



École de Management Appliqué

Private Higher Education Institution

2025 / 26

part of

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GLOBAL EDUCATION

Founded in 2004, École de Management Appliqué (EMA) is a Private Higher Education Institution offering diploma and multidisciplinary courses in Applied Management from level Baccalaureate +1 to Baccalaureate +8.



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Qualiopi
processus certifié 

 **RÉPUBLIQUE FRANÇAISE**

La certification qualité a été délivrée au titre de
catégories suivantes : Actions de formation

Our story

2023

2023: GEDU Global Education

École de Management Appliqué joined the GEDU Global Education group and its community of 40,000 students in 12 countries, as part of its international expansion.

International Student Identity Card

École de Management Appliqué began working with International Student Identity Card (ISIC) - an organisation supported by UNESCO since 1968 - to offer a better student experience to all its students around the world.

2022

2022: Qualiopi certification

École de Management Appliqué obtained the Qualiopi accreditation that certifies the process used by the institution for its Training Activities (OF L.36313-1 - 1°).

2008

2008: Recognition as a Private Higher Education Institution

École de Management Appliqué was recognised as a Private Higher Education Institution.

2006

2006: Graduating Class #1

The students of the first graduating class of '06 received their Mastère diploma (BAC +5).

2004

2004: The School was founded

École de Management Appliqué (EMA) was originally named "École Internationale Privée de Droit Comparé et d'Économie" (EIPDCE).



Pace of study:
Initial training

2 Study Languages:
French/English



A Cosmopolitan Student Community

An International Student Experience
in Partnership with ISIC



École de Management Appliqué has been working with Global Youth & Student Community - GYSC to provide its ISIC student cards since 2023 to improve intercultural understanding, increase educational opportunities and foster student life worldwide.

The ISIC card is available in a digital and physical format and has been approved by the United Nations Organisation for education, science, and culture (UNESCO) since 1968.

With their ISIC card, EMA students don't just have the only student identity card recognised worldwide and used by more than 5 million students in over 130 countries, they also have access to more than 150,000 reductions with partners worldwide.

Level Bac+3

Bachelor en Management Appliqué

Specialisation options:

Business Law | Finance and Economy | Creative Industries



Bachelor en Management Appliqué

Programme duration:	3 years/1350 hours Divided into 450 hours/year
Credits:	180 ECTS
Pre-requisites:	Baccalaureate (BAC +0) / Equivalent
Teaching languages:	French, English
Programme structure:	Initial training

Skills targeted: We give our students the means to turn their ambitions into action by giving them, in an international context, the necessary skills and knowledge in accounting, finance, marketing, strategy and business or cultural event management. Our programmes refer directly to real-world practices. The common base for the programme, which has five teaching units, offers students the opportunity to learn the basics of applied management. Students also hone their knowledge of a specialist subject of their choice: Business Law, Finance and Economy, Creative Industries.

The common skills acquired in the Bachelor en Management Appliqué are the following:

- Implement a business strategy in line with Bachelor learning outcomes
- Make and manage a budget
- Identify and oversee commercial risks
- Manage teams and projects
- Apply negotiation techniques
- Communicate effectively internally and externally
- Spoken and written expression in English in the handling of day-to-day affairs

The following extra skills are also acquired according to the options selected:

- *Finance and Economy Option*
 - Analyse balance sheets and a profit and loss statements
 - Perform financial modelling
 - Measure econometric results
- *Business Law option*
 - Interpret a commercial contract
 - Analyse legal forums
 - Identify applicable to the business regulations
- *Creative Industries Option*
 - Plan a cultural/artistic project
 - Manage the marketing for cultural events
 - Understand the legal framework for creative businesses

Gateways:	Gateways allow you to change your specialist options. They are according to the number of credits accrued. The Dean makes the final decision after discussion with teaching staff. 180 ECTS credits are required for certification.
Assessment methods:	Modelling, data studies, dissertations, projects and orals, with continuous assessment and exams or a final project.
Professions, sectors and careers targeted:	Manager, entrepreneur, secretary or executive assistant, company legal advisor, project manager, financial analyst, auditor, operational manager, management consultant, etc.
Intakes:	September/January
Tuition fees:	€9,000 a year
Degree awarded:	Bachelor en Management Appliqué

Programme objective: This programme allows students to gain a solid foundation in management skills, to prepare them for careers in different fields such as the business world, administration, finance or management services.

Graduates of the Bachelor en Management Appliqué will be able to perform management activities in areas such as human resources, finance and budgeting strategies, underpinned by methods favouring quality and sustainability. They will be able to manage basic management tools used by modern businesses and services (written and oral communication tools, databases, reporting instruments) that will allow them to carry out management and performance evaluation operations for an organisation, a team or a project.

APPLICATION PROCESS: Application file - file assessment/individual interview - Acceptance answer

Accessibility for people with a disability: EMA is open to students with a disability. Personal support is provided to any student based on their disability. Disability contact: saeh@ema.education



Mastère en Management Appliqué

Level Bac+5

Specialisation options:

Business Law | Finance and Economy | Creative Industries

Mastère en Management Appliqué

Programme duration:	2 years/900 hours Divided into 450 hours/year
Credits:	120 ECTS
Pre-requisites:	Graduate degree (BAC +3) / Equivalent
Teaching languages:	French, English
Programme structure:	Initial training
The common base of the Mastère en Management Appliqué develops the following skills:	<ul style="list-style-type: none"> ■ Describe how global problems impact the strategic management of businesses. ■ Describe and identify the principles of company financial management and risk management. ■ Evaluate leadership theories and identify the critical leadership aspects for effective organisation. ■ Explore marketing/digital marketing techniques as an integrative management tool for business. ■ Identify the impact of key actors in the regulatory and legal context of business. ■ Understand the roles of HR stakeholders as well as HR responsibilities and frameworks. ■ Practice and improve skills in business English. ■ Apply the quantitative and qualitative research methods used in organisational management. ■ Describe, analyse and present the research results linked to company management practices.
The following extra skills are also acquired according to the options selected:	<ul style="list-style-type: none"> ■ Finance Option <ul style="list-style-type: none"> • Apply accounting principles in a business context. • Utilise mathematics in financial management. • Connect financial institution operations and markets to business decisions. ■ Business Law Option (French only) <ul style="list-style-type: none"> • Apply company and commercial law in business decisions. • Implement employment law in HR management for SMEs. • Address competition law in business decisions. ■ Creative Industries Option <ul style="list-style-type: none"> • Describe operational specifics of creative industry companies. • Implement financial management in creative companies. • Apply management decisions to HR operations in creative industries.
Gateways:	Gateways let you change your specialist options. They are according to the number of credits accrued. The Dean makes the final decision after discussion with the teaching staff. 120 ECTS credits are required for certification.
Professions, sectors and careers targeted:	The Mastère en Management Appliqué prepares students for senior roles in businesses, public services, cultural services or as an auto-entrepreneur. More specifically, this course leads to the following positions: project manager, team leader, accountant, marketing manager, financial analyst, auditor, consultant, gallery manager, cultural event organiser, entrepreneur, etc.
Intakes:	September/January/May
Tuition fees:	€10,000 a year
Degree awarded:	Mastère en Management Appliqué

Programme objective: This programme develops advanced management skills and lets students gain practical knowledge to access positions with high levels of responsibility in the business world. The programme prepares students to be leaders first by offering a common teaching base for the main subjects in management such as finance, human resources, marketing, company strategy and operations. The programme offers the opportunity for students to specialise in one of three fields of their choice: Finance, Business Law and Creative Industries. The students gain an insight into in-depth skills in budgetary inspection and management to better inform their decision-making.

The specialist classes prepare students to be operational on the ground. The Finance course equips students for careers in accounting, management auditing and company finance. The specialist course in Business Law prepares future company legal advisers specialised in fields like commercial regulations and financial law. The specialist Culture course prepares future event managers by making them aware of developments in culture production.

APPLICATION PROCESS: Application file - file assessment/individual interview - Acceptance answer

Accessibility for people with a disability: EMA is open to students with a disability. Personal support is provided to any student based on their disability. Disability contact: saeh@ema.education



Mastère en Marketing Digital et Analytique

Mastère en Marketing Digital et Analytique

Programme duration:	2 years/900 hours Divided into 450 hours/year
Credits:	120 ECTS
Pre-requisites:	Graduate degree (BAC +3) / Equivalent
Teaching languages:	French, English
Programme structure:	Initial training

The Mastère en Marketing Digital et Analytique develops the following skills:	<ul style="list-style-type: none"> ■ Managing legal and regulatory compliance in digital marketing ■ Leading teams and projects ■ Using marketing tools for performance evaluation ■ Applying ethical principles in marketing ■ Leveraging AI tools and technologies ■ Engaging in professional simulations and real-world scenarios ■ Applying regulatory accessibility and compliance criteria in data management ■ Using data visualisation tools effectively ■ Assessing the company's online presence ■ Defining market segments through data analysis techniques ■ Identifying target audiences by creating detailed personas ■ Presenting strategic plans and recommendations to senior management
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Gateway:	Gateways let you change your specialist options, based on the number of credits accrued. The Dean makes the final decision after discussion with teaching staff. 120 ECTS credits are required for certification.
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Professions, sectors and careers targeted:	The Mastère en Marketing Digital et Analytique prepares students for senior roles in digital marketing and businesses. More specifically, this course leads to the following career options: project manager, marketing manager, digital marketing manager, data analyst, community manager, digital transformation consultant.
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Intakes:	September/January/May
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Tuition fees:	€10,000 a year
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Degree awarded:	Mastère en Marketing Digital et Analytique
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Programme objective:	<ul style="list-style-type: none"> ■ Design and analyse content while personalising marketing campaigns ■ Assess online presence and become proficient with analysis tools ■ Align content with the company's strategy ■ Develop a marketing data management strategy ■ Analyse and evaluate market segments and consumer behaviour ■ Measure campaign performance and ensure continuous optimisation ■ Lead teams and manage projects ■ Handle marketing data to enhance performance ■ Manage budgets effectively ■ Familiarise with key performance indicators in digital marketing to maximise efficiency
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APPLICATION PROCESS: Application file - file assessment/individual interview - Acceptance answer
Accessibility for people with a disability: EMA is open to students with a disability. Personal support is provided to any student based on their disability. Disability contact: saeh@ema.education

MBA Master in Business Administration



MBA Master in Business Administration

Programme duration:	2 years/900 hours Divided into 450 hours/year
Credits:	120 ECTS
Pre-requisites:	Graduate degree (BAC +3) / Equivalent
Teaching languages:	English
Programme structure:	Initial training
The common base of the M.B.A. develops the following skills:	<ul style="list-style-type: none"> ■ Describe how world problems impact the strategic management of a company. ■ Describe and identify the principles of financial business management and risk management. ■ Evaluate leadership theories and identify the critical leadership elements for effective organisation. ■ Explore marketing/digital marketing techniques as an integrative management tool for businesses. ■ Identify the impact of key actors in the regulatory and legal context of businesses. ■ Understand the roles of HR stakeholders as well as HR responsibilities and frameworks. ■ Practice and improve skills in business English. ■ Apply the quantitative and qualitative research methods used in organisational management. ■ Describe, analyse and present the research results linked to company management practices.
Gateways:	<p>Gateways let you change your specialist options. They are according to the number of credits accrued. The Dean makes the final decision after discussion with teaching staff.</p> <p>120 ECTS credits are required for certification.</p>
Assessment methods:	Projects, modelling, simulations and final exams
Professions, sectors and careers targeted:	The M.B.A. prepares students for senior positions in the fields of business, public and cultural services or as an auto-entrepreneur. More specifically, this course leads to the following positions: Director of operations, head of project, team leader, consultant, head of marketing, financial analyst, auditor, event manager and entrepreneur.
Intakes:	September/January/May
Tuition fees:	€8,500 a year
Degree awarded:	Master in Business Administration

Programme objective: The M.B.A. builds advanced management skills and allows students to acquire practical knowledge to access senior positions in the business world.

Developed for ambitious managers wanting to move up in their careers, the programme lets them expand their professional horizons and maximise their potential to compete for senior positions within professional bodies. The students acquire practical know-how and a knowledge of management basics thanks to classes that cover the main principles of management: strategy, human resources, finance and accounting, operational management and marketing.

This programme prepares students to know about and anticipate changes in the business world, companies and cultural industries that will impact their management role. The options in Finance, Business Law and Creative Industries allow students to specialise according to their career plan.

APPLICATION PROCESS: Application file - file assessment/individual interview - Acceptance answer

Accessibility for people with a disability: EMA is open to students with a disability. Personal support is provided to any student based on their disability. Disability contact: saeh@ema.education



Ph.D. en Économie

Ph.D. en Économie

Programme duration:	3 years/1350 hours Divided into 450 hours/year
Credits:	180 ECTS
Pre-requisites:	Master (BAC +5) / Equivalent
Teaching languages:	French, English
Programme structure:	1 st year: Research plan 2 nd year: Submission of a Pre-thesis 3 rd year: Final thesis and Oral presentation
The student will have demonstrated the following organisational and professional skills:	<ul style="list-style-type: none"> ■ Formulate research questions combining issues at a national and international level that are likely to add value in terms of knowledge and solutions. ■ Ensure a methodological monitoring (on the tools, concepts or methods) ■ Summarise the field knowledge in the chosen research area. ■ Develop and practice critical thinking ■ Work on and undertake the necessary training to complete research ■ Present valid research results from traceable protocols ■ Effectively manage time and resources ■ Communicate with the research field orally and in writing to contribute to scientific dialogue, identifying the pertinent I.T. tools ■ Familiarise yourself with the commercial process for using research results ■ Manage all aspects of project management, including raw data and harvest protocols, storage, analysis and distribution protocols ■ Comply with the ethical obligations generated by the research project
The doctoral student will also have acquired the following general skills:	<ul style="list-style-type: none"> ■ Leading research teams effectively ■ Balancing independence with collaboration ■ Adapting to project requirements ■ Managing career developments ■ Developing personal qualities for professional success
Assessment methods:	Production of research works, pre-thesis and oral presentation of thesis with the agreement of the thesis director
Professions, sectors and careers targeted:	Economist, consultant, teacher in higher education, researcher in public-private or non-profit organisations.
Intakes:	September/January
Tuition fees:	€7,000 a year
Degree awarded:	PhD en Economie

Programme objective: The Ph.D in Economics is designed to allow students to do research in a specific economic field that will constitute their specialist subject. The programme is intended for professionals, managers or consultants to let them carry out empirical analysis of the problems they are confronted with in the global, contentious and uncertain context in which they work.

The objectives of the PhD in Economics are to provide training in research according to theory paradigms adapted to the subjects covered (quantitative and qualitative methodologies) to be able to recommend original and innovative solutions that can be directly applied to the world of business and economics.

The main objective of the doctoral project is to develop open and critical methods and professional qualities. This includes:
 1. Open and Critical Methods: Maintaining an open mind, Engaging in collaborative work, Demonstrating adaptability
 2. Professional Qualities: Developing strong writing skills, Gaining expertise in the research subject
 These elements collectively contribute to the successful completion of the doctoral project.

APPLICATION PROCESS: Application file - file assessment/individual interview - Acceptance answer
Accessibility for people with a disability: EMA is open to students with a disability. Personal support is provided to any student based on their disability. Disability contact: saeh@ema.education

Ph.D. en Droit des Affaires



Ph.D. en Droit des Affaires

Programme duration:	3 years/1350 hours Divided into 450 hours/year
Credits:	180 ECTS
Pre-requisites:	Master (BAC +5) / Equivalent
Teaching languages:	French
Programme structure:	1 st year: Research plan 2 nd year: Submission of a Pre-thesis 3 rd year: Final thesis and Oral presentation

The doctoral student will have demonstrated the following organisational and professional skills:

- Formulate research questions combining issues at a national and international level that are likely to add value in terms of knowledge and solutions.
- Ensure a methodological monitoring (on the tools, concepts or methods)
- Summarise the field knowledge in the chosen research area.
- Develop and practice critical thinking
- Work on and undertake the necessary training to complete research
- Present valid research results from traceable protocols
- Effectively manage time and resources
- Communicate with the research field orally and in writing to contribute to scientific dialogue, identifying the pertinent I.T. tools
- Be aware of the commercial process for using research results
- Manage all aspects of project management, including raw data and harvest protocols, storage, analysis and distribution protocols
- Comply with the ethical obligations generated by the research project

The doctoral student will also have acquired the following general skills:

- Demonstrate curiosity on a day-to-day basis
- Manage participants in research and lead the project
- Work independently yet know how to include other people in a research project
- Be capable of adapting to the context and project requirements
- Develop own career management
- Develop personal qualities for professional engagement

Assessment methods:	Production of research works, pre-thesis and oral presentation of thesis with the agreement of the thesis director
Professions, sectors and careers targeted:	Economist, consultant, teacher in higher education, researcher in public-private or non-profit organisations.
Intakes:	September/January
Tuition fees:	€7,000 a year
Degree awarded:	Ph.D en Droit des affaires

Programme objective: The Ph.D programme in Business Law is designed to allow students to do research in a specific business law field that will constitute their specialist subject. Experienced professionals in business law, legal professionals and lawyers are the target public for this specialised doctoral programme and aims to let them empirically analyse the problems they encounter in the global, contentious and uncertain context in which they work.

The applicants are trained to produce independent contributions that can be applied in the business world and in the legal field. The research conducted under the thesis director orients students towards pertinent subjects in today's business world. The main objective is the development of open and critical methods (having an open mind, collaborative work, adaptability, etc.) and professional qualities (writing skills, expertise in relation to the research subject, etc.) that leads to completion of the doctoral project.

APPLICATION PROCESS: Application file - file assessment/individual interview - Acceptance answer
Accessibility for people with a disability: EMA is open to students with a disability. Personal support is provided to any student based on their disability. Disability contact: saeh@ema.education



DBA Doctorate in Business Administration

DBA Doctorate in Business Administration

Programme duration:	3 years/1350 hours Divided into 450 hours/year
Credits:	180 ECTS
Pre-requisites:	Master (BAC +5) / Equivalent
Teaching languages:	English
Programme structure:	1 st year: Research plan 2 nd year: Submission of a Pre-thesis 3 rd year: Final thesis and Oral presentation

The doctoral student will have demonstrated the following organisational and professional skills:

- Formulate research questions combining issues at a national and international level that are likely to add value in terms of knowledge and solutions.
- Ensure a methodological monitoring (on the tools, concepts or methods)
- Summarise the field knowledge in the chosen research area.
- Develop and practice critical thinking
- Work on and undertake the necessary training to complete research
- Present valid research results from traceable protocols
- Effectively manage time and resources
- Communicate with the research field orally and in writing to contribute to scientific dialogue, identifying the pertinent I.T. tools
- Be aware of the commercial process for using research results
- Manage all aspects of project management, including raw data and harvest protocols, storage, analysis and distribution protocols
- Comply with the ethical obligations generated by the research project

The doctoral student will also have acquired the following general skills:

- Demonstrate curiosity on a day-to-day basis
- Manage participants in research and lead the project
- Work independently yet know how to include other people in a research project
- Be capable of adapting to the context and project requirements
- Develop own career management
- Develop personal qualities for professional engagement

Assessment methods:	Production of research works, pre-thesis and oral presentation of thesis with the agreement of the thesis director
Professions, sectors and careers targeted:	Economist, consultant, teacher in higher education, researcher in public-private or non-profit organisations.
Intakes:	September/January
Tuition fees:	€7,000 a year
Degree awarded:	DBA Doctorate in Business Administration

Programme objective: The D.B.A. programme is designed to allow students to do research in a specific field that will constitute their specialist subject. The programme is intended for professionals, managers or consultants to let them carry out empirical analysis of the problems they are confronted with in the global, contentious and uncertain context in which they work.

The objectives of the D.B.A. are to provide training in research according to the theory paradigms adapted to the subjects covered (quantitative and qualitative methodologies) to be able to recommend original and innovative solutions that can be directly applied to the administration sector. This research is led by an experienced thesis director who guides students on their doctoral path. The main objective is the development of open and critical approaches (being open-minded, collaborative work, adaptability, etc.) and professional qualities (writing skills, expertise, etc.).

APPLICATION PROCESS: Application file - file assessment/individual interview - Acceptance answer
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Admission Process

Admission to the École de Management Appliqué



Step 1: The Application

Recruitment to the École de Management Appliqué is by application file: ema.education/candidatures

Each candidate shall include the following documents in their application:

- Valid passport (photo front/back)
- Complete set of official academic documents from baccalaureate to higher education.
- CV in format DD.MM.YYYY to DD.MM.YYYY, including explanation for periods of inactivity (where applicable).
- Cover letter in the following format - Why this programme, Why EMA, Why Paris and Professional plans, etc.
- Proficiency in French or English, according to the teaching method: pass the interview and indicate the medium of instruction provided by the faculty, university or institute from the last qualification, with a recent date.
- A clear and recent identity photo.

Step 2: Application assessment + Interview

Admissions to EMA are based on the candidate application file and an invitation to an interview (online or in-person) with the admissions office.

The admission interview lets the Admissions office look at the following 3 criteria: Academic and Professional Project; Motivation; Viability of Study Project.

Step 3: Acceptance

The acceptance results are sent to candidates by email within 3/4 days of their interview.

Accepted?

You must have received 1 acceptance email with the necessary information to complete your registration.

Not accepted?

The number of candidates we accept varies by season, and this decision in no way reflects your personal qualities. Try again for the next start date!

Step 4: Registration

Have you been accepted to the École de Management Appliqué?

We invite you to pay your tuition fees and sign your application file to complete your enrolment.

Enrolment is only complete once these last steps are finalised.

We look forward to seeing you at the École de Management Appliqué!



Overall success rate for
the academic year

23/24 : 100%

100%

of students say they are
satisfied with the accessibility
and quality of discussions
with professors for the
academic year 23/24.

EMA Admissions service
contact@ema.education

Our disability contact
saeh@ema.education

ACCESSIBILITY AND DISABILITY

EMA is open to students with a disability.
Personal support is provided to any student
based on their disability.



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