


**STUDY IN  
PARIS** 

# MBA BUSINESS TRANSFORMATION

**Learn to Transform  
Business in the Digital Era**

**FULL-TIME**  
100% IN ENGLISH



**BUSINESS  
SCHOOL**  
PARIS-LA DÉFENSE



**AACSB** 



# UNDERSTAND AND ANALYSE THE TRANSFORMATION OF BUSINESS IN THE DIGITAL ERA

**Numerical changes, evolution of business and the opening of international markets drive company transformation. Managers need to develop strategic responses, align their organisations and become pro-active in digitalisation activities. The EMLV MBA in Business Transformation teaches you to support companies in the transformation of their organisation.**

Organisations are currently confronted with numerous changes in their environments. Digital transformation, competition from start-ups, the internationalisation of sales activities, the outsourcing of certain activities... are among the elements contributing to the transformation of businesses, both on an organisational level and in terms of activities and new tools. New jobs are required to support organisations in their strategic, technical or functional evolutions.

## GENERAL AIM

The MBA in Business Transformation is organised to provide you with the multiple skills required to manage change within businesses. This programme is designed for managers with professional experience, wishing to participate in the transformation of organisations and to have control over the new and complex organisational challenges.

This programme will enable you to identify the most appropriate strategies and organisational models to be implemented to cope with business challenges. It is linked directly to the evolution of business ecosystems. The development of innovation and digital technologies are recurring themes in most MBA courses. After completing this course, you will be ready to implement new organisation models and managerial innovations.

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**New business models and digital transformation are growth accelerators for businesses”**

## IN PARIS, THE HEART OF FRENCH TECH

You will study the French Tech companies to enable you to carry out benchmarks resulting in operational solutions. You will be capable of identifying the risks and opportunities, and the strengths and weaknesses of organisations engaged in the digitalisation of their activity. You will be able to implement new ways to enhance innovation projects in the organisations. The MBA trains professionals to be capable of discerning the most efficient and value creating operating procedures.





# 450

**HOURS OF CLASSES, VISITS TO COMPANIES OR ORGANISATIONS, PROJECT RESEARCH OR PRACTICAL CASE STUDIES**

## MULTIDISCIPLINARY COURSES IN CONNECTION WITH NEW TECHNOLOGIES

This MBA will enable you to participate in operational surveys in connection with organisational management, supporting strategic decisions and the new methods of team management.

**This programme is based on the existing synergies between the schools of the Pôle Léonard de Vinci:** ESILV (Engineering School)

and the IIM (Institute of Internet and Multimedia).

The expertise of these two schools is based on new technologies and innovation.

## CAREER OPPORTUNITIES

The MBA in Business Transformation programme offers a wide range of opportunities for employment in a multidisciplinary and international environment.

**MBA students aspire to leading roles such as:**

- Business Transformation Consultant
- Business Process Manager
- Business Transformation Project Manager
- Head of innovation lab
- Business Development Officer
- Strategy and innovation Consultant
- Innovation Project Manager
- Group innovation officer

## COURSE STRUCTURE

### TERM 1

←..... OCTOBER - DECEMBER .....→

STRATEGY MANAGEMENT  
ENTREPRENEURSHIP  
AND INNOVATION

ORGANISATION  
CHANGES

OPERATIONAL  
MANAGEMENT  
OF ORGANISATIONS

### TERM 2

←..... JANUARY - MARCH .....→

APRIL - SEPTEMBER

VISITS TO  
INTERNATIONAL FIRMS  
& FRENCH TECH

INNOVATION  
AND EMERGING  
TECHNOLOGIES

DISSERTATION  
OR INTERNSHIP



## MODULES

THEMES	STRATEGY MANAGEMENT ENTREPRENEURSHIP AND INNOVATION	ORGANISATION AND MANAGERIAL CHANGES	OPERATIONAL MANAGEMENT OF ORGANISATIONS	INNOVATION AND EMERGING TECHNOLOGIES
MODULES	New business models	Managing Innovation (integrating technological and organisational change)	Change Management Operations (lean management, agile methods...)	Business Intelligence and Benchmarking
	Blue Ocean Strategy		Business Process Modeling	Open Innovation
	Entrepreneurship and Intrapreneurship	Recruitment and Talent Integration	Knowledge Management	Emerging Technologies (Big Data, AI, Cloud Computing, IoT...)
	Strategic Planning		Transformation and restructuring	
	Digital Economy	Leadership and Management team	Financing of Innovation (crowdfunding, KPI...)	Intellectual Property (patents, trademarks...)
			Data Analytics for Business	
	New Management Models	Management of Information System		
DISSERTATION OR INTERNSHIP (BOTH WITH WRITTEN AND ORAL DEFENSE)				

### LEARNING OUTCOMES

**THE ESSENTIAL ELEMENTS REQUIRED FOR THE IMPLEMENTATION OF TRANSFORMATIONS, SO AS TO ORCHESTRATE THE DIFFERENT BUSINESS DEPARTMENTS AND FUNCTIONS AND RISE TO THE CHALLENGES AND GOALS OF THE COMPANY.**

Students will be able to make decisions in complex environments. They will know how to:

- Identify the relevant strategies and how to implement a new organisational model in a digital environment
- Understand how to turn a company into a more agile organisation
- Understand how digital technologies and business models are radically changing competitive dynamics across industries
- Lead the business change management activity for an allocated portfolio
- Define a new value chain that allows them to preserve the core business and compete in new markets.





YVES ALAIN ACH

**Yves Alain Ach manages the MBA in Business Transformation.** His experience, both academic as a Professor for 20 years and professional as a partner in a consultancy agency, enable him to reconcile the teaching programme with the world of transforming businesses. Yves Alain Ach, PhD. in management sciences and a WIPO neutral (world intellectual property organisation), is currently a Professor at the Léonard de Vinci Business School (EMLV).

**DISCOVER HOW TO STAND OUT IN A CHANGING WORLD**

Over the past fifteen years the most successful businesses have been developed around new business models. The spirit of entrepreneurship, participative management, innovation, digitalisation, and technology, all help to build new companies. From now on, the whole eco-system of companies needs to adapt to this evolution. All organisations need to review their business if they want to still be around in ten years.



Paris is the first step in your international career

**THE FRENCH TECH REVOLUTION**

PWC in its GSL 100 rankings reports specified that the revenues of the 100 French digital companies amounted to 12.2 billion Euros. Among the Top 100 there are 26 players, including Blablacar, Fimalac and Doctolib, who have integrated innovation in their business development. The Paris area is France's leading economic region with the highest Gross Domestic Product (GDP) in the EU28 (30.9% of French GDP and 4.6% of the European Union's GDP) and one of Europe's foremost business hubs. With 12 million inhabitants, the Paris Region hosts 18.1% of Metropolitan France's population.

**THE SCHOOL**

Léonard de Vinci Business School (EMLV) offers several degrees with specialisations in Accounting, Digital Business, Marketing, Finance and Human Resources. The EMLV programmes have been designed to help students reach their highest potential as future leaders. EMLV provides state of the art programmes in business with an emphasis on the digital aspects of business and international dimensions. Students are exposed to real life business scenarios which equip them with core professional skills. Faculty and staff consist of both international research professors and business professionals.

[WWW.EMLV.FR/EN](http://WWW.EMLV.FR/EN)



You will have access to numerous resources such as the FabLab, the Learning Centre, classrooms equipped with the latest technologies...



## PERSONALISED SUPPORT

- . Administrative steps (housing, Campus France, visa, health insurance, immigration office...)
- . Buddy Team service (airport pick-up, practical information, integration events...)
- . One and a half hours of French classes per week. (3 levels: Beginner, Intermediate, Advanced)

## ADMISSION REQUIREMENTS

- . International Bachelor's degree or Master's degree
- . Minimum 2 years of work experience
- . English level IELTS 6.0

## ADMISSION PROCESS

- . Application submission through the website: <http://international.leonard-de-vinci.net>
- . Interview (either face to face or at distance)
- . Application deadline: **July, 6<sup>th</sup> 2018**
- . Duration: **12 months**
- . Intake: **October**
- . Tuition fees: **€10 500**
- . Health Insurance: **€217**

## RECRUITMENT CONTACT

VAGHE LUDINARD  
+33(0) 1 41 16 70 86  
VAGHE.LUDINARD@DEVINCI.FR

# WHY

## DO AN MBA AT THE LEONARD DE VINCI BUSINESS SCHOOL?

- Teaching faculty: PhD professors and professionals
- Modern campus in La Défense, Paris business centre (France)
- Intercultural experience
- Partnerships with multinational firms
- Sports facilities & more than 40 clubs
- Interactive projects with sister schools ESILV (Graduate school of Engineering) and IIM (Institute of Internet and Multimedia)
- Emphasis on soft skills and employability
- Small class sizes
- Individual attention
- Scientific research techniques to engage in independent investigation and understanding of issues
- Access to Bloomberg terminals and Fab Lab (3D printers)

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