DIPLÔME

Titre RNCP Niveau 7 Directeur d'unité opérationnelle

Code : CRN1100A



Niveau d'entrée : Bac + 3, Bac + 4
Niveau de sortie : Bac + 5
ECTS : 60

Déployabilité
A la carte : Formation pouvant s'effectuer au rythme de l'élève, en s'inscrivant aux unités du cursus
Package : Formation pouvant se suivre en s'inscrivant à un "package" (groupe d'enseignements indissociables)

Objectifs pédagogiques

The objectives of the MBA are to:
Acquire or consolidate fundamental and practical knowledge in all the management fields as well as in the underlying scientific domains;
Understand and anticipate the major stakes of the business environment including the management of complex issues related to ethics and corporate social responsibility;
Improve curiosity, critical thinking, intellectual autonomy and leadership;
Increase critical spirit and autonomy;
Increase readiness to face permanent changes;
Develop entrepreneurial spirit.

The MBA Manager provides experienced professionals with the opportunity to:

- Develop a 360° perspective of the company in a global context;
- Strengthen the skills and expertise required for managerial responsibilities;

- Develop cross-functional and strategic competencies;
- Foster an entrepreneurial mindset.

Compétences et débouchés

The Cnam Executive MBA offers a transformative and unforgettable journey, combining rigorous and engaging coursework with study trips across France, Europe, and the USA. The experience is further enriched by conferences, guest speakers, and interactive business simulations.
The Cnam MBA is not just about attending classes; sterile lecturing is not our approach. It’s about fulfilling your calling. Our primary objective at Cnam MBA is to help you define your project and reach your potential to the fullest, so that you can pursue your career aspirations with confidence. The Cnam MBA is to help you acquiring or consolidating fundamental and practical knowledge in all the management fields as well as understanding and anticipating the major stakes of the complex and changing business environment.
We provide coaching, constant challenges and numerous opportunities for both personal and professional growth. This is what inspires us. This is our **CREDO**.

- **CREATE** your personal development plan
- **REACH** new professional horizons
- **ENGAGE** in enriching interactions
- **DEVELOP** valuable best practices
- **OWN** your learning

- Analyze the political, economic, social, technological, environmental, and legal context
- Identify opportunities for business creation or entrepreneurial development
- Define the company's identity, values, vision, and strategic ambition
- Develop a strategic analysis of the company
- Define the means to be implemented to achieve strategic objectives
- Propose changes and lead transformation
- Define and organize a project
- Organize and plan operations
- Develop a quality policy
- Ensure the adequacy and performance of information systems (IS)
- Supervise implementation
- Diagnose the company's financial situation and its environment
- Ensure development resources and allocate them efficiently
- Analyze the market
- Foster innovation
- Choose marketing positioning
- Establish, implement, and monitor a marketing plan
- Contribute to defining the human resources policy
- Manage individuals and teams
- Handle conflicts
- Manage cultural and ethical challenges in people and organizational management

Méthodes pédagogiques

Les enseignements théoriques, couplés à des mises en application en travaux dirigés et travaux pratiques sur matériels et logiciels métiers permettront une professionnalisation rapide. L'espace numérique de formation du Cnam (Moodle) permet à chaque enseignant de rendre accessible des ressources spécifiques à ses enseignements. Des modalités plus détaillées seront communiquées au début de chaque cours.

Prérequis et conditions d'accès

Start your Executive MBA and Expand your horizons in a world of opportunities!
The Cnam Executive MBA Paris is designed for those aspiring to develop a career or business in an international environment, to widen their professional horizons, and to increase their leadership capacity.
Our study mode provides students with the values of:

- **Consistent and Quality**: 100% courses in English, International Recognition with AMBA's 1 curriculum of 13 core modules, a study track to personalize a professional domain, coaching and networking, study trips and a final project. A balance between Professional and Academic Faculty. Classes of small size, facilitating intensive interactions, as well as the transfer of knowledge and skills.
- **Compatible** with your Full-time Professional Responsibilities: Possibility to complete the curriculum while working full time. 24 months with Blended learning (Face to Face for 1 weekend per month + Online + Autonomous Study)
- **Mentorship**: Different promotions have classes together, allowing for greater interaction and networking opportunities. Diversity and a balanced mix of educational and professional backgrounds, ages and cultures.
- **Accessible**: 2 intakes per year: October or January. Payment in 3 installments per year.
- **Adaptable**: A large selection of elective courses with modular electives & minors on different practical subjects. Possibility to take modular electives for certification.

At Cnam Executive MBA Paris, we expect you to be the designer of your future and therefore we provide you with the freedom to create and customize your own program while working full time, under the following structure:
• The **Core Curriculum** involves 13 core courses providing a solid foundation in essential business skills and competencies;
• Four **Elective Tracks** dedicated to different fields, to enable students to complete the core courses with a specialised component and management approach, include

- Business Unit Management
- Innovation Management
- Luxury & Creative Industry Management (in partnership with ESMOD)

• **“Expand your Horizons”** Seminars and **Coaching and Career Development** Program with personal assessment, professional and personal coaching to facilitate students in the transitional and transformational process of their professional life.
• **Study trips** are a special part of the MBA curriculum with company visits, international exposure and business network, with different destinations from the USA, Romania, France or other countries, depending on the study tracks.
• The **Final Capstone Project** is an individual work that turns theory and reflection into real world action.
Admission procedures:

- Application form in English
- Interview with the MBA program Director and professors
- 2 intakes: October and January

Application Requirements :

- Rolling admission (until places fill up).
- Bachelor’s Degree (in any discipline);
- 2 recommendation letters (from professional or academic endorsers);
- 3 years of professional experience;
- Proficiency in English; (TOEFL IBT: 90 | TOEIC: 800 | IELTS: 6.5)

Courses rhythm over the 2 academic years

October to June:

- 2 to 3 online sessions from 7:00 to 8:30 pm every week
- 2,5 days of onsite sessions per month (Thursday night, Friday and Saturday all day)

July to August:

- 1 week at Bucharest Business School, Bucharest, Romania
- 1 week at UC Berkeley, San Francisco, USA

Titulaires d'un diplôme Bachelor ou équivalent (Bac+4) ayant une expérience professionnelle de 3 ans minimum. Les candidats détenteurs d'une licence (Bac+3) peuvent postuler s'ils justifient d'une expérience professionnelle significative à un niveau cadre via la Validation des Acquis Professionnels (VAPP).

Condition d'accès supplémentaire :

- Maîtrise de la langue anglaise attestée par la certification TOEFL iBT 90, TOEIC 800 ou IELTS 6.5.
- 2 lettres de recommandation (employeurs, supérieurs hiérarchiques, relations professionnelles...)

Procédure d'admission :

Commission de sélection après examen du dossier de candidature et entretien.

MENTIONS OFFICIELLES

Code RNCP

41462

Date d'enregistrement au RNCP

27/10/2025

Date de l'échéance de l'enregistrement au RNCP

27/10/2030

Mots-clés

- Management et stratégie
- Innovation - Recherche et développement
- Mode
- Assurance
- Entrepreunariat
- Organisation du travail et de l'entreprise
- Business model
- Management de projet en entreprise

management

MBA

Business unit

Projet d'affaire

Direction générale

Direction d'entreprise

Stratégie de l'entreprise

Informations complémentaires

Type de diplôme

Titre RNCP Niveau 7 (ex niveau I)

Code NSF

4 - Domaines du developpement personnel
120g - sciences économiques et sociales appliquées à l'aménagement et au développement, à l'administration territoriale, au commerce, aux relations sociales et aux ressources humaines, aux finances
414z - Développement des capacités individuelles d'organisation

Formacode

Stratégie entreprise [32025]
Vie et gestion des organisations [110]

Code du parcours

CRN1100A

Modules d'enseignement

- → Business Law and Ethics
- → Business Statistics
- → Capstone Final Project
- → Career Development and Coaching
- → Corporate Entrepreneurship
- → Corporate Finance
- → Corporate Strategy
- → Cost and Time Management
- → Digital Transformation
- → Economics
- → Experiencing Fashion
- → Financial Accounting
- → Guest lecture - Expand Your Horizons
- → How to Turn Ideas into Successful Start-ups
- → Human Resource Management
- → Leadership and Change
- → Management Accounting
- → Management Information Systems
- → Marketing Luxury Customer Experience
- → Marketing Management and International Perspectives
- → Marketing of Innovations
- → Negotiation
- → Operations Management
- → Organization Behavior
- → Project Management for Managers
- → Risk Management
- → Strategic Innovation Management

→ Study trips
→ Team Dynamics & Communication
→ The Creative Process Management
→ The Essence of a Luxury Product
→ The Fashion Luxury Market

Blocs de compétences

Un bloc de compétences est constitué d'un ensemble d'Unités qui répond aux besoins en formation de l'intitulé du bloc.
Les unités ci-dessus sont réparties dans les Blocs de compétences ci-dessous.
Chaque bloc de compétences peut être validé séparément.

Mettre en place de la stratégie commerciale et marketing
CRN05B10

Gérer et développer des ressources humaines au sein de l'organisation
CRN05B30

Assurer la situation financière de l'entreprise ou de l'unité considérée
CRN05B50

Manager des projets
CRN05B20

Élaborer la stratégie d'une entreprise ou d'une unité
CRN05B40