

Master of Management Studies and Research

Master of Law, Business, Management
Management and business administration **honours**
Management Studies and Research **Studies**



Objectives

A MASTER'S COURSE CO-ACCREDITED BY SEVERAL SCHOOLS

See inter-school website (IAE de Saint-Etienne, Lyon III, Lyon II, Lyon, EM Lyon):



Master Recherche Management.fr

Accueil Partenariats Formation Ecoles Doctorat Débouchés Témoignages Co

Master Etudes et Recherche en Management

Le Master 2 Etudes et Recherche en Management (ERM) de l'université Jean Monnet de Saint-Etienne propose à deux types de carrières : les carrières de l'enseignement et de la recherche, et les carrières de conseil et d'études de management.

Créé en 2009 à l'IAE de Lyon, le master est co-accrédité depuis 2016 avec l'IAE de Saint-Etienne. Il a par ailleurs développé des partenariats avec [enrich](#) dès 2013 et avec l'Université Lyon 2 en 2016.

Le master bénéficie des meilleures compétences pour dispenser une formation d'excellence pour les personnes désireuses de se former à la recherche en management. Il s'adresse aux étudiants et professionnels souhaitant accéder au doctorat en sciences de gestion ou souhaitant enrichir leur activité d'études ou de conseil en management. Initialement spécialisé en ressources humaines et stratégiques, il s'est étendu au marketing.

La formation, en un an, permet :

- D'accéder aux nouvelles connaissances émergentes en management.
- De connaître les fondements théoriques en management, stratégie, et marketing.
- De maîtriser les techniques incontournables de recueil et d'analyses de données quantitatives et qualitatives, avec les logiciels associés.
- D'acquies les techniques relationnelles à la fois en recherche et conseil reposant sur l'argumentation.

Les effectifs sont limités à une quinzaine de personnes de manière à favoriser les échanges pour l'acquisition de connaissances approfondies et de savoir-faire.












The Master 2 Management Studies and Research course from the IUP Management department brings together specialist management schools on the Lyon Saint-Etienne site (**IAE de Saint-Etienne**, iaelyon School of Management, Emlyon business school, Lyon 2 University). It is designed to:

- > provide vital pre-requisites for PhD studies in Management (Strategy, Organisation, Human Resources, Marketing): advanced and critical theory knowledge, expertise in survey and academic communication techniques
- > train research or consultancy professionals in management, strategy, human resources, marketing, capable of benefiting from management research.

The course focuses on acquiring the theory frameworks structuring the subjects and the methodology frameworks required to conduct study, consultancy and research work. The course is taught in:

- > seminars addressing the limits of theories, critical analyses of old and new lines of thought that extend to management sciences to fuel students' creativity
- > classes addressing experience in quantitative and qualitative survey techniques used in the fields of study, consultancy and academic research
- > apprenticeship in study, consultancy and management research specialities in terms of client or field of study relationships and communication Classes are taught jointly by the IAE de Saint-Etienne, iaelyon (co-accredited), emlyon business school (partner), Lyon 2 University (partner) and external consultants.

Special features

Course highlights:

- > Training by specialists: researchers, consultants, research analysts
- > A course available to non-managers
- > An international research environment

The benefits of the link between research and consultancy in management
An initial concrete and all-round research experience

Who's it for?



Pre-requisites

Recommended:

The Management Studies and Research Master is for candidates from a course in management sciences, applied economics, sociology and social psychology or science in France or abroad (university, business school, engineering college).

Training in management sciences is an asset but it is not essential: the course is available to other profiles who demonstrate incentive regarding research or consultancy in management. Candidates must have a Master 1 or 240 credits in an equivalent diploma. They can be from Emlyon Business Schools' "Grande Ecole" Programme.

Entry requirements

Access to the Master 2 for external applicants

Subject to availability, recruitment is based on:

- > an application form: academic + test results SIM Score IAE Message or
TAGE MAGE + test results TOEIC or TOEFL + career plans (CV and cover letter)
- > an interview in French and English

Possibility of being awarded an **IAE excellence grant**. These grants are for students who wish to take a Masters 2 based on scientific excellence criteria and on condition of a clearly research-focused professional project. **Further information**

- > Prepare your Master application

What's next?

Prospects

Professional **research** prospects:

Career prospects as researchers or research engineers in public or private laboratories and mainly research professors in universities, business schools and engineering colleges.

Studies and consultancy:

Career prospects as research analysts, analysts and consultants in management, strategy, marketing, organisation or project departments in research or consultancy firms. The course is also open to roles such as research analysts, auditors, internal consultants in large companies and organisations.

Course

MASTER 2 COURSE CONTENT (270 HR):

SEMESTER 1 (180 HR):

10 seminars including 3 optional ones Quantitative data analyses - Quantitative studies and research - Research epistemology and methodology - Organisation theory - Organisational behaviour - Qualitative studies and research - Writing and communication methods - Strategy - Company economic theories - Consumer behaviour - Relationship marketing - Work skills and flexibility - HR management

SEMESTER 2 (90 HR):

Bespoke studies with 5 seminars International seminar - Innovation management - Governance and CSR - Health marketing and management - International management - International HR management / Salary - Communication / Multi-channel marketing - Intervention / Qualitative data analysis - Hot topics in management