



A program to train future leaders and academics in management to a high level of expertise in the intersection between management, behavioral tools and digital technologies.



BENEFITS

- Develop the skills to evaluate research findings and to relate them to practical applications and solutions
- Be able to identify and mobilize the relevant tools in an organizational and/or operational context
- Be able to identify and understand the data required and approaches necessary to uncover and support behavioral solutions to a problem

ENTRY REQUIREMENTS

The BDEEM program is dedicated to French students from UBFC, as well as students from all over the world with a background in business, social sciences, anthropology, economics, finance, mathematics, engineering, political science, psychology, sociology, neuroscience, computer science or other integrated programs.

PROFESSIONALIZATION

The BDEEM pedagogical approach emphasises connections with the corporate world (courses taught by professionals, mandatory work placements, consulting projects, etc). All course formats are highly interactive and will be partly conducted in close collaboration with companies.

HOW TO APPLY?

- Applicants must follow the instructions on the website: <http://www.ubfc.fr/application-procedure>
- Amongst others, they should hold a Bachelor's Degree or Licence (180 ECTS) in science (mathematics, computer science, engineering, statistics and data analysis etc...), in economics and management, or other human sciences.
- The application file must include:
 - A detailed CV
 - Diplomas with individual marks in different studied courses
 - A cover letter and possibly a recommendation letter

CAREER OUTCOMES

The graduates will act in functions such as global strategists, analysts in counselling companies, chiefs in marketing services, management consultants, government officials, economists in banks and financial organizations, human resources managers, etc.

PROGRAMME

SEMESTER 1 (AUTUMN, TAUGHT IN BESANÇON)			SEMESTER 2 (SPRING, TAUGHT IN BESANÇON)		
	hours	ECTS		hours	ECTS
Statistique appliquée OR Econometrics	24	3	Contacts and Incentives, Private and Public Economics	18	3
Data Analysis/Softwares	18	3	Behavioral Industrial Organization	12	3
Microeconomics	18	3	Experimental Economics, Market and Negotiation	21	3
Cooperative Game Theory	15	3	Behavioral and Experimental Economics	18	3
Theory and Practice of Auctions and Procurement	24	3	Economics of Discrimination, Gender and Stereotypes	12	3
Cartel Behaviors and Competition Policy	18	3	Nudge Economics	12	3
Diagnostic et analyse stratégique des marchés OR cours de français renforcé	21	3	Business Game (PT)	35	3
Performance Measurement: Key Performance Indicators	12	3	Personalized Professional Project	6	3
Research Seminar in Business/Competitive Intelligence	12		Master Thesis		3
Big Data, Business Intelligence	12	3	Internship		3
Information Systems Management	14	3			
SEMESTER 3 (AUTUMN, TAUGHT IN DIJON)			SEMESTER 4 (SPRING, TAUGHT IN DIJON)		
	hours	ECTS		hours	ECTS
Managing Cultural Diversity	10	2	Entrepreneurial Finance	10	2
Introduction to Intercultural Communication	12	3	Management and Organizational Theories	20	4
Culture and Area Studies	6		From Consumer Behavior to Management of Consumer Experience	14	3
Financial Accounting	20		4	Project Management	20
Management Accounting	20	4	Internship and Defense	17	
Foundations of Finance	20	4	Conferences/Visits/Projects	15	
Strategy	20	4			
Marketing	20	4			
Human Resources Management and Business Ethics	20	4			
Decision Making - Business Game	20	1			
Internship Preparation	15				
Conferences/Visits/Projects	15				

CONTACTS

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