

Field of study **Management, Economy,
Communication**

Training available in

Apprenticeship

Continuing education

Recognition of prior learning

How to apply :

<https://www.univ-gustave-eiffel.fr/en/formation/applications-and-enrolment/applications>

Course venue :

Campus Marne la Vallée - Serris - Institut Francilien d'Ingénierie des Services (IFIS) 6-8 cours du Danube 77700 Serris

Calendar :

Classes are held every Thursday from October to July plus a six-week block during the year.

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For further details :

<https://www.univ-gustave-eiffel.fr/international/etudiants-internationaux>

Service Information,

Orientation et Insertion Professionnelle (SIO-IP) :

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Master's degree Economic Intelligence Strategic intelligence, Risk Analysis and Territories



Institut Francilien d'ingénierie des Services (IFIS)

Master's degree M2

TO GET THERE

The second-year Master's in Strategic intelligence, Risk Analysis and Territories is open to students who have completed a first-year Master's (and in particular the first-year Master's course in Economic Intelligence of Université Paris-Est Marne-la-Vallée / the Ile-de-France Institute of Service Engineering) or another two-year Master's degree.

It is also open to experienced professionals through the validation of professional skills or acquired experience or as a lifelong learning course.

For all applicants, selection is largely based on the demonstration of career objectives in line with the issues covered in the second-year Master's in Strategic Intelligence, Risk Analysis and Territories.

ACQUIRED SKILLS

- Understanding and deciphering French and foreign economic intelligence systems and the issues of cyber and data challenges.
- Implementing, managing and running a monitoring system.
- Understanding the principle of risk analysis and management and territorial strategy.
- Setting up and managing a crisis unit.
- Identifying information risks, influence and counter-influence strategies and lobbying.

YOUR FUTURE CAREER

Graduate employment is facilitated by the professionalism of teaching (over 50% of teachers from companies and institutions) and the apprenticeship-based approach to learning. The course prepares future professionals in business continuity; safety and risk management; monitoring / analysis for large industrial groups (automobile, defence, pharmaceuticals, chemistry, etc.); data security; strategic analytics; consultancy in these fields (often in large consulting firms).

BENEFITS OF THE PROGRAM

- The course draws on a network of recognised professionals and experts, ensuring that it is firmly rooted in the professional world. - The M2 Strategic intelligence, Risk Analysis and Territories course is apprenticeship-based (12-month work-study programme, 4 days a week in the host organisation). It also welcomes lifelong learning applicants (civilians and military personnel, professionals) every year. NB: the M1 course in Economic Intelligence of Université Paris-Est Marne-la-Vallée / the Ile-de-France Institute of Service Engineering can also be followed as part of a work-study programme and students can sign work-study agreements for both years.

More information



PROGRAM

SEMESTER 3

UE 1 - Veille et information élaborée (ECTS:9)

- Veille : sources, stratégie, outils et méthodologies
- Outils de production d'information élaborée et cartographie décisionnelle
- Enjeux et traitements des datas (big, smart, etc.)

UE2 - Intelligence économique (ECTS:9)

- Dispositif d'IE, renseignement et guerre économique
- Dispositif d'IE d'entreprise, affrontements concurrentiels
- Analyse et aide à la décision

UE 3 - Influence (ECTS:9)

- Médias, information, économie de l'attention, infoguerre
- Communication web : identité, réputation, médias sociaux
- Influence, influenceurs et lobbying

SEMESTER 4

UE 4 - Gestion des risques et gestion de crise (ECTS:9)

- Sécurité de l'information, cybersécurité et cyber-intelligence
- Analyse des risques et continuité d'activité
- Gestion de crise

UE 5 - Intelligence territoriale (ECTS:9)

- Enjeux, acteurs et pilotage d'un territoire
- Sûreté et sécurité des Territoires
- Compétitivité des territoires

UE 6 - Mémoire et stage (ECTS:9)

UE7 - Initiation à la recherche, conférences et séminaires de mise en situation professionnelle (ECTS:6)

- Séminaire de mise en situation professionnelle
- Conférences Techniques et Scientifiques communes AMDI/ILMS