

Courses in M23 - International Business and Corporate Development

Besides the three Transversal Management Courses including:

IIM US172Y - Core Project Management;
IIM US1730 - Quality Management Principles;
IIM US1735 - Business Ethics.

The Major of International Business and Corporate Development offers the whole set of following modules:

IIM USM305 : Key Trends of Globalization

Description

This course challenges the main globalization clichés and provides participants with a multi-disciplinary reassessment of the global key trends

Objectives

Understand the drivers of globalization and apply this understanding to their immediate environment.

Selected topics

Globalization in practice: some methodological tools (trend analysis, future studies);
Formal and informal networks.

48 H - 5 ECTS

IIM US173R : Key Global Economic Players

Description

This course explores the mains actors of globalization and the key global economic data.

Objectives

Understand the mains actors of globalization and monitor the key global economic data.

Selected topics

Key trends in the world's economy;
The main actors of globalization (States, international institutions, MNCs).

36 H - 4 ECTS

IIM US173U : International Trade

Description

This course provides an overview of international trading activities (markets and logistics).

Objectives

Understand how commodities markets operate and acquire the main supply chain methods and tools.

Selected topics

International trading (the commodities markets and their operators);
International logistics (maritime, air and land freights);
Key Documents (contracts and incoterms).

36 H - 4 ECTS

IIM US173S : International Corporate Developments

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 USM306 : International Business Law

Description

This course addresses the legal and contractual issues raised by the main international business transactions.

Objectives

Follow a very practical approach to provide participants with a legal "survival kit" for their international contracts.

Selected topics

International Sales of goods;
Distribution and technology transfer;
Creating and operating a branch or a subsidiary abroad;
International alliances;
Cross-border M&As.

36 H - 4 ECTS

IIM US173X : International Finance

Description

This course focuses on the financial aspects associated with every stage of the international development of an enterprise. It identifies and puts in perspective the main risks and needs and analyses the solutions available.

Objectives

Acquire the key concepts and methods to converse with, and monitor the various financial actors of international business, from import and export to M&As.

Selected topics

Overview of the international financial risks and remedies;
Financing and securing exports;
Exchange risks management.

36 H - 4 ECTS

IIM US173Y : Multicultural Management

Description

In this course, participants will learn when, how and to what extent multiculturalism matters in international business.

Objectives

Understand the cultural specificity of each of the world's main regional markets and acquire the key tools necessary to build lasting business relationships in these markets.

Selected topics

Multicultural negotiation in practice;
The multicultural firm;
Human resources and organizational behavior in a multicultural context;
Today's key regional markets (Far East, Middle East, Latin America,).

36 H - 4 ECTS

IIM US173V : Consulting and Change Management

Description

Change management is integrative to today manager's tasks. This course will address the major points to identify a need for change and to manage change effectively on a sustainable basis. It addresses the various phases of the change process from identifying initial issues to rebuilding a new operational situation for the future. It allows understanding of how to cope with major organizational and individual people issues within the context of change implementation regarding psychological impacts, culture and politics. It presents various aspects of organizational transformations. It provides students with the basic elements to approach, define and drive a change project whether they will be consultants or managers.

Selected topics

Change as an integrative feature;
Understand of change phenomena;
Change approaches;
Conducting change management project;
Learning from change.

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 M24 - EBAM](#)
[Supporting Placement Courses](#)

