



tbs

Toulouse
Business School

MSc. PROGRAMS

Master of Science

Marketing - Finance - Supply Chain
Toulouse - Barcelona - Paris

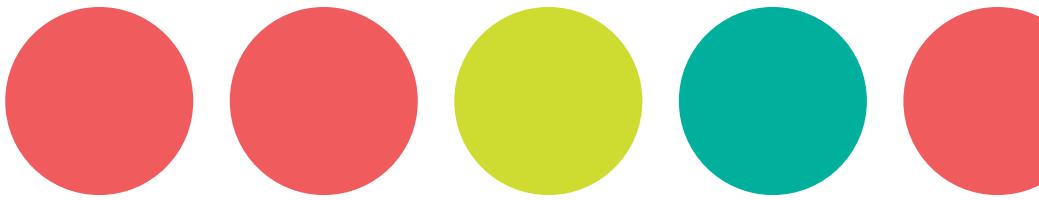
2016 - 2017

3 INTERNATIONAL ACCREDITATIONS



www.tbs-education.fr

**Think
& Create**



Founded in 1903, Toulouse Business School is today counted amongst the most prestigious schools in France and abroad. Its mission is to train tomorrow's managers and leaders, regardless of their background. Its strategy is focused on the value provided to students and businesses, based on strong partnerships with institutions and internationally renowned companies.

With its high reputation, its commitment, and embodying its values of diversity, TBS welcomes students from around the world. Within its 5 campuses, students will find all the ingredients conducive to the development and success of their studies – a unique setting in a privileged economic and academic environment at the heart of five major international cities: Paris, Toulouse, Barcelona, Casablanca and London; a rich multicultural

**"CHOOSING TBS MEANS CHOOSING
A GLOBALLY RECOGNIZED SCHOOL
THAT MEETS YOUR AMBITIONS."**

environment; a portfolio of MSc training programs in the areas of Marketing, Finance and Supply Chain Management, delivered entirely in English; a research center guaranteeing quality education at the forefront of international research; globally recognized diplomas thanks to our three international accreditations: EQUIS, AMBA and AACSB, further guaranteeing our academic training excellence.

Rest assured that TBS strives to meet your needs and to accompany you in the success of your career development.

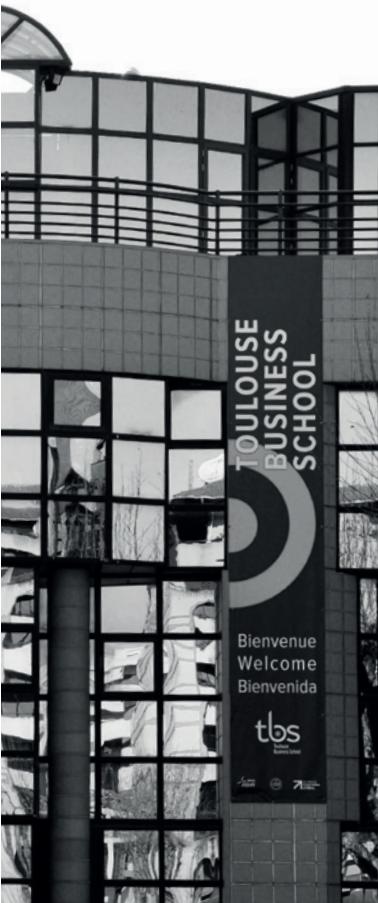
Welcome to TBS!

François Bonvalet

Dean, Toulouse Business School



TBS IN FIGURES



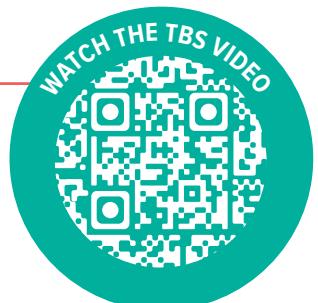
5,300 students
of which 25% are
international

Over 180 partner
universities
worldwide

250 partnerships in
business Airbus, Astrium, CNES,
Thales, Société Générale, KPMG,
BNP, Deloitte, Air France, Halifax
Consulting, Nestle, Unilever, etc.

35,000
TBS alumni worldwide,
of which 64% work in an
international environment

More than
20 international
double degree
agreements





TBS CAMPUSES

AN EXPANDING PRESENCE IN THE HEART OF EUROPE & NORTH AFRICA

LONDON CAMPUS

TBS' campus is in the heart of London's financial hub and offers 300 m² of new state-of-the-art facilities.

- 1st most influential economic capital in the world (2014)
- World's leading financial center for international business
- 3rd most popular tourist destination in the world
- More than 500 international companies and 250 international banks (TheCityUK, 2014)
- The world's oldest stock exchange (300 years)



BARCELONA CAMPUS

TBS' campus in Barcelona is located in modern, 3,500 m² purpose-built facilities in the heart of the city. The campus offers TBS degree programs in a dynamic European business center and one of the world's most popular cosmopolitan destinations.

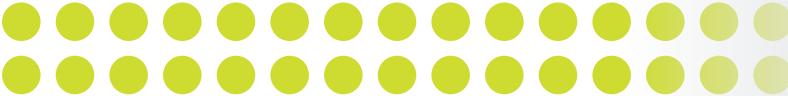
- Barcelona is the capital of Catalonia, and Spain's 2nd largest city with more than 215,000 students
- 18% international population
- 6th best city to study in Europe (QS, 2015)
- Ranked 6th in "The Most Reputable Cities in the World" (Reputation Institute, 2015)
- "iCapital": European Capital of Innovation Award 2015



CASABLANCA CAMPUS

TBS's Casablanca campus offers high-level management education in cooperation with the French Chamber of Commerce and Industry in Morocco, across a choice of programs, all taught in French.





TOULOUSE CAMPUS

TBS' campus in Toulouse is located in the heart of the city known in France as "la ville rose". Toulouse offers a vibrant learning and social environment in a cosmopolitan and dynamic city.

- 4th largest French city
- 2nd most dynamic French city (Les Echos, 2014)
- 2nd highest student population in France with 130,000 students (Toulouse Metropole 2015)
- Favourite student city in France (L'Etudiant 2015)
- 1st French city for employment development (APEC 2015)
- 3rd best French city for entrepreneurship
- 1st city for crucial industries: Astrium, CNES
- 2nd most popular place to work (Think Institute 2015)
- 3 business clusters: Aerospace Valley, Cancer-Bio-Sante, and Agrimip-innovation
- European City of Science, 2018



PARIS CAMPUS

TBS' new premises in the heart of Paris offers a choice of MSc and DBA courses.

- French capital
- 3rd most influential economic capital in the world (Forbes, 2014)
- Favorite student city in the world for the last 4 years (QS Best Student Cities, 2016)
- More than 300,000 international students
- Top 5 most attractive cities in the world (Le Figaro, 2014)
- Favorite city in the world for lifestyle quality
- World leader in tourism and luxury fashion



ADMISSIONS

ADMISSION REQUIREMENTS

- Participants must hold the minimum of a recognized bachelor degree, preferably in the relevant field (engineering, sciences, management, economics, marketing, etc.)
- GMAT/GRE score or TBS Test score compulsory for MSc at Barcelona Campus

LANGUAGE REQUIREMENTS

- English: Mother tongue, or
- Bachelor degree taught in English, or
- English test such as TOEFL IBT 80, IELTS 6.5 minimum, TOEIC 800, FCE.

No pre-requisite in French or Spanish.

4-STEP APPLICATION PROCESS

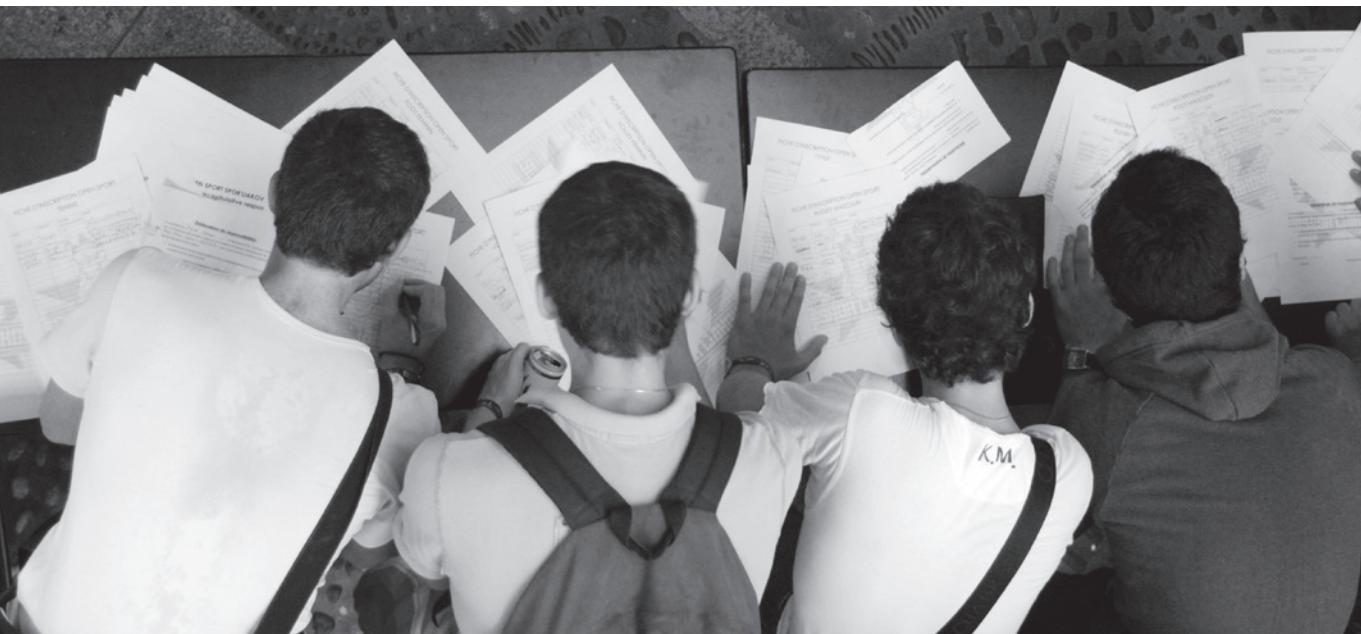
1. COMPLETE ONLINE APPLICATION

- **TOULOUSE / PARIS**
<http://apply.tbs-education.fr>
- **BARCELONA**
<http://application.tbs-education.es>

2. SUBMIT SUPPORTING DOCUMENTS & TEST RESULTS

3. TAKE A VIRTUAL INTERVIEW

4. WAIT FOR ADMISSION RESULTS





WHY CHOOSE TBS?



TOP-RANKED IN FRANCE AND WORLDWIDE

Consistently in the TOP 10 of French rankings; ranked in the Top 50 European business schools (Financial Times, 2015)



3 TOP INTERNATIONAL ACCREDITATIONS

TBS is part of the prestigious 1% of business schools worldwide holding the ‘triple crown’ of international accreditations: EQUIS, AMBA and AACSB, assuring the quality of our programs.



CAREER SUPPORT AND PROFESSIONAL NETWORKING

More than 1,200 professional advisers offer guidance to our students and work closely with our Career Starter service providing professional support and enabling TBS to provide dynamic teaching and preparation for a fast-changing business world – overall assurance of our graduates’ employability.



STUDY WITH LEADING FACULTY

Our faculty are dedicated teachers with high level expertise, and 33% of the teaching staff is made up of distinguished international professors. More than 90 professors – experts in their fields – produce more than 200 publications annually in top journals of reference and work on at least 40 current research projects.



BOOST YOUR CAREER

More than 90% of TBS MSc graduates find employment within 4 months of graduation.



GLOBAL ALUMNI COMMUNITY

Toulouse Business School's Alumni Association comprises a community of nearly 35,000 graduates and students worldwide. Through a variety of events, TBS Alumni helps its members keep connected to TBS and to fellow alumni, encouraging networking and support.



INTERNATIONAL STUDENT SERVICES

TBS's International Student Services provides assistance to international students, from the preparation of their arrival through to the end of their studies, including assistance with accommodation, visa requirements, banking and much more.



PARTNER UNIVERSITIES

Thanks to its worldwide reputation, TBS has a strong and diverse network with many of the top ranking universities in the world – all academic areas benefit from our partnerships.



CHOICE OF CAMPUSES

Our programs are available on 5 international campuses in Toulouse, Barcelona, Casablanca, Paris and London. MSc programs are available in Toulouse, Barcelona and Paris.



DETERMINE THE BEST FIT PROGRAM FOR YOU

	TOULOUSE	BARCELONA	PARIS
MARKETING	<ul style="list-style-type: none">• MSc Marketing, Management & Communication p.4• MSc Tourism, Hospitality and Travel Marketing & Management p.10	<ul style="list-style-type: none">• MSc Marketing Management p.6	<ul style="list-style-type: none">• MSc International Luxury Industries Marketing & Management p.8• MSc International Tourism Marketing & Management p.12
FINANCE	<ul style="list-style-type: none">• MSc Banking & International Finance p.16	<ul style="list-style-type: none">• MSc Finance p.18	
SUPPLY CHAIN	<ul style="list-style-type: none">• MSc Supply Chain And Lean managEment (SCALE) p.22		



MARKETING

MARKETING



MARKETING MANAGEMENT & COMMUNICATION



PROGRAM COORDINATOR
Stéphane Bernard
Professor of Marketing

REQUIREMENTS

- 4 year Bachelor degree or higher (240 ECTS)
- 3 year Bachelor degree (180 ECTS with very good academic profile)
- IELTS 6.5 or equivalent

ECTS CREDITS

90

CAMPUS

Toulouse

STUDY MODE

Full-time

DURATION

15 months

CLASS TIME

Monday to Thursday.

Timetables may vary from 9am to 7pm.

PROGRAM START

October

LANGUAGE

English

PARTICIPANTS

Recent graduates and young professionals, typically with up to 2 years' professional experience. Applications welcome from French and international students.

APPLICATION DEADLINE

From November to June for non-EU applicants, from November to July for EU applicants.

DEGREE

Master of Science Marketing,
Management & Communication,
TBS (Toulouse Business School).

PROGRAM OVERVIEW

The MSc in Marketing Management & Communication offers highly professional training for international graduates who want to focus their professional careers and become managers in the field of Marketing and/or Communication.

Participants in the MSc program will acquire the most up to date skills in these areas, together with a comprehensive understanding of new business models, social responsibility, cross cultural approaches, project management and a transverse digital approach.



OBJECTIVES

- To train students who will be efficient professionals in the fields of marketing, management & communication, with a strong focus on employment.
- To offer participants the most recent conceptual and technical skills in the three strategic areas of Marketing, Management and Communication, while including an understanding of new business models, social responsibility, intercultural approaches, project management, leadership and change management.
- To be able to link the latest advances in management research to operational approaches in the students' chosen fields.



WHY STUDY THIS PROGRAM?

- Highly skilled professors who are both academic researchers and active professionals in the marketing field.
- A multidisciplinary approach with a broad focus on management areas in order to offer professional and soft skills and strong employability.
- Key technical tools in Marketing and Communication; strategic and conceptual reflection tools to help you achieve the best decisions.
- Strong personalization: student centered learning with a high level of personalization through projects, case studies, individual career coaching and 2 choices of electives.
- This program is part of the SM2 Cluster, a set of programs in Strategic Marketing Management within TBS, promoting quality of content, innovative learning through SM2labs, cross cultural interaction, change management.



CONTENTS

9-month full-time program followed by a 4 to 6-month internship, for a total of 15 months. Students may choose to replace the internship with a research dissertation. The program is made up of 5 learning units to cover the fundamentals of marketing, marketing communications

and management, followed by a full-blown specialization and a choice of electives. The syllabus with detailed course contents (ECTS credits, and learning outcomes) will be provided at the beginning of the academic year.

1ST SEMESTER October - February

2ND SEMESTER March - June

3RD SEMESTER July - December

Common Marketing, Management & Communication

Consumer Behavior | CRM, eCRM, SCRM & Relationship Marketing | Business to Business Marketing | New Data Analytics | International Marketing | Communication Planning in the Digital Era | Branding and Branding Management | Crisis Communication | Event Communication | Product and Brand Communication | New Business Models | Intercultural Management | Project Management

Specialization

Marketing, Communication and Management seminars | Sales & Negotiation | Industrial Marketing | 360° Professional Discovery | Start Up & Entrepreneurship | Distribution Sector

Internship or dissertation

4 to 6 months, in a company in France or abroad, and validated through a professional thesis. Students can also choose to write up a dissertation without an internship.

2 electives

Customization of the program depending on the student's domains of professional interest or needs. Examples of electives to choose from: International Sport Development | Consulting & 360° Communication Agencies | Aerospace Marketing | Non-Profit & Sustainability | CRM + Relationship Marketing



EMPLOYMENT OPPORTUNITIES

- Product Manager (strategic/operational)
- Marketing / Communication Manager
- Marketing Analyst
- Market Research Analyst
- Market Research Manager
- Brand Manager
- Marketing Manager
- Community Manager
- Web Strategy Manager
- Category Manager
- Internal / External Communication Manager, etc.



OUR STUDENTS' EXPERIENCE



Maria, MSc Marketing & Communication student (Colombia)

"Coming to TBS has been a very constructive and positive process in my life, not only professionally but personally. The M2C program combines everything I wanted to specialize in my career. It focuses not only in marketing, but also in

communications, which, I think, gives more skills to the future alumni. It differentiates us from other marketers in the field, and gives us a complete comprehension of the industry. The professors train you to help you deploy your skills, give advice to explore your potential and provide guidance to develop your professional plans."

More info on the MSc Marketing Management & Communication



MSc

MARKETING MANAGEMENT

IN PARTNERSHIP WITH

PROGRAM COORDINATOR
Lourdes Pérez
Professor of Marketing

REQUIREMENTS

- Bachelor degree or higher (180 ECTS)
- IELTS 6.0 or equivalent
- Under 29 years old

ECTS CREDITS
90

CAMPUS
Barcelona

STUDY MODE
Full-time

DURATION
18 months

CLASS TIME
Monday to Friday.
Timetables may vary from 9am to 7pm.

PROGRAM START
January

LANGUAGE
English

PARTICIPANTS
Recent graduates and young professionals, typically with up to 2 years' professional experience. Applications welcome from international students.

APPLICATION DEADLINE
From March to October for non-EU applicants, from March to November for EU applicants.

DEGREE

- Master of Science in Marketing Management awarded by Toulouse Business School (TBS)
- Master of Science in Marketing awarded by the Polytechnic University of Catalonia (UPC)

PROGRAM OVERVIEW

The **Master of Science (MSc) in Marketing Management** is designed for recent graduates or young professionals who wish to deepen their technical knowledge whilst being at the cutting edge of marketing trends. Internationally oriented and highly customizable, this program offers **four specialization tracks** so that our students can easily tailor the courses and achieve their career goals. In addition, our program enforces our students' preparation for managerial marketing positions thanks to personalised follow-up from our Career Starter service.

Classes are completed by a **6-month internship** in top national and international businesses. Moreover, this training benefits from the advice of a committee of high-level professionals who verify the contents quality.

→ OBJECTIVES

- Get to grips with the very latest trends in marketing, always viewed from an analytical perspective.
- Develop and improve essential skills for marketing management related to team work, innovation and creativity, and corporate commitment.
- Recognise and predict current consumer needs and be able to transmit them creatively from a fresh perspective.
- Master the latest marketing tools and methodologies in order to implement, manage and evaluate marketing strategies.
- Gain a deep insight into the current global business and cross-cultural management panorama.

→ WHY STUDY THIS PROGRAM?

- Flexible. Adaptable:** Our MSc offers four specialization tracks so that our students can easily tailor their program and achieve their career goals: B2C Marketing, B2B Management, International Business or Marketing in the Fashion & Luxury sector.
- Put theory into Practice:** As an integral part of the program our students will undertake a 6-month internship in one of our partner companies.
- Company Assessment Committee:** A committee of high-ranking professionals from leading companies supervises our program's contents to ensure that the latest trends in the marketing field are represented.
- Personalised Coaching:** Our Career Starter service offers personalised follow-up to help students identify and develop their ideal career path in marketing.
- TBS - UPC Double degree:** Students will be awarded two MSc degrees from two top universities: Toulouse Business School (TBS) and Polytechnic University of Catalonia (UPC).
- Barcelona, one of a Kind:** The city is the 4th global capital in business perspectives and it is increasingly known as a marketing and fashion hub, hosting some of the world's major fashion brands.



CONTENTS

Our MSc program takes place over three terms, two of which are taught with the third dedicated to undertaking an internship.

During the first term students learn the marketing essentials along with the most advanced techniques in

the marketing field. In the second term they are able to specialize and focus on the most appropriate professional area to meet their future career goals. Finally, in the third term students undertake an internship in a renowned national or international company.

1 ST SEMESTER January - June	2 ND SEMESTER September - December	3 RD SEMESTER January - June
Management Foundations Business Plan International Business Strategy	Strategy Intensive Course B2C Marketing: It provides students with an insight into mass consumer goods and targeted distribution aimed at the final consumer. B2B Management: Students will get to know the relationship between companies that produce products for other businesses. International Business: This specialization provides students with the tools to identify business opportunities in international markets. Marketing in the Fashion and Luxury Sector: This path provides students with an in-depth knowledge of this sector, as well as its importance for economic development.	Curricular Internship 6-month, full-time placement



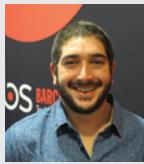
EMPLOYMENT OPPORTUNITIES

- Product Manager (strategic/operational)
- Marketing Manager
- Marketing Analyst
- Market Research Analyst
- Market Research Manager
- Brand Manager
- Community Manager
- Web Strategy Manager
- Digital Marketing Manager
- Category Manager

More info on the MSc Marketing Management



OUR STUDENTS' EXPERIENCE



Nahuel, MSc Marketing student (Argentina)

"I studied the Bachelor in Management at TBS Barcelona and I know what I want. That's why this Master adjusts to my expectations."

international professors, professionals and a high formative level. I also like the multicultural ambiance of the school, the possibility of doing a meaningful 6-month internship and the fact that both the staff and teachers are always available if you need them."





MSc

INTERNATIONAL LUXURY INDUSTRIES MARKETING & MANAGEMENT (PARIS)



**PROGRAM
COORDINATOR**
Stéphane Bernard
Professor of Marketing

REQUIREMENTS

- 4 year Bachelor degree or higher (240 ECTS)
- 3 year Bachelor degree (180 ECTS with very good academic profile)
- IELTS 6.5 or equivalent

ECTS CREDITS

90

CAMPUS

Paris

STUDY MODE

Full-time

DURATION

15 months

CLASS TIME

Monday to Thursday.

Timetables may vary from 9am to 7pm.

PROGRAM START

October

LANGUAGE

English

PARTICIPANTS

Recent graduates and young professionals, typically with up to 2 years' professional experience. Applications welcome from French and international students.

APPLICATION DEADLINE

From November to June for non-EU applicants, from November to July for EU applicants.

DEGREE

MSc International Luxury Industries Marketing & Management, TBS (Toulouse Business School).

PROGRAM OVERVIEW

The **MSc International Luxury Industries Marketing & Management** offers highly professional training to international graduates who wish to operate in the rich, challenging context of luxury industries, while building and developing their careers.

Through a multidisciplinary approach, participants in this MSc program will acquire key skills in luxury industries marketing and management, together with a comprehensive knowledge of the new technologies applied to the luxury industries business models and strategy.

→ OBJECTIVES

- To train students who will be efficient professionals in the fields of marketing, management & communication within the luxury industries, with a strong focus on employment.
- To meet professional experts from the luxury industries and to start building a significant network in the luxury industries sector.
- To enable the students to develop a personalized and sound career project.

→ WHY STUDY THIS PROGRAM?

- Highly skilled professors who are both academic researchers and active professionals in the luxury industry field.
- Learn about the major challenges of today and of the future of luxury industries; learn how major actors in the luxury industries operate and what their strategies are; learn the new tools and technologies available in this sector; and learn how to accommodate cultures from around the world, and how to implement luxury activities internationally.
- A multidisciplinary approach with a broad focus on management areas in order to offer professional and soft skills and strong employability.
- Strong personalization: student centered learning with a high level of personalization through projects, case studies, individual career coaching and 2 choices of electives.
- The Career Starter service provides coaching, training and direct contact with companies to boost our students' employability.
- TBS holds the triple AACSB, EQUIS & AMBA accreditations that recognize program quality and international achievement.
- This program is part of the SM2 Cluster, a set of programs in Strategic Marketing Management within TBS, promoting quality of content, innovative learning through SM2labs, cross cultural interaction, change management.



CONTENTS

9-month full-time program followed by a 4 to 6-month internship, for a total of 15 months. Students may choose to replace the internship with a research dissertation. The program is made up of 5 teaching units to cover the fundamentals of marketing, marketing communications

and management, followed by a full-blown specialization and a choice of electives. The syllabus with detailed course contents (ECTS credits, and learning outcomes) will be provided at the beginning of the academic year.

1ST SEMESTER October - February

2ND SEMESTER March - June

3RD SEMESTER July - December

Common Marketing, Management & Communication

Consumer Behavior: understanding the new client | Business to Business Marketing | New Data Analytics | International Marketing | Communication Planning in the Digital Era | Traditional and New Media | Branding and Branding Management | Event Communication | Product and Brand Communication | Agency Pitch | Corporate Social Responsibility | Manager/Leader | Organizational Behavior

Luxury Industries Specialization

Luxury Industries Specialization: History of Luxury Industries | Luxury Services | Fashion & Accessories | Intellectual Property | Perfumes & Cosmetics | Luxury Brand Strategies | The Future of Luxury

2 electives

Customization of the program depending on the student's domains of professional interest or needs. Examples of electives to choose from:
Innovation Marketing & Management | Start Up & Entrepreneurship | Cross Cultural Marketing & Management | CRM + Relationship Marketing

Internship or dissertation

4 to 6 months, in a company in France or abroad, and validated through a professional thesis. Students can also choose to write up a dissertation without an internship.



EMPLOYMENT OPPORTUNITIES

- Product Management (strategic/ operational)
- Marketing Communications Manager

- Marketing Analyst
- Market Research Analyst
- Market Research Manager
- Brand Manager

- Marketing Manager
- Community Manager
- Web Strategy Manager
- Category Manager



OUR STUDENTS' EXPERIENCE



Samuel, MSc Marketing Management 2015

"Studying the MSc in Marketing Management I have gained hands-on experience, and with the solid enhancement of academic knowledge from TBS, I have a better opportunity in my future career path. Companies value overseas experience as it's really a "plus" that their employees know how to adapt to cooperating with people from different international cultural backgrounds."

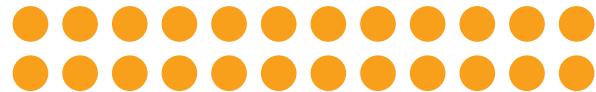
**More info on the
MSc International Tourism
Marketing & Management**





MSc

TOURISM, HOSPITALITY AND TRAVEL MARKETING & MANAGEMENT (TOULOUSE)



**PROGRAM
COORDINATOR**
Stéphane Bernard
Professor of Marketing

REQUIREMENTS

- 4 year Bachelor degree or higher (240 ECTS)
- 3 year Bachelor degree (180 ECTS with very good academic profile)
- IELTS 6.5 or equivalent

ECTS CREDITS

90

CAMPUS

Toulouse

STUDY MODE

Full-time

DURATION

15 months

CLASS TIME

Monday to Thursday.

Timetables may vary from 9am to 7pm.

PROGRAM START

October

LANGUAGE

50% English / 50% French

PARTICIPANTS

Recent graduates and young professionals, typically with up to 2 years' professional experience. Applications welcome from French and international students.

APPLICATION DEADLINE

From November to June for non-EU applicants, from November to July for EU applicants.

DEGREE

MSc Tourism, Hospitality and Travel Marketing & Management, TBS (Toulouse Business School).

PROGRAM OVERVIEW

The MSc Tourism and Hospitality Marketing & Management offers a high quality training for international graduates who want to focus their professional careers and become managers in the tourism and hospitality industry.

Through a multidisciplinary approach, participants in the MSc program will acquire key skills in tourism and hospitality marketing, management and communication, together with a comprehensive knowledge of the new technologies applied to the tourism, hospitality and travel business models and strategies.

→ OBJECTIVES

- To train students who will be efficient professionals in the fields of marketing, management & communication within the tourism, hospitality and travel industries, with a strong focus on employment.
- To meet professional experts from the tourism, hospitality and travel industries and to start building a significant network within these industries.
- To enable the students to develop a personalized and sound career project.

→ WHY STUDY THIS PROGRAM?

- High skilled professors who are both academic researchers and active professionals in the tourism, travel, hospitality and marketing fields.
- A multidisciplinary approach with a broad focus on management areas in order to offer professional and soft skills and a strong employability.
- Strong personalization: student centered learning with a high level of personalization through projects, case studies, individual career coaching and 2 choices of electives.
- The Career Starter service provides coaching, training and direct contact with companies to boost our students' employability.
- TBS holds the triple AACSB, EQUIS & AMBA accreditations that recognize program quality and international achievement.
- This program is part of the SM2 Cluster, a set of programs in Strategic Marketing Management within TBS, promoting quality of content, innovative learning through SM2labs, cross cultural interaction, change management.



CONTENTS

9-month full-time program followed by a 4 to 6-month internship, for a total of 15 months. Students may choose to replace the internship with a research dissertation. The program is made up of 5 teaching units to cover the fundamentals of marketing, marketing communications

and management, followed by a full-blown specialization and a choice of electives. The syllabus with detailed course contents (ECTS credits, and learning outcomes) will be provided at the beginning of the academic year.

1 ST SEMESTER October - February	2 ND SEMESTER March - June	3 RD SEMESTER July - December
Common Marketing, Management & Communication New Business Models Digital Marketing & Communication Relationship Marketing New Data Intelligence Approaches Social Responsibility Cross Cultural Management Project Management and Leadership		
Tourism and Hospitality & Travel Specializations Academic and Professional Content in Tourism and Hospitality Management including Yield Management Social Responsibility in Tourism and Hospitality Niche Tourism Airlines Management Electronic Distribution and Global Distribution Systems Hospitality Models Multiculturalism Economy of Tourism Business Travel Digital and Web Communication Tour Operators		Internship or dissertation 4 to 6 months, in a company in France or abroad, and validated through a professional thesis. Students can also choose to write up a dissertation without an internship.
2 electives Customization of the program depending on the student's domains of professional interest or needs. Examples of electives to choose from: Electronic Management Tools for Tourism Blue Chip Tourism & Hospitality Players Operational Business Travel Product & Brand Management CRM & Social CRM Cross-Cultural Marketing Web Design		



EMPLOYMENT OPPORTUNITIES

Hotels and Hotel chains

- Assistant Director
- Yield Revenue Manager
- Marketing and e-marketing Manager
- Communication Managers

Online or mortar travel agencies & Tour Operators

- Product Manager
- Web Marketing Manager
- Area / Product Manager

Global tourism industry

- Environmental and Green Labels Management
- Development of Equitable Tourism
- New Business Development
- Events Managers



OUR STUDENTS' EXPERIENCE



Adrien, MSc Hospitality & Tourism graduate (France)

"I did my end of course internship in the International Sales Office of the Marriott group's Paris (Opéra) office. Once I had graduated, I was hired by the Courtyard Hotel by Marriott (4 Star) at Paris La Défense as a Commercial Representative in the Corporate

and Sports department. I am now in charge of the commercial management of 40 key accounts such as Alcatel, Total, Arkema, Atos, Areva for the hotel and prospecting to new local and international accounts. The program was a springboard for my career, it has not only allowed me to gain a position in the world's largest hotel group but also a network of trusted former classmates."

More info on the MSc Tourism, Hospitality and Travel Marketing & Management





MSc

INTERNATIONAL TOURISM MARKETING & MANAGEMENT (PARIS)



**PROGRAM
COORDINATOR**
Stéphane Bernard
Professor of Marketing

REQUIREMENTS

- 4 year Bachelor degree or higher (240 ECTS)
- 3 year Bachelor degree (180 ECTS with very good academic profile)
- IELTS 6.5 or equivalent

ECTS CREDITS

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CAMPUS

Paris

STUDY MODE

Full-time

DURATION

15 months

CLASS TIME

Monday to Friday.

Timetables may vary from 9am to 7pm.

PROGRAM START

October

LANGUAGE

English

PARTICIPANTS

Recent graduates and young professionals, typically with up to 2 years' professional experience. Applications welcome from French and international students.

APPLICATION DEADLINE

From March to October for non-EU applicants, from March to November for EU applicants.

DEGREE

MSc International Tourism Marketing & Management, TBS (Toulouse Business School)

PROGRAM OVERVIEW

- The MSc International Tourism Marketing & Management offers highly professional training to international graduates who wish to operate in the rich, challenging context of international tourism, while building and developing their careers.
- Through a multidisciplinary approach, participants in this MSc program will acquire key skills in international tourism marketing and management, together with a comprehensive knowledge of the new technologies applied to the international tourism business models and strategy.



OBJECTIVES

- To train students who will be efficient professionals in the fields of marketing, management & communication within the international tourism industry, with a strong focus on employment.
- To meet professional experts from the tourism industry and to start building a significant network in the tourism sector.
- To enable the students to develop a personalized and sound career project.



WHY STUDY THIS PROGRAM?

- High skilled professors who are both academic researchers and active professionals in the tourism and marketing fields.
- Learn how to develop and diversify attractiveness in a country or region; learn about the major existing and future challenges in the world wide market of tourism; learn how to welcome cultures from over the world; and how to implement tourism activities abroad.
- A multidisciplinary approach with a broad focus on management areas in order to offer professional and soft skills and a strong employability.
- The Career Starter service provides coaching, training and direct contact with companies to boost our students' employability.
- TBS holds the triple AACSB, EQUIS & AMBA accreditations that recognize program quality and international achievement.
- This program is part of the SM2 Cluster, a set of programs in Strategic Marketing Management within TBS, promoting quality of content, innovative learning through SM2labs, cross cultural interaction, change management.



CONTENTS

9-month full-time program followed by a 4 to 6-month internship, for a total of 15 months. Students may choose to replace the internship with a research dissertation. The program is made up of 5 teaching units to cover the fundamentals of marketing, marketing communications

and management, followed by a full-blown specialization and a choice of electives. The syllabus with detailed course contents (ECTS credits, and learning outcomes) will be provided at the beginning of the academic year.

1 ST SEMESTER October - February	2 ND SEMESTER March - June	3 RD SEMESTER July - December
Common Marketing, Management & Communication New Business Models Digital Marketing & Communication Relationship Marketing New Data Intelligence Approaches Social Responsibility Cross Cultural Management Project Management and Leadership		
International Tourism Specialization: Generating and diversifying the attractiveness of destinations // International approach to Hospitality and the challenges of new models // Transportation: the new competing models // A multicultural approach to tourism // New tools and innovation		Internship or dissertation 4 to 6 months, in a company in France or abroad, and validated through a professional thesis. Students can also choose to write up a dissertation without an internship.
2 electives Customization of the program depending on the student's domains of professional interest or needs. Examples of electives to choose from: Development of Tourism // Going further with Hospitality // Innovation Marketing & Management // Consulting & 360 Communication Agencies // Start Up & Entrepreneurship		



EMPLOYMENT OPPORTUNITIES

Hotels and Hotel chains

- Assistant Director
- Yield Revenue Manager
- Marketing and e-marketing Manager
- Communication Managers

Online or mortar travel agencies & Tour Operators

- Product Manager
- Web Marketing Manager
- Area / Product Manager

Global tourism industry

- Environmental and Green Labels Management
- Development of Equitable Tourism
- New Business Development
- Events Managers

[More info on the MSc International Tourism Marketing & Management](#)



OUR STUDENTS' EXPERIENCE



Karina, MSc Marketing
2016 (Russia)

"TBS holds strong positions in the well-recognized business school rankings as well as triple accreditation from EQUIS, AACSB and AMBA. The teaching staff are experienced

and knowledgeable and the environment is friendly and lively. TBS is undoubtedly the choice to make."





The background features a series of overlapping circles in varying shades of teal and light blue, creating a sense of depth and motion.

FINANCE

FINANCE

MSc

BANKING & INTERNATIONAL FINANCE



PROGRAM COORDINATOR
Jean-François Verdié
Professor, Department of Economics, Finance and Law.

REQUIREMENTS

- Bachelor degree or higher
- 240 ECTS (some exceptions at 180 ECTS with very good academic profile)
- IELTS 6.5 or equivalent

ECTS CREDITS

90

CAMPUS

Toulouse

STUDY MODE

Full-time

DURATION

15 months

CLASS TIME

Monday to Friday.

Timetables may vary from 9am to 7pm.

PROGRAM START

September / October

LANGUAGE

English

PARTICIPANTS

Recent graduates and young professionals, typically with up to 2 years' professional experience. Applications welcome from French and international students.

APPLICATION DEADLINE

From November to June for non-EU applicants, from November to July for EU applicants.

DEGREE

Master of Science (MSc), Banking & International Finance,
TBS (Toulouse Business School)
Accredited by the French Conference of Higher Education Schools (CGE).

PROGRAM OVERVIEW

The global business world is constantly changing and is still dealing with the effects of the recent financial crisis and the consequent economic downturn. In today's environment, companies need managers and executives who are ready to lead and implement changes that successfully address current and future challenges.

Our courses cover a broad spectrum of topics, which ensures that graduates are qualified for a wide range of career opportunities and have the tools to adapt to their developing careers.

→ OBJECTIVES

- To gain an understanding of the fundamental theories in finance, all the while focusing on practical and professional applications.
- To be able to put up to date financial theories and methods into practice.
- To enable the students to develop a personalized and sound career project.

→ WHY STUDY THIS PROGRAM?

- High skilled professors who are both academic researchers and active professionals in the financial industry.
- A program meeting the highest international standards.
- Bloomberg Certification / CFA preparation / Research Dissertation and Professional Thesis.
- The Career Starter service provides coaching, training and direct contact with companies to boost our students employability.
- TBS holds the triple AACSB, EQUIS & AMBA accreditations that recognize program quality and international achievement.





CONTENTS

1 year full-time program plus a 4 to 6-month corporate internship: 15 months. The MSc Banking and International Finance covers the main and fundamental fields of theories in Finance, while focusing on practical and professional applications. The program gives participants a global understanding of competences in the following fields: financial engineering, capital structure, M&A, swaps, options...

Participants have the opportunity to develop their soft skills, management skills and leadership skills through appropriate individual coaching to ensure personal development as well as employability after graduation. The syllabus with detailed course contents (ECTS credits, and learning outcomes) will be provided at the beginning of the academic year.

1 ST SEMESTER September - December	2 ND SEMESTER January - June	3 RD SEMESTER January - December
<ul style="list-style-type: none"> ● Corporate Finance ● Advanced Corporate Finance ● Financial Statements Analysis ● Strategic Management ● Company Valuation ● Mergers, Acquisitions and Private Equity ● International Financial Management 	<ul style="list-style-type: none"> ● Financial Macroeconomics ● Econometrics and Financial Models ● Introduction to Financial Markets using Bloomberg ● Portfolio and Asset Management ● Derivatives Products and Markets ● Banking Risk Management ● Business Law for Finance ● Financial Modeling using Excel 	<ul style="list-style-type: none"> ● Research dissertation ● Internship and Professional Project <p>4 to 6 months, in a company or financial institution, in France or abroad</p>

Example of course structure for 2016 / 2017 (subject to change).



EMPLOYMENT OPPORTUNITIES

- | | |
|--|--|
| <ul style="list-style-type: none"> ● Credit Analyst ● Financial Analyst ● Hedge Fund Assistant Manager ● M&A Advisor ● Private Equity Analyst | <ul style="list-style-type: none"> ● Equity Research Analyst ● Corporate and Investment Banking ● Cash Manager ● Financial Auditor |
|--|--|



OUR STUDENTS' EXPERIENCE

Nidal, MSc Banking & International Finance, 2016

"Eye opening experiences are rare in our journey through life and choosing to do my Masters in Banking and International Business at Toulouse Business School is one of these major experiences. The knowledge that I have gained in the field of Finance is priceless. Handpicked professors add a touch of their own personal experience to each taught

subject, which gave every classroom a unique flavor. On top of the tailored Finance education, the diversity of students, cultures and backgrounds, introduced me to a new perspective on how to see and understand things. When I first joined, I was introduced to the school's slogan "THINK AND CREATE" which I didn't give much thought to in the beginning. Now I understand that as humans, we can achieve anything we think of and make it manifest with love, cooperation and patience."

[More info on the MSc Banking & International Finance](#)





MSc

FINANCE

IN PARTNERSHIP WITH



UNIVERSITAT POLITÈCNICA DE CATALUNYA
BARCELONATECH
Fundació Politécnica de Catalunya



PROGRAM COORDINATOR
Gabriel Zúñiga
Director of Studies

REQUIREMENTS

- Bachelor degree or higher (180 ECTS)
- IELTS 6.0 or equivalent
- Under 29 years old

ECTS CREDITS

90

CAMPUS

Barcelona

STUDY MODE

Full-time

DURATION

18 months

CLASS TIME

Monday to Friday.

Timetables may vary from 9am to 7pm.

PROGRAM START

January

LANGUAGE

English

PARTICIPANTS

Recent graduates and young professionals, typically with up to 2 years' professional experience.

APPLICATION DEADLINE

From March to October for non EU applicants, from March to November for EU applicants.

DEGREE

- Master of Science in Finance awarded by Toulouse Business School (TBS).
- Master of Science in Finance awarded by the Polytechnic University of Catalonia (UPC).

PROGRAM OVERVIEW

TBS Barcelona's **MSc Finance** is aimed at recent graduates or young professionals willing to obtain technical and analytical skills in the principles and applications of finance, as well as in-depth knowledge of the financial sector.

Internationally oriented and highly customizable, this program offers **two specialization tracks** so that our students can easily tailor the courses and achieve their career goals. In addition, our program enforces our students' preparation for managerial finance positions thanks to personalised follow-up from our Career Starter service.

Classes are completed by a **6-month internship** in top national and international businesses. Moreover, this training benefits from the advice of a committee of high-level professionals who verify the contents quality.



OBJECTIVES

- Gain a key understanding of the strategic impact of financial decisions.
- Develop your financial analysis skills to take the best practical investment and financing decisions in the corporate sphere.
- Gain an understanding of how financial markets and institutions work.
- Learn to apply financial theories and tools to the current multicultural professional world.



WHY STUDY THIS PROGRAM?

- **Flexible. Adaptable:** Our MSc offers two specialization tracks so that our students can easily tailor their program and achieve their career goals: Corporate Finance or Management Control and Governance.
- **Put theory into Practice:** As an integral part of the program our students will undertake a 6-month internship in one of our partner companies.
- **SESAME:** The program includes a 3 week Corporate Consultancy mission in a sector-related company.
- **Personalised Coaching:** Our Career Starter service offers personalised follow-up to help students identify and develop their ideal career path in Finance.
- **TBS - UPC Double degree:** Students will be awarded two MSc degrees from two top universities: Toulouse Business School (TBS) and Polytechnic University of Catalonia (UPC).
- **Barcelona, one of a Kind:** The city is the 4th global capital in business perspectives and it is ranked in the top 10 cities worldwide in which to invest by the KPMG Global Cities Investment Monitor 2015.

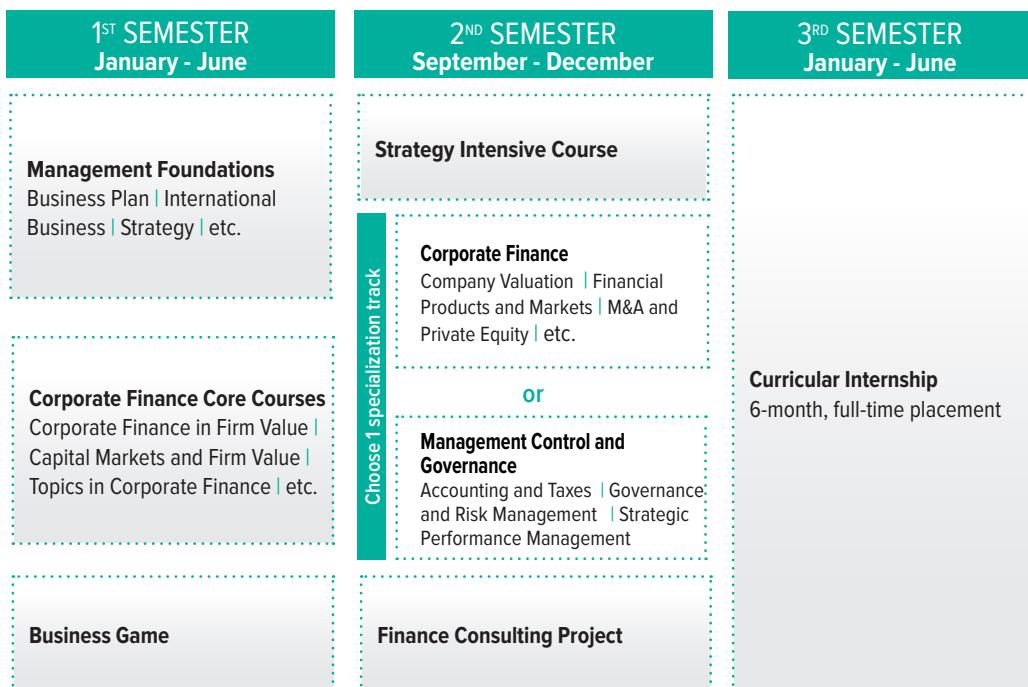


CONTENTS

Our MSc program takes place over three terms, two of which are taught with the third dedicated to undertaking an internship.

During the first term students learn the corporate finance essentials along with the most advanced techniques in

the finance field. In the second term they are able to specialize and focus on the most appropriate professional area to meet their future career goals. Finally, in the third term students undertake an internship in a renowned national or international company.



EMPLOYMENT OPPORTUNITIES

- Financial Auditor
- Financial Analyst
- M&A Advisor
- Private Equity Analyst
- Corporate Finance Manager
- Credit Controller
- Corporate and Investment Banking
- Financial Services and Consulting
- Asset Management
- Risk Analysis
- Cash Manager

[More info on the MSc Finance](#)



OUR STUDENTS' EXPERIENCE



Salam, MSc Finance student (Lebanon)

"What I like the most about the MSc Finance is that the projects we complete are incredibly realistic and professional. Barcelona is the place to be if you want to network and you

certainly can't cover all you want to do in this city in just one semester. Here, in TBS Barcelona, you meet people from all over the world and you realize just how big the world is: even if the school is not big, there are so many international students and professors."





Toulouse Business

The background features three overlapping circles in a teal color gradient. A large circle at the bottom overlaps a medium-sized circle in the center, which in turn overlaps a smaller circle on the left. This layered effect creates a sense of depth.

SUPPLY CHAIN



SUPPLY CHAIN AND LEAN MANAGEMENT - SCALE

IN PARTNERSHIP WITH



PROGRAM COORDINATORS

Uche Okongwu

Professor of Supply Chain Management (TBS)



Matthieu Lauras

Professor of Industrial Engineering (Mines Albi)

REQUIREMENTS

- 4 year Bachelor degree or higher (240 ECTS), IELTS 6.5

ECTS CREDITS

90

CAMPUS

Toulouse

STUDY MODE

Full-time

DURATION

16 months

CLASS TIME

Monday to Friday, exceptionally Saturday
Timetables may vary from 9am to 7pm.

PROGRAM START

September

LANGUAGE

English

PARTICIPANTS

Recent graduates and young professionals.
Applications welcome from French and international students.

APPLICATION DEADLINE

From September to June for non-EU applicants, from September to July for EU applicants.

DEGREE

Master of Science (MSc), joint degree from TBS and Mines Albi (French "Grande École" of Engineering).

PROGRAM OVERVIEW

Supply Chain Management is concerned with the global management of physical and information flows for the elaboration of products, going from raw materials and suppliers through the production and distribution system down to the ultimate customers. Lean Management deals with the continual removal of wastes in processes, with the aim of making them more efficient and responsive, thereby increasing the firm's competitiveness. In the globalized and complex world of today, a necessary and sufficient condition for achieving a high level of competitiveness is by training managers to be multi-competent. This is the reason why this MSc program is designed around three disciplines: Supply Chain Management, Lean Management, and Project Management. It also adopts a professional approach by incorporating four international professional certificates.

90% of the classes will be held on Toulouse Business School campus. About 10% of the classes will be held on the Mines Albi campus, located in Albi, a city 80 kilometers from Toulouse. Commuting between the two cities is simple and will be taken care of by the school. The city of Albi is proud to be listed as a UNESCO World Heritage site.

→ OBJECTIVES

- To give a competitive edge to students and young professionals willing to rapidly take up management positions in the fields of supply chain, operations, lean, and project management, in a global, multicultural and constantly evolving business environment.
- To enable the students to develop a personalized and sound career project.
- To help the students build a professional international network.

→ WHY STUDY THIS PROGRAM?

- High skilled professors who are both academic researchers and active professionals in the supply chain & lean management fields.
- Strong corporate links: Airbus, Bosch, Pierre Fabre, MBDA, Carrefour, Agilea, Thales, Poult, Bernard Controls...
- Mines Albi accredited by the Ministry of Industry
- 4 international certifications included in the MSc
 - APICS
 - PMI
 - agilea FORMATION
 - ISCEA
- The Career Starter service provides coaching, training and direct contact with companies to boost students' employability.
- TBS holds the triple AACSB, EQUIS & AMBA accreditations that recognize program quality and international achievement.



CONTENTS

1 year full-time program plus a 6-month corporate internship, or research in a laboratory: 16 months. The program is composed of 8 teaching units that include the preparation for 4 professional certificates (APICS's BSCM,

PMI's CAPM, AGILEA's Yellow Belt, and ISCEA's CDDP). The syllabus with detailed course contents (ECTS credits, and learning outcomes) will be provided at the beginning of the academic year.

1 ST SEMESTER September - January	2 ND SEMESTER February - May	3 RD SEMESTER June - December
Supply Chain Management Materials Management Supply Chain Coordination Basics of SCM (BSCM certification) Principles of sourcing Procurement and purchasing	Demand Chain Management Sales Forecasting Marketing and Logistics Management Pricing and Yield Management Distribution Transportation and Physical Internet Reverse Logistics	
Project Management Basics of Project Management (CAPM certification) Lean Project Management Collaborative Project Management	Lean Management Business Process Management Quality Management and Performance Assessment Lean-6 sigma (Yellow Belt certification)	MSc Thesis 6-month MSc thesis in industry and/or research lab (France or international).
Enterprise and Network Management Accounting & Finance Management Strategy and Marketing Network Coordination	Decision Support Systems Quantitative Models and Simulation Information Systems Demand-driven MRP (CDDP certification)	<i>The program also includes company visits and intercultural seminars</i>
Personal Development Communication and Team Management Reflective and Learning Diary Foreign Languages and European Culture		



EMPLOYMENT OPPORTUNITIES

- Supply Chain Manager
- Supply Chain Consultant
- Supply Chain Planner
- Supply Chain Analyst
- Lean Project Manager
- Continuous Improvement Manager
- Project Manager for Supply Chain Development
- Procurement or Purchasing Manager
- Logistics Manager
- Operations Manager



OUR STUDENTS' EXPERIENCE



Diana - MSc Scale student (Mexico)

"It is exciting and also a great honor to be part of the MSc SCALE program since it perfectly combines innovative learning methods with the possibility of obtaining 4 professional certificates. With the MSc SCALE degree, I am sure to become a highly competitive professional."



Marina - MSc Scale student (Germany)

"Studying in a group of 9 people with 7 different nationalities does not only challenge me on a professional but also on a personal level."

More info on the MSc Supply Chain And Lean Management (SCALE)



TBS CAREER STARTER & ALUMNI ASSOCIATION

CAREER STARTER provides personalized coaching for students with recruitment professionals with support ranging from the development of individual professional projects to internship and job search skills through:

- Workshops.
- Individual interviews with recruitment consultants
- Networking opportunities with TBS alumni through the Alumni Association.
- Career Starter's on-line database including internship and job offers worldwide and a directory of internships already completed by TBS students (over 3000 annual references).

A SOLID NETWORK
of partner corporations

BUSINESS FORUMS
organized each year on campus

INTERNATIONAL WORKSHOPS

TBS ALUMNI ASSOCIATION'S major aims are concentrated on:

- Developing solidarity and beneficial relationships between its members.
- The representation and defense of common interests to its members, including the protection and enhancement of the rights attached to members' diplomas through focusing on the quality of recruitment and training in business schools.
- The practice of cooperation among members, particularly through career placement and continuous training.
- The participation in the life of Toulouse Business School, including support of various events and jurisdictions, assisting in the search for internships for students, and by supporting actions to promote the School and its diplomas.

TBS INTERNATIONAL STUDENT SERVICES

TBS's International Student Services is committed to providing practical assistance to international full-time and exchange students in order to make their time at TBS run as smoothly as possible, and for students to make the most of their stay.

TBS's International Student Services team strives to provide the support needed with legalities and practicalities alike, including:

- Welcome and Orientation information
- Student accommodation assistance
- Visa & immigration guidance and paperwork
- Health, doctors, and health insurance
- Banking and student finance

Join the TBS International Student Services Facebook group now and keep updated with information about the TBS international community.

→ OUR STUDENTS' EXPERIENCE



Diana - MSc Scale student (Mexico)

"My integration to TBS was smooth and supportive thanks to International Student Services. As this was my first experience abroad I am really thankful to the people involved in making it easy for me to settle in. I felt that I received a lot of support and guidance through all the main processes that I needed to live and enjoy life in Toulouse; CAF, health insurance, bank account, mobile phone contract, among others."



TOULOUSE BUSINESS SCHOOL

PROGRAMS

INITIAL TRAINING

- BTS NRC
- BACHELOR MANAGEMENT BUSINESS UNIT
- BACHELOR IN MANAGEMENT
- MASTER IN MANAGEMENT
- MSc - MASTERS OF SCIENCE
- SPECIALIZED MASTERS®
- SUMMER SCHOOL

EXECUTIVE EDUCATION

- MBA (AEROSPACE MBA, EXECUTIVE MBA)
- DBA - DOCTORATE OF BUSINESS ADMINISTRATION
- TRAINING FOR BUSINESS LEADERS (BUSINESS LEADER, COMPANY MANAGEMENT TOOLS, CPA)
- DIPLOMA PROGRAMS (EXECUTIVE MASTER, EXECUTIVE BACHELOR)
- TAILOR-MADE PROGRAMS

CAMPUSES

TOULOUSE | BARCELONA | CASABLANCA | PARIS | LONDON

3 INTERNATIONAL ACCREDITATIONS



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A SCHOOL



CHAMBRE DE COMMERCE ET D'INDUSTRIE

