The Business Foundations Certificate
INSEAD in collaboration with Sorbonne Université offers the Business Foundations Certificate (BFC) programme tailored for recent master or PhD graduates from the sciences, medicine, humanities, engineering and law.

The programme:
- provides an understanding of business that is complementary to applicants’ disciplinary expertise,
- supports candidates’ transition to a business career,
- facilitates aspiring entrepreneurs to fulfil the goal,
- helps you navigate and succeed in today's constantly changing, high-pressure and volatile business world.

This certificate will be offered:
- In English by international faculty
- 4 month part-time Business education (Fr & Sat) in Paris
- Gives access to INSEAD's Alumni Network
- Internship agreement
Prices and Markets
Ultimately, it is the prices paid and charged by an organisation that determine how economic value is divided between the business, its consumers and its suppliers. This course teaches you how to use structured thinking based on microeconomic theory to understand how economic fundamentals – such as demand, cost, market structure and government policy – shape the prices that prevail in a market.

New Business Ventures and Corporate Entrepreneurship
This course synthesises many of the fundamentals studied in the other classes as you examine the process of converting an opportunity into a profitable and sustainable new business. You will focus on the principles of building an enterprise on its own, in addition to the unique challenges of carrying out entrepreneurial activities within an existing organisation (in other words how to start a business inside a corporation without “getting yourself killed in the process”).

Financial Markets and Valuation
This course covers fundamental concepts in corporate finance and capital markets. The goal is to give you a set of tools and analytical frameworks that will provide useful, regardless of your eventual career. We cover basic valuation concepts and techniques such as “time value of money” and discounted cash flows (DCF). You will gain an understanding of how to make value-creating investment decisions and how to use the DCF approach to value a company.

Strategy
Why are some organisations consistently successful, while others are left behind? What can executives do to drive performance and growth in the face of intense competition, uncertainty or even radical industry disruption? This course explores some of the critical challenges you’ll face as a manager setting the path for your organisation.

Uncertainty, Data and Judgement
The goal of this course is to provide a solid foundation in probability and statistics for your management career. After all, most decisions are made under conditions of uncertainty. So you will need a framework for thinking about problems involving uncertainty and, building on this framework, tools for interpreting data.
Admission requirements and criteria:
• Graduates with a master or a PhD
• Proof of academic excellence
• Professional project
• Fluency in English.

Application process:
• Online application: early application deadline in April & late application deadline in June
• Interviews
• Scholarship* & admissions committee
• Review

Tuition fee: 15 000€*

Interested applicants are encouraged to apply with these supporting documents:
• Letter of motivation
• Curriculum vitae
• Copy of diploma
• Accurate details of their financial situation (i.e.: Taxes assessment).

* Sorbonne Université offers funding support to graduates with a Master 2 or Doctorate within the last 3 years, from an institution that is a member of Sorbonne Université.

For further information: http://inse.ad/BFC-INSEAD
Contact: BFC.inseadsorbonne@insead.edu

Idex SUPER programme Investissements d’avenir.

INSEAD Europe Campus
Boulevard de Constance
77305 Fontainebleau Cedex, France
Tel: +33 (0)1 60 72 41 97

Sorbonne Université
21 rue de l’Ecole de médecine
75006 Paris
Tel: +33 (0)1 44 27 44 27