



# CNAM MBA Project Management



## MBA Project Management

The CNAM MBA with specialization in Project Management, allows you to develop your career as a successful project leader with world-leading agile management skills from the University of California Berkeley, combined with the global management expertise and executive network of the CNAM International Institute of Management (IIM).

To learn how to master the multi-dimensional and complex nature of your future executive responsibilities, the program offers a year in Paris at CNAM IIM, to acquire an in-depth **understanding of** all aspects of **Management for Executives**, how to seize opportunities, manage high performing teams, optimize resources and develop complex strategic projects.

To develop world-class competencies in **Agile and Project Management**, the program offers an intensive program at the University of California Berkeley, in Silicon Valley, the birth place of Agile Management.

## CNAM-Paris and BERKELEY-California: Educating Change Makers

For Executives, learning only makes sense, if you can apply your knowledge and skills towards your career and make a difference in you organization and your life. The CNAM and UC Berkeley Extension department are two of the world's oldest and most advanced institutes for professionals and executives, and the ideal place for your MBA, because we empower every student to make positive changes in the world.

The Conservatoire National des Arts et Métiers offers courses developed in close collaboration with companies and professional organizations since 1794. In the spirit of the Enlightenment, the CNAM has developed a great tradition of Innovation, Research and Teaching. To empower students to apply the latest innovations and best practices, we only offer small classes with our professors, who are not only outstanding academics, but also leading experts in industry and business. Located in the center of Europe, in the heart of Paris, the CNAM's historic campus offers an inspiring study experience and a diverse student body, made up of professionals from different educational and professional backgrounds, ages and cultures.

Founded in 1868, University of California Berkeley is ranked 2<sup>nd</sup> public university in the world in 2019. Similar to the CNAM, the UC Berkeley Extension department offers outstanding continuous education since 1891, combing the innovation from the university's world-leading researchers with the best practices of Silicon Valley experts. Over the years, UC Berkeley Extension's International Programs have gained worldwide recognition for their outstanding academic excellence and professional relevance. Being located in San Francisco, the programs offer a unique immersive experience in the innovation ecosystem of Silicon Valley and the San Francisco Bay Area. Students and professionals from around the world join UC Berkeley's programs to make connections with leading experts and to learn the latest trends in Agile and Project Management.

**No other MBA program in the world offers you the opportunity to take your career to the next level by combining the unique expertise of Europe's and California's leading institutions in professional and executive education.** If you want to take the lead in your organization, or switch to another company, your deep understanding of Management and your expertise in Project and Agile Management will make you a outstanding candidate and a valuable asset for any organization.

Level I State certified Title  
Registered in the RNCP  
(National Register for Professional Certifications®)  
Registre national des certifications professionnelles





## Program Objectives

Philosophy: Make a difference!

The program will allow you to:

- **Acquire** and in-depth understanding of the fundamental and practical knowledge in all fields of management.
- **Understand** and learn how to manage complex business environments, including the management of complex issues related to ethics, equity, inclusiveness and corporate social responsibility.
- **Become** a thinker, a creator and change maker, gain intellectual autonomy and become a respected leader.
- **Understand** complex projects and learn how to plan and execute effectively in high performing teams.
- Learn how to **create** lean work processes and an agile organization to drive innovation in corporations.

## Organization

- **1<sup>st</sup> year in Paris in three trimesters:** Courses from October to June.

*Career Program: Expand Your Horizons seminars, Career Management and Coaching, Study trips (1,2 weeks) in June, July.*

- **2<sup>nd</sup> year in Berkeley in one or two semesters:** Courses from August to June.

*Career Program: Career Development Fundamentals and Career Development Leadership Skills, Internship or professional insertion through Optional Practical Training as option.*

## Organization

- Group assessments and final exam for each course.
- A final capstone project: Personalized coaching adapted to your personal expectations and to the requirements of your company.

## Application and Program fees

- Application fees: € 160.
- Program fees:
  - €29, 000 for the program of Cnam MBA & Berkeley certificate (S1).
  - €39, 000 for the program of Cnam MBA & Berkeley diploma (S1+S2).
  - €17, 000 for Berkeley Alumni to complete the Cnam MBA program.
  - \$10, 500 for Cnam Alumni to complete the Berkeley certificate (S1).
  - \$21, 000 for Cnam Alumni to complete the Berkeley diploma (S1+S2).
- Additional fees for study trips.

## Certifications

A double accredited degree of CNAM:

- MBA degree, accredited by AMBA.
- French certification Manager d'entreprise, titre RNCP niveau I.

A certification of University of California, Berkeley:

- Immersive Program certificate in Project Management (for one semester) or,
- Professional Diploma Program certificate in Agile and Project Management (for two semesters).

Optional:

- Official Project Management Institute's (PMI) Project Management Professional (PMP) certification.

## Application requirements

- Bachelor's degree or higher (4 years of higher education).
- 2 recommendation letters (from professional or academic references).
- 3 years of professional experience minimum.
- Perfect knowledge of English (TOEFL IBT: 90/TOEIC: 800/IELTS: 7.0).
- Admission based on interviews with the Program Directors and Professors.

## Application details and deadlines

The Master Program receives applications on a rolling bases during the entire year. The competitive admission concludes for each semester when the maximum number of students is reached.

Applications end by:

- end of June for non-EU students.
- mid -September for EU students.

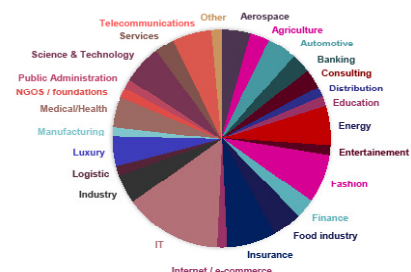
Due to the limited number of seats (each class of 25-30 students), late applications might be wait-listed.

Download our Application Form at:

[iim.cnam.fr](http://iim.cnam.fr)

## MBA Students' profiles

**38** Average age of participants  
**10-15** Years of professional experience on average  
**20%** International participants  
**31%** Female participants





## MBA - Project Management Curriculum

### Core Management Courses (in Paris)

At the CNAM Paris, you design your future and we provide you the in-depth knowledge and competencies to become executive leaders and drive change in your organization:

- The core curriculum offers 13 courses in all essential management fields for company leaders.
- Our « expand your horizons » seminars and career development workshops with personal assessment, professional and personal coaching, allow you to customize your personal career plan.
- Study trips with to Romania (Bucharest Business School) and China (optional) enhance your intercultural management competencies and allow you to strengthen your global professional network.

- |                             |                                  |                                |
|-----------------------------|----------------------------------|--------------------------------|
| • Strategy                  | • Management Information Systems | • Management Accounting        |
| • Organizational Behavior   | • Business Statistics            | • Finance                      |
| • Economics                 | • Financial Accounting           | • Career Management & Coaching |
| • Human Resource Management | • Negotiations                   | • Skills development           |
| • Marketing Management      | • Operation Management           | • Study trip to Romania        |
| • Business Law and Ethics   |                                  |                                |

### Project and Agile Management Specialization (in San Francisco)

#### Semester 1: Immersive Program in Project Management

The Intensive Program in Project Management provides students with advanced project management skills. Industry leaders from UC Berkeley and Silicon Valley will teach project management best practices, tools and techniques to effectively management projects from project initiation and planning, through execution and control, and through project delivery. By the end of this program, students will be able to effectively lead projects in technology, life science, construction, financial services, health care, and other industries. Students will learn from individual assignments, quizzes, exams, presentations, and group projects.

- Project Initiation and Planning
- Project Schedule and Risk Management
- Project Cost and Procurement Management
- Project Execution and Control
- Choice from: Art & Design, Behavioral Health, Sciences, Business & Management, Education, Humanities, Technology and Information Management, Sciences, Mathematics & Biotechnology
- Career Development Fundamentals

#### Semester 2: Professional Diploma Program in Agile and Project Management

After completing semester one, the second semester, students will focus on advanced topics in project leadership and agile management. The program will allow students to acquire the latest best practices in from Silicon Valley experts and learn how to create and manage agile projects, how to lead digital transformation towards agile innovation organizations, and how to implement highly creative and efficient work cultures. Students will produce in depth projects of their choice for each class. Course work will include individual assignments, team projects, quizzes, and presentations. Through daily instruction and mentoring, students will have a high quality, immersive experience in Silicon Valley and the San Francisco Bay Area.

- Agile Management: Principles and Practices
- Agile Product Ownership
- Project Leadership & Building High Performing Teams
- Leading Agile Transformation
- Choice from: Art & Design, Behavioral Health, Sciences, Business & Management, Education, Humanities, Technology and Information Management, Sciences, Mathematics & Biotechnology
- Career Development Leadership Skills

The Final Capstone Project (6 credits) allows you to combine management theory with your ideas, and empowers you to create a professional tool or method to implement change in your organization.

Your challenge is to identify what you think needs to change in an organization of your choice, and with the support of your CNAM professor, to propose a new solution and strategy to lead its implementation.



© Photos : L. Benoit, Sandrine Villain, University of California, Berkeley, Dircom Cnam - janvier 2020 (LI).

## CNAM IIM: An expert 360° view on management for executives

The CNAM MBA experience is transformative and unforgettable: from its challenging and stimulating coursework, to its study trips in France, Europe and USA, conferences as well as guest speakers and business simulations.

The CNAM MBA is not just about attending classes, it's about making a difference. Our primary objective at CNAM Paris is to empower you to reach your full potential and follow your ambitions. We provide coaching, constant challenges and numerous opportunities for both personal and professional growth.

What inspires us is our **CREDO**:

- **CREATE** your personal development plan.
- **REACH** new professional horizons.
- **ENGAGE** in enriching interactions.
- **DEVELOP** authentic practical insights.
- **OWN** your learning.

## UC Berkeley Extension: Agile and Project Management

The rapid development of new technologies and globalization requires our programs to focus on relevant competencies and skills that are specific to our institution and our ecosystem. Using a 4-step learning approach in full professional immersion, students will have a deep and unique learning experience:

### 1. Conceptual learning:

Lectures will introduce the latest theories and concepts, as well as best industry best practices and leading trends in Silicon Valley.

### 2. Experiential learning:

In company visits and networking events, students will understand how the course content manifests in reality.

### 3. Applied learning:

Courses offering real company projects to the students, allow them to practice their knowledge and learn to navigate the challenges of implementation in a real company.

### 4. Communicative learning:

In team projects, workshops, networking events, conferences, demo nights, pitch contests, etc., students have the opportunity to collaborate and share their knowledge with others.

## A view on UC, Berkeley



### Contact

Emmanuelle Rochefort,  
*External Relations Manager, Cnam MBA*

[emmanuelle.rochefort@lecnam.net](mailto:emmanuelle.rochefort@lecnam.net)

+ 33 1 40 27 26 36

### Postal Address

MBA program  
Case courrier EPN 15  
2, rue Conté  
75003 PARIS  
France

[iim.cnam.fr](http://iim.cnam.fr)