

# Master of Science

TELECOM  
Ecole de  
Management



#BeTheNextOne

## Information and Communications Technology Business Management

### OBJECTIVES - ENVIRONMENT

The Master of Science in Information and Communications Technology Business Management (ICT-BM) is a 2-year program designed to provide students with a solid foundation in business management and ICT. The program is structured as follows:

**1st semester:** Core Courses in Business Management

- Accounting and Finance
- Principles of Marketing Management
- Managerial Economics
- Strategic Management
- International Business Law
- Operations Management
- Human Resources Management
- Management of Information Systems
- French as a Foreign Language

**2nd semester:** Master's thesis

Bachelor's research project

Optional: Between 1st year and 2nd year, a 6-month internship in a company, in France or abroad.

### COURSE AIMS

#### FIRST YEAR

##### 1st semester : Core Courses in Business Management

- Accounting and Finance
- Principles of Marketing Management
- Managerial Economics
- Strategic Management
- International Business Law
- Operations Management
- Human Resources Management
- Management of Information Systems
- French as a Foreign Language

#### 2nd semester

- Management Control of Systems and M
- Business Plan Challenge
- Managerial Finance
- Relational Databases
- Law for Communication and IT
- Project Work
- French as a Foreign Language
- + 2 electives courses - for instance :

- A Cellular Society
- European and US Law of E-business
- Economics of telecom and internet

### SECOND YEAR

#### 1st semester

##### Specialisation Courses in Business Management applied to ICT

- Policy and Regulation of ICT in Europe
- Market Research and Intelligence
- Data Analysis
- Business Modelling and ICT
- Platforms and Digital Ecosystems
- Global Telecommunications
- Media and Convergence
- Mobile Telecommunications Business Systems
- Advanced BtoB Marketing in Telecommunications
- Customer Relationship Management
- Innovation Project Management and Marketing
- Hot Issues
- Workshop and Project Presentation
- Project Works (180 hours of student work)
- French as a Foreign Language

#### 2nd semester : Master's thesis

Bachelor's research project

Optional : Between 1st year and 2nd year, a 6-month internship in a company, in France or abroad.

### ADMISSION REQUIREMENTS

Bachelor's (or equivalent) Degree. Official test results of GMAT (code number VKQ-C1-36)

### APPLYING

Online, full application file - go to the website: [telecom-paris.fr](http://telecom-paris.fr)

### PROGRAM

24 months : full-time course program based on a 12-month master's thesis, a 6-month internship, and a 6-month project work.

### KEY WORDS

Marketing / Management  
Statistics / Economics  
Information and Communications Technology / Telecommunications / Media

### STRONG POINTS OF THE PROGRAM

The program is designed to provide students with a solid foundation in business management and ICT. The program is structured as follows:

**1st semester:** Core Courses in Business Management

**2nd semester:** Master's thesis

Bachelor's research project

Optional: Between 1st year and 2nd year, a 6-month internship in a company, in France or abroad.

### SCHOOL PROPOSING THE MASTER

Telecom Business School is AACSB accredited.

### LANGUAGE REQUIREMENTS

TOEFL 600  
CBT 235  
IBT 90  
IELTS 6.0

### LOCATION

Communication Technology Business School's Paris campus.

### PARTNERS

Altran, Ericsson, Bouygues Telecom, StreamWIDE, BNP Paribas, SFR, Orange, Alcatel Lucent, Accenture, SaaS.

