



CFVG|MMSS
MASTER IN MARKETING
SALES & SERVICES

THE SPECIALIZED
MASTER
FOR MARKETING
PROFESSIONALS

What is CFVG?

- A School of Management with 5 programs, issuing high profile French Master degrees in Vietnam
- 67 missions of international professors every year
- 600 students currently enrolled
- 1,550 alumni
- Leader in Vietnam with 12% of students in international Masters in Management programs*
- See our Internet site: cfvg.org

CFVG programs

CFVG|MBA
MASTER OF BUSINESS
ADMINISTRATION

- **The MBA to Join the International Corporate Elite**
French & Vietnamese Degree
Double-degrees with prestigious Business Schools

CFVG|MEBF
MASTER IN ECONOMICS
OF BANKING & FINANCE

- **The Specialized Master for Finance Professionals**
French degree from Université Paris Dauphine
in partnership with ESCP Europe

CFVG|MMSS
MASTER IN MARKETING
SALES & SERVICES

- **The Specialized Master for Marketing Professionals**
French degree from IAE Université Paris Sorbonne
in partnership with ESCP Europe

CFVG|PhD
DOCTORAL PROGRAM

- **The Doctoral School bridging to a Prestigious PhD**
One-year preparation to reach a prestigious French PhD Program with
ESCP Europe, Paris Dauphine, Lille or Strasbourg Universities

CFVG|EXED
EXECUTIVE EDUCATION

- **Custom Programs for Corporate Management Training**
Mini MBA, New Manager Programs & Tailor-made Solutions
to Recruit, Keep and Develop your High Potential Managers

Applications
Deadlines
2010:

MBA
25 August

MEBF &
MMSS
25 June

PhD
15 August

Benefits of studying at CFVG

- Obtain internationally recognized foreign diplomas in Vietnam
 - MBA : French & Vietnamese Master degree
 - MEBF and MMSS : French Master degrees
 - PhD : French Doctor Degree
- European Excellence in Management
 - Teachers coming from prestigious institutions
 - French-Vietnamese management, operated by the Paris Chamber of Commerce : Best practices from HEC Paris and ESCP Europe
 - Accreditations

Benefits of studying at CFVG

■ Advance your career

- Salary increase after receiving a CFVG diploma (in USD)

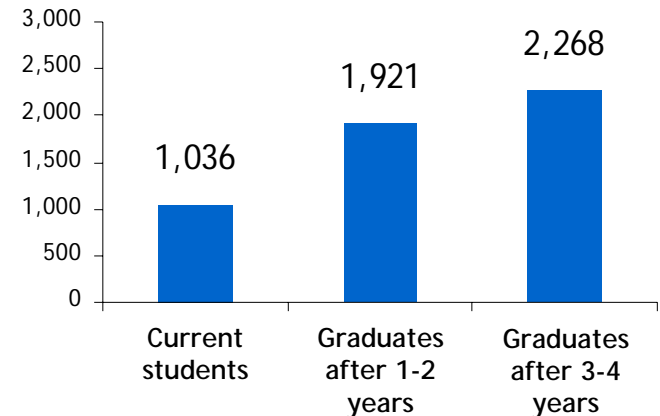
■ Networking

- CFVG faculty international experience and network
- Numerous alumni holding top-management positions
- High selection ratio : benefit from your classmates' experience

■ Ethics, social responsibility

- Non-profit organization: quality first
- Rigorous processes (accreditations, attendance, exams, professors selection, degree requirements...)

➔ **Value of degrees**



What is **MMSS** ?

- **Specialized Masters designed for professionals targeting a marketing career**
- **French Master degree** delivered by Paris Panthéon Sorbonne University together with ESCP Europe
- **Executive programs** compatible with full-time employment
- **Next information session:** June 18th at 6pm at CFVG, 54 Nguyen Van Thu, District 1

IAE - Sorbonne Graduate Business School



- Sorbonne Graduate Business School, the Business School of Paris Panthéon - Sorbonne University
- Highly recognized centre for applied research and expertise in Management
- Strong links with the corporate world
- Importance given to Executive Masters' programs



*Ass.Pr. Dr. Ouidade SABRI
MMSS Scientific Director
IAE Paris Panthéon-Sorbonne University*

ESCP Europe

- **5 Campuses** in Europe

Paris, London, Berlin, Madrid, Torino

- **Oldest** business school in France, founded in **1819**

- EQUIS, AMBA, AACSB **Accreditations**

- **Financial Times** world rankings 2009

- **3rd** Master in Management

- **25th** Executive MBA

*Pr. Dr. Christian MICHON
MMSS Scientific Director
ESCP Europe*



PARIS LONDON BERLIN MADRID TORINO

