

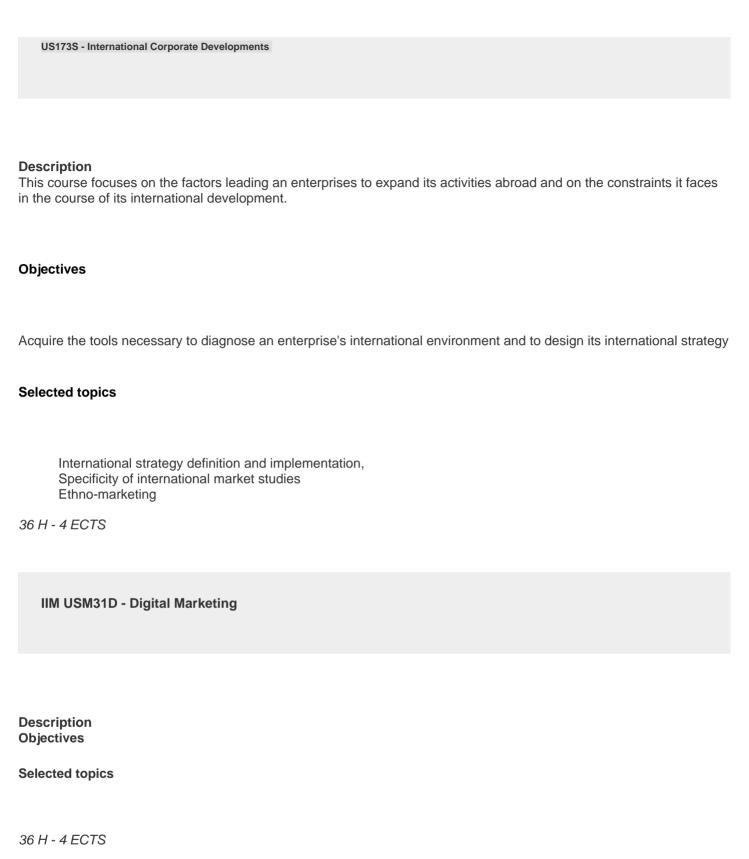
**Objectives** 

**Selected topics** 

36 H - 4 ECTS

# International Instituteof Management

Courses in M24 - e-Business and Marketing
Besides the three <u>Transversal Management Courses</u> 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



**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