



STUDY IN EUROPE



1st Year in Spain | 2nd Year in France

Complete 1st year Ms in Spain and the possibility to pursue 2nd year Ms in France

(In case of 2nd year Student is not able to get Student visa for France Student will Continue the course in Spain)

Ms Start-up Management and E-commerce

★ Duration: 24 Months (Full-time)

★ Intake: Jan, Apr & Sep

About Programme

Together, we learn to deal with all situations. Master the skill set that will make you an adaptable and aware of the challenges arising from digital technology. Law, recruitment and management are thus complemented by a variety of digital modules and a specialization in the field of e-commerce, the understanding of which is essential to launch your project.

Educational Goals

- Explore the different stages of start-up creation, from the legal framework to product commercialization, including the psychology of the entrepreneur
- Learn to build teams in project mode, to mobilize them and to manage delicate situation
- Develop the strategy of e-commerce websites, increase the number of sales and build customer loyalty
- Determine selection criteria related to the structure's specific and permanent needs
- Use various acquisition strategies to maximize project success

Studying Benefits

- Study in Europe
- Stay Back Available
- Training 100% in English
- Students are legally allowed to work 30 hrs a week
- Accommodation: Government Benefit (CAF) only in France
- 25 Excellent Student will get Change to do Semester Aboard with Housing and Return Ticket Paid (Conditions Apply*)

Accreditation Category:

Level 3 Professional Qualification
(for Spain qualification)GOBIERNO
DE ESPAÑAMINISTERIO
DE EDUCACIÓN
Y FORMACIÓN PROFESIONAL

Programme Units

The full-time Ms Start-up Management and E-commerce will be carried out over an 24-month period, into 4 semesters with internship and will be structured as follows:

Semester 1

- Spanish language by Ascencia
- Organizational and Regulatory Framework of Public Administrations and the European Union
- Management of Company Formation and Contracting Documentation

Semester 2

- Spanish language by Ascencia
- Information and Operational Management of International Trade
- International Negotiation and Contracting
- International Marketing Policies
- International Marketing Plans and Reports

Semester 3

Cross-Functional Management

- Start-up management
- Fund Raising
- Management
- Recruitment 2.0
- Country Management
- Import and Export
- Management in FRENCH
- International E-commerce

Semester 4

Digital and Technological Expansion

- Online Entrepreneurship
- International Digital Strategy
- Intellectual Property and Patenting
- Advanced Mobile Marketing
- Neuromarketing
- Creative Strategy
- FRENCH
- E-commerce
- Social Selling
- WordPress
- Masterclass
- Workshop
- Professional Project
- Startup Creation

Admission Checklist

- Curriculum Vitae
- Copy of Passport (first and last page)
- Visa and/or Residency Card (if any)
- Statement of Purpose
- Passport Size Photo
- Work Experience
- Scanned copy of the Application Form (fully filled and signed)
- Marksheets, Transcripts, Consolidated, Provisional and Degree certificates for high school or higher
- Additional certificates (if any)
- IELTS or similar (if any)
- MOI (if any)

Relationship to Occupation

- Director of Ecommerce
- Digital Marketing Manager
- Project Manager
- Supply Chain Manager
- Customer Service Manager
- Financial Manager
- Merchandising Manager
- Business Analysts
- Web Developers
- Quality Assurance Analyst