

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**.



IBENEFITS

- 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

ICAREER 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.

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.

[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



PROGRAM

SEMESTER 1 (Autumn, taught in Besançon)

- Technical Tools
 - Applied Statistics OR Applied Econometrics
 - Data Analysis
- Strategic Economic Tools
 - Microeconomics of Strategic Behavior
 - Game Theory
- Competition in Markets
 - Theory and Practice of Auctions and Procurement
 - Cartel Behaviors and Competition Policy
- Technical and Strategic Determinants of Firm Performance
 - Diagnostic et Analyse Stratégique des Marchés
 - Performance Measurement: Key Performance Indicators
- Business And Competitive Intelligence
 - Research Seminar in Business / Competitive Intelligence
 - Big Data, Business Intelligence
 - Information Systems Management

SEMESTER 2 (Spring, taught in Besançon)

- Economic Strategic Interaction
 - Contracts and Incentives, Private and Public Economics
 - Industrial Organization OR Eachat OR IE
- Experimental Behavioral Economics
 - Experimental Economics, Markets and Negotiation
 - Behavioral and Experimental Economics
- Advanced Behavioral Economics
 - Advanced Behavioral Economics
 - Nudge Economics
- Know-How and Soft Skills
 - Business Games
 - Personalized Professional Project
- Internship Module
 - Master Thesis
 - Internship

SEMESTER 3 (Autumn, taught in Dijon)

- Intercultural Management
 - Managing Cultural Diversity
 - Introduction to Intercultural Communication
 - Culture and Area Studies
- Applied Strategic Games
 - Decision Making - Business Game
 - Project Management
- Financial Skills
 - Financial Accounting
 - Foundations of Finance
- Strategic Behavior
 - Strategy
 - Marketing
- General Skills in Management
 - Management Accounting
 - Human Resources Management and Business Ethics

SEMESTER 4 (Spring, taught in Dijon)

- Special Topics in Management
 - Entrepreneurial Finance
 - Management and Organizational Theories
 - From Consumer Behavior to Management of Consumer Experience
- Final Module
 - Internship and Defense



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**.

CONTACTS

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www.ubfc.fr