



MASTER DEGREE
in
COMPETITIVE INTELLIGENCE

**PARCOURS Behavioral and Digital Economics
for Effective Management**



MASTER OBJECTIVES: The Behavioral and Digital Economics for Effective Management (BDEEM) Master intends to train future leaders and academics in (digital) management to a high level of expertise in the intersection between management, behavioral tools and digital technologies.

The BDEEM PROGRAM

1. offers students a unique and future-oriented program with a specific behavioral and digital orientation;
2. is taught by scientists, researchers and corporate partners in complete connection with their own activities in the field;
3. integrates best practices from the university (University of Franche-Comté), the business school (Burgundy Business School) and 2 research labs (CRESE and LESSAC).
4. offers 3 scholarships.

Program Courses

Core Courses offer key concepts, models and tools of behavioral and experimental economics and their applications to business decision making in:

1. markets and operation of markets for resources, goods and services;
2. management and development of people and organizational tools within organizations, business policy and strategy;
3. organizational issues such as sustainability, legal and ethical issues in management, globalization, corporate social responsibility, diversity, business innovation, creativity, enterprise development, knowledge management and risk management.

Concentration Courses deal with technological and digital perspectives and the relation with Information Systems and Information Communication Technologies at the workplace in activities such as planning, trading etc:

1. the consequences of ICT use on employees, leaders and organizations;
2. (de)centralization and its impact on the structure of decision-making;
3. the role of Big Data and digital management strategy on motivation and productivity in the workplace.

TOOLS

1. Experimental and simulation labs
2. Virtual Organizations
3. ICT tools

JOBS

We form **experts** able to put in practice effective tools to understand and modify decision making and deal with digitalization in organizations; **professionals/academics** with a strong and useful research background likely to act in functions such as global strategists, analysts in counseling companies, chiefs in marketing services, chiefs in procurement services, management consultants, government officials, economists in banks and financial organizations, human resources managers etc...

ADMISSION REQUIREMENTS

Who can stand as a candidate ?

- Students with a french License in Economics and/or Management, or with a french License in Management and Administration,
- Undergraduate students with a bachelor in economics and/or management,
- Students with a graduate science diploma or with an other Master's degree in search of new skills in competitive intelligence and in behavioral economics
- Executive and Professionals with a Master's degree or a graduate academic level in search of theoretical and practical skills, making them experts for the management of competitive intelligence in organizations.

Candidate examination criteria

1. Undergraduate's degree verification required (official copy of diplomas)
2. Detailed CV, cover letter in English
3. Set of results obtained from bachelor's degree or french license (academic level)
4. Study of the motivations, the professional project and the candidate's previous learning and, if necessary, a recruitment interview.

Prerequisite:

General knowledge in economics and management.

Duration: 2 years

European Credits: 120 ECTS credits

If you wish to contact us:



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