



## INTERNATIONAL MANAGEMENT COURSE OBJECTIVES

### Semester 3 - Specialization

Cross-Cultural Management	This course aims at increasing one's knowledge of cross-cultural dimensions and capacity to deal with cross-cultural management issues
International Human Resources Management	This course will present a general overview of human resources management, especially from the standpoint of multinational companies.
International Marketing	The course will focus on presenting international marketing management concepts and the key elements of the marketing mix in the global marketplace. The impact of the economic, political, legal, cultural and financial environment on firms' marketing decisions will be examined, and Foreign Market Entry Methods analysed.
International Purchasing	The course will introduce the basic concepts and techniques of Purchasing Management in modern firms in an international context.
International Information Systems and Supply Chain Management	The course will introduce the field of Information Systems Management at an operational, tactical and strategic level. Students will be given some basic knowledge in database design and development. In addition, key issues in the management of both international information systems and the global supply-chain will be addressed.
International Financial Accounting	The purpose of the course is to teach students how to read financial statements, present them with the main differences between US GAAP and IFRS and forge an opinion about the financial position and performance of a company.
Management Control	In this course, students will i) become familiar with the management-control information firms typically use and ii) develop an understanding of how management control is used as both a managerial decision-making tool and an incentive or behaviour-control mechanism.
International Finance	The course deals with the nature and purposes of financial management in the international context. It covers the issues that make financial decisions of internationally oriented firms more complex than those faced by purely domestic ones.
International Trade Tools	The course's objective is to develop an understanding of international trade law, the obligations of the parties in an international contract for the sale of goods, and the remedies available in the event of a breach of contract.
International Business Project	In a competitive world, the project approach needs ever more dedicated knowledge. During training sessions, students will learn the main ingredients of solution-selling on internationally- based projects.
Languages	The languages course will enable students either to learn a new language (French - for non French speakers only, Portuguese or Chinese - for students fluent in French) or improve their existing knowledge of a language other than English (German, Spanish or Italian – intermediate level is required for those languages).

## Semester 4 - Specialization

International Economics	The aim of the course is to provide students with the theoretical understanding of the nature of, and interaction between, two of the main forces shaping international business today: i) the globalisation of business and ii) the development of a knowledge economy.
International Strategy	The main objective of the course is to provide students with the concepts, theories & tools to design and implement international strategies either at the corporate or business level.
Structure and Organisation of International companies	This course will provide participants with a general overview of multinational businesses and the organizational structuring of multinational firms.
International Contracts	The course is designed to give students some knowledge of international business law, provide them with a brief overview of the existing international regulatory bodies in international business and address the main legal issues stemming from the globalisation of business. A special focus is placed on European Business law.
International Business Negotiations	The basic objectives of this course are to develop, extend, and improve one's ability to behave, plan and act strategically in international negotiation.
Team building and Team management	The course aims at i) developing one's knowledge and know-how on team management, ii) learning about different team management styles (and when and how to use them), and iii) taking advantage and making the most of the different and unique ways of thinking and behaving of multicultural team members.
Business game	The objective of the business game is to understand a company's operations in international markets.
Internship (4 to 6 months)	The internship aims at enabling students to experience a real management situation in an international context.

### Key strengths of the programme

A group of students of vary different origins and providing a very rich multicultural class-environment

A teaching team coming from different international and cultural horizons

A full-track English programme