

## Courses in M24 - e-Business and Marketing

Besides the three **Transversal Management Courses** including:

IIM US172Y - Core Project Management

IIM US1730 - Management Information Systems

IIM US1735 - Business Ethics

The **Major of e-Business & Marketing** offers the whole set of following modules:

**IIM USM31A - Management Strategy & e-Business models**

### Description

#### Objectives

#### Selected topics

*36 H - 4 ECTS*

**IIM USM31B - Market Research & Consumer Behavior**

### Description

#### Objectives

#### Selected topics

*36 H - 4 ECTS*

### Description

This course focuses on the factors leading an enterprises to expand its activities abroad and on the constraints it faces in the course of its international development.

### Objectives

Acquire the tools necessary to diagnose an enterprise's international environment and to design its international strategy

### Selected topics

International strategy definition and implementation,  
Specificity of international market studies  
Ethno-marketing

36 H - 4 ECTS

## IIM USM31D - Digital Marketing

### Description

### Objectives

### Selected topics

36 H - 4 ECTS

## IIM USM31E - Social Network Communication

### Description

### Objectives

## **Selected topics**

36 H - 4 ECTS

### **IIM USM31F - Negotiation**

## **Description**

The course aims at preparing future managers with no prior knowledge of the issue to be active and successful parties in negotiations concerning the various fields of management

## **Objectives**

1. Showing which managerial issues are concerned by negotiations
2. Providing a general framework for developing successful negotiations
3. Making students fully aware of the necessity for negotiations to take into account the complex combination between psychological biases and rational behaviors
4. Delivering a variety of bargaining models

## **Selected topics**

- Core characteristics of a negotiation process
- The role of culture in negotiation
- Decision biases, experimental psychology and Prospect Theory
- The prescriptive / normative approach to decision making
- Uncertainties, outcomes and utilities in negotiations
- Structural categorization of negotiations
- Game theoretic tools
- N party negotiations
- Mediation & Arbitration

36 H - 4 ECTS

### **IIM USM31G - Distribution & Logistics**

## **Description**

## **Objectives**

36 H - 4 ECTS

### **Internship**

Students will apply the learning of their two years study in a real world situation. An internship will complete the Master curriculum and offer an action learning opportunity.

360 H - 12 ECTS

- Courses in M1- Core curriculum
- Transversal Management Courses
- Courses in M21 - PMBE
- Courses in M22 - SDQM
- Courses in M23 - IBCD
- Supporting Placement Courses