

Mathieu MILLET

Professor

Teaching Area/s: Marketing and Entrepreneurship

Year hired at ISC Paris: 2010



Full-Time
Participating

Grande Ecole and MBA

Education:

Degree	Institution	Year	Major / Minor
Graduate	ESC Rouen	2003	Entrepreneurship
Undergraduate	Classes préparatoires, Lycée Florent Schmitt, (St Cloud), Paris	1999	HEC option scientifique

Course Responsibilities at ISC Paris 2005 through 2010:

- Marketing
- Advertising
- Hotel Services Marketing
- Growth Management
- Commercial Aids
- Marketing Services
- Financing & Financial Techniques

Intellectual Contributions 2005 through 2010:

Intellectual Contributions	Total
Refereed Journal Articles (AERES / CNRS Selection)	
Peer-Reviewed Journal Articles	
Other Journal Articles	
Conference Proceedings	
Case Studies	
Scholarly Books	1
Chapters in Scholarly Books	
Working Papers	
Other Outlets	
Total	1

Education

Graduate: ESC Rouen - spécialisation Entrepreneuriat, Rouen, 2003.

Undergraduate: Classes préparatoires HEC option scientifique au Lycée Florent Schmitt (St Cloud), Paris, 1999.

Academic Appointments

Professor of marketing at ISC Paris since 2010.

Instructional Activities and Development

Taught Courses outside ISC Paris since 2005

Lecturer at l'Ecole Nationale des Arts & Métiers (ENSAM Paris) from 2006 to this day

Entrepreneurship and economic courses. Creation of the « Entrepreneurship » section which deals with company creation, the richness and the difficulties of a collaboration between engineers and commercials.

Lecturer at ESC Rouen from 2004 to 2006

In the frame of the major FCP (Finance Control and Piloting), in charge of a course with Alain Broutin on the use of marketing and financial tools in the operational management of a small business.

Lecturer at ESC Group, Troyes (EMVOL, ESC Troyes) from 2005 to 2010

Coaching with the elite section (INBA): personal and professional assessment, CV and covering letters, professional project monitoring.

In charge of the course « Piloting of the strategic change within organizations » for the 3rd years (Finance and Marketing option) and professional trainings.

Lecturer at ISTI (Institut Supérieur du Tourisme International) in 2005

Marketing Courses and luxury hotels marketing courses.

Co-organizer of Seminars to prepare oral exams (IPECOM) from 2002 to 2006

Organization (in partnership with Ipecom School of trainings) to prepare the oral exams of Business Schools, for the students of H.E.C.

Lecturer at Acsed and member of the examining board at INT management in 2004

In the frame of several presentations concerning the finance professions, everyday life in a Business School, giving a panorama of the professions when a student has graduated from a Business School.

Intellectual Contributions

Scholarly Books

SAUREL C., MILLET. M. Réussir l'Oral, Examens, Concours, Entretiens, *Studyrama*, October 2008, 218 pages.

(Handbook initially published in August 2002 by *Jeunes Editions* with a new bigger format and for a larger public).