place to study is the fact that Monaco is one of the safest states in the world and offers many exceptional cultural, social, sports and professional opportunities. Furthermore, when you return to your home country, you will be leaving Monaco not only with a greater understanding of international business, but also with a keener sense of cultural diversity and a wider global perspective.

**Placement Rate
at Graduation***

87%

Greger, Swedish

Tamar, Georgian

Mikako, Japanese



55%

**Working in a
Foreign Country**

IUM TOP RECRUITERS

ABBOTT CAPITAL MANAGEMENT
ADLER JOAILLERS SA
BASIKA
BNP PARIBAS
BOTTEGA VENETA
CHALHOUB GROUP
CHURCHILL CAPITAL
DANONE
DELOITTE
ELYSYS
ERNST & YOUNG
FACONNABLE
FAIRMONT MONTECARLO
FERRERO

GRANT THORNTON
HSBC PRIVATE BANK
JP MORGAN
KPMG
L'OREAL
LUXOR CHAMPAGNE
LVMH
MIND CANDY
MONACO ASSET MANAGEMENT
MONACO BUSINESS OFFICE
NASEBA
NESTLE
OLSON ZALTMAN ASSOCIATES
PRICEWATERHOUSECOOPERS

PROCTER & GAMBLE
QUINTESSENTIALLY
ROLAND BERGER
SCANDIC HOTELS
SILVIA QUANDT BANK & CIE AG
SINGLE BUOY MOORINGS
SOCIETE GENERALE
STAR EVENTS
STARWOOD HOTELS & RESORTS
UBS WEALTH MANAGEMENT
UNAOIL
VENTE PRIVEE
WORLD ECONOMIC FORUM

MONACO AS YOUR CAMPUS



Ferrari Recruitment Day

At the junction of the French and Italian Rivas, Monaco is in a truly exceptional geographical location. World renowned as a center of business excellence, it has been at the heart of history, arts and culture for over 700 years.

The Principality of Monaco is famous for its diverse international population with **120 nationalities** represented.

It provides the ideal backdrop for students to learn and grow in a truly multicultural environment inside and outside of the classroom.



Junior Marketing Team

Monaco is internationally recognized as one of the most prosperous economic centers

In Monaco, business is a way of life. Economic activity thrives with more than **4600 companies**, many of which are subsidiaries of international companies. Low taxation encourages entrepreneurship and business development, especially in sectors such as banking, finance, tourism, and services.

In Monaco you are able to make connections and build bridges from the very beginning, be it in the University or in the business community.



Meetings & Conferences

Networking

Monaco is an exciting, vibrant and multicultural city. There are many social events, gatherings and happenings occurring throughout the year offering IUM students a rich and incomparable range of networking opportunities.

Provence Experience
Trips to Prague, Spain,
Italy, **Paris** ...
Graduation Day

STUDENT LIFE

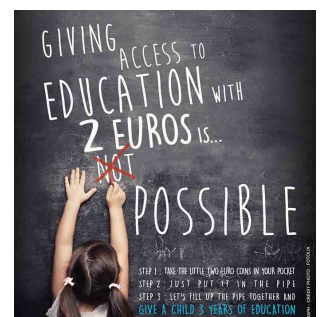
IJEM - International Junior Enterprise of Monaco



You are given the opportunity to work hand in hand with companies, which enable you to show and improve skills like creativity, responsibility and commitment when performing for the first time in a real business environment. Companies also benefit from working with IJEM.

By supporting young people achieve their future goals, they receive a quality product encompassing international point of views, new ideas thanks to fresh university knowledge, and support from their world-class professors.

Social Involvement



**IUM association
raised funds
for educating
underprivileged
children**

Trips & Culture

In addition to making the most out of your time at IUM, you will also be able to explore different cities through trips organized by the Student Association. On previous excursions, students have experienced the Joie de Vivre in Paris, la Dolce Vita in Rome, and the Greatness of Prague's bridges and cathedrals.

Sports



and also:

basketball, horse riding,
swimming, shooting, running,
karting...

ADMISSION INFORMATION

We strive to select a diverse student body, one that not only reflects a variety of backgrounds, cultures, and nationalities, but a wide range of personal interests and professional ambitions.

From all over the world, we seek applicants with high potential who wish to share their talent and ambitions with their community. We recognize - and welcome - leadership that may be expressed in many forms, and look for evidence of your potential through a portfolio of experiences, initiatives, and accomplishments that you have had, reflecting leadership and capacity for intellectual and professional growth.



**International
UNIVERSITY OF MONACO**

GRANDE INSEEC

1

Visit our website
and **complete** your online application:

www.monaco.edu

2

Admission / Selection Criteria

- International profile of the candidate
 - Exposure to cultural diversity
 - Open mindedness
- Academic performance (honors, special distinctions)
- Language skills
- Extra-curricular activities (awards in sports/arts)
- Career path/project/business expertise

3

Admission Documents Required

- A completed application form available online with your answers to the short-answer questions
- High School Diploma and the last two years High School transcript(s) with official translation when necessary*
- 2 passport-size photographs
- Photocopy of passport or national identity card
- Proof of English proficiency (TOEFL, TOEIC, The Cambridge Advanced or Proficiency Test, IELTS or IUM English Entry Interview) if needed**
- A Letter of Recommendation (Optional)

For further information, call us:

+377 97 985 721 / +377 97 986 993

or send us an email:

admissions@monaco.edu



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INSEEC

The International University of Monaco

is a partner of the INSEEC Group, one of the largest French educational institutions with campuses in Paris, Bordeaux, Lyon, Chambéry, London, Monaco, Geneva, Chicago, Shanghai and San Francisco

Please note that the information contained within this brochure may be subject to change
* If the student is in his/her last year, the Diploma will be provided once graduated (Official translation in English or in French)
** Students that are Native English Speakers, lived in an English speaking country or studied in English do not have to provide the test