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IIM

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International Instituteof Management

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