

MASTER OF SCIENCE AND ENGINEERING

in Agricultural Economics, Marketing, and Management

ENGLISH
TAUGHT
PROGRAM

THE PROGRAM

Studying Agricultural Economics, Marketing and Management at ISA Lille means getting a comprehensive look at the business side of the fields of Life Sciences, then becoming an expert in the area of your choice through real-world experience. Our ultimate goal is to train actors of **innovative and sustainable business** by studying solutions to current issues and anticipating the future challenges of their chosen sector.

ACTIVE PEDAGOGY

Our Agricultural Economics, Marketing and Management program is built on project-based learning, active teaching methods and learning-by-doing. This hands-on approach gives students real-world experience and the power to decide how to build their own expertise.

PROJECTS

Semester-long team projects are an integral part of the curriculum. One day a week is dedicated to group projects in collaboration with a professional expert, partner company, or research institute and supervised by a professor.

INTERSHIPS

Students spend 40% of the program immersed in real professional experience. These internships, carried out either in France or abroad, in a company or a laboratory, expose students to the reality of working in the field and on research, and prepare them for entry into the global workforce.

LEARNING BY DOING

- › Field trips & site visits
- › Teaching and group projects supervised by professionals
- › Innovation learning centers
- › Flipped classrooms & serious games
- › Co-design labs with partner schools

EXAMPLES OF PROJECTS

- › Creation of digital communication strategy
- › Market study, brand positioning and marketing policies recommendations for new food products
- › Business intelligence study for agricultural supply company
- › New range implementation in stores

EXAMPLES OF INTERSHIPS

- › Agribusiness Project Management in a bank
- › Shipping Finance at ship repair company
- › Category Management Assistant in Agrofood Industry
- › Purchasing and Procurement in Agrofood Industry
- › Assistant International Product Manager

THEY TRUST IN US:



BECOME A SPECIALIST

In the second year of the Master, students deepen their knowledge of the financial and sociological aspects of agricultural economics, as well as specialize in:

- › **Trade and Agribusiness:** preparing future managers by developing skills related to selling and marketing products linked with agricultural technical knowledge.

YOUR CAREER PROSPECTS

Armed with solid technical and managerial skills, ISA Lille graduates are prepared for the reality of the professional world even before they get their diploma, which is why **90% of ISA Lille alumni are employed within 6 months of graduating.**

Our more than 5,000 alumni work around the world, for some of the biggest names in agrofood, environmental management and agriculture, or join and create their own start-ups, thanks to the entrepreneurship cultivated at ISA Lille.

PRACTICAL INFORMATION

ADMISSION REQUIREMENTS

- › Bachelor's Degree in Life Sciences (Agriculture, Food Science, Biology or any related field)
- › English level certified by an official test: IELTS 6.0, TOEIC 785, TOEFL IBT 80
- › French is not required for admission, but recommended

APPLICATION PROCEDURE

Applicants should contact the ISA International Office at isa.admission.international@yncrea.fr and:

- › Fill in the application form, available for download at isa-lille.com
- › Take the online scientific assessment
- › Have an individual interview (face-to-face or video conference)
- › Application deadline: **May 23, 2020**

FINANCIAL ASPECTS

Fees and other expenses

- › Program Costs: Contact isa.international@yncrea.fr
- › Living expenses in France: approx. €650/month
- › Miscellaneous fees (insurance, visa, etc): approx. €500/year

Scholarships and financial aid

- › Scholarships available: refer to your local French Embassy or contact the ISA International Office
- › Paid internships if carried out in France: min. €555/month
- › French government housing allowance: approx. 90€/month

CONTACT

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MASTER 1

FALL SEMESTER

	ECTS
WELCOME SESSION	6
INTRODUCTION TO FINANCE	3
EXPORT	6
INTRODUCTION TO MARKETING	3
DECISION TOOLS: STATISTICS AND MARKET RESEARCH	3
FRENCH AS A FOREIGN LANGUAGE	3

SPRING SEMESTER

	ECTS
PURCHASE AND PROCUREMENT	3
TRADE NEGOTIATION	3
DIGITAL BUSINESS	3
B-TO-B MARKETING	3
MANAGEMENT CONTROL	3
FINANCIAL ANALYSIS	6
CONSUMER BEHAVIOR	3
BUSINESS DEVELOPMENT PROJECT	6
FRENCH AS A FOREIGN LANGUAGE	3

SUMMER INTERNSHIP

	ECTS
3-MONTH INTERNSHIP IN A LAB, COMPANY OR PROFESSIONAL ORGANIZATION, REPORT + ORAL DEFENSE	6

MASTER 2

FALL SEMESTER

	ECTS
SPECIALIZATION: - MANAGEMENT OPTION - TRADE AND AGRIBUSINESS	30

SPRING SEMESTER

	ECTS
END-OF-STUDY INTERNSHIP: SIX MONTHS IN A LAB, COMPANY OR PROFESSIONAL ORGANIZATION THESIS REPORT + ORAL DEFENSE	30

Course details are subject to change, please visit isa-lille.com for the latest information

INTERNATIONAL STUDENT SERVICES

Dedicated support just for you

- › Reservation of accommodation in a student residence
- › Administrative procedures (visa, resident permit, etc.)
- › Integration into student life (associations, activities, etc.)
- › Welcome session: French language, intercultural communication, orientation week, and more.

