

International Master Program (IMP) - 2010

Spring session: from January 18 to May 30th

Winter session: from Mid-September to Mid-December

Student placement: One semester (one session) or one full academic year (both sessions)

Program Objectives:

The IMP seeks to give students a broad view of what Leaders and managers need to know and do when dealing with international firms in a global competition. Thus, the program provides an unparalleled education that is truly global in every sense. We identify and focus on five essential tasks for any company to emerge and maintain its global competitive position within its industry:

- How to identify new business opportunities in the international arena
- How to formulate and implement a competitive strategic option
- How to manage and coordinate multicultural workforce
- How to formulate an international marketing strategy and build a global brand,
- How to build effective international governance

CORE COURSES Spring Session

		Nb Hours	ECTS credits
Course 1	International Branding Strategies	30	5
Course 2	International Marketing	30	5
Course 3	Supply Chain (managerial approach)	30	5
Course 4	Management of Information System & Project Management	30	5
Course 5	International Finance	30	5
Course 6	Innovation Management	30	5
Course 7	European Economy & Politics	18	2
Course 8	French for Beginners	30	5
		228	37

CORE COURSES Winter Session

		Nb Hours	ECTS credits
Course 1	Leadership and decision-making	30	5
Course 2	Globalization and international business	30	5
Course 3	Managing supply chain in borderless organization	30	5
Course 4	Multicultural marketing strategy	30	5
Course 5	International Finance: capital market and Investment policy	30	5
Course 6	Corporate Social Responsibility	30	5
Course 7	French	30	5
		210	35

Each course is equivalent to 30 hours face-to-face and 90 hours of personal work.

Other Activities

- Company visits,
- Guest Speakers (from Local, National and International company Leaders),
- Cultural Tours

Assessment and Evaluation Method

Through lectures, case studies, hands-on exercises, and interactive group discussion students develop their leadership skills. Students will be graded through:

- Individual interactivity (30%),
- Assignment and oral presentation of case studies and reading materials (PowerPoint slides must be used) (40%),
- Final exam or individual written paper (30%).

Intended Learning Objectives

- Provide a forum for discussion that will enable future managers to take and advantage vis-à-vis other future managers,
- Widen students' management focus to obtain a more global perspective of the business, through the analysis of best practice from a wide range of sectors and countries,
- Challenges old concepts and assumptions in order to align business practices with current trends and economic conditions,
- Present the latest concepts and ideas for developing corporate strategies that create not only value for shareholders but also wealth for the whole stakeholders
- Help students identify and analyze the roles that senior executives must play in order to manage their people and lead their companies more effectively

Learning and Teaching Methods

An Interactive and differentiated Pedagogy divided into three main learning concepts:

✓ Learning through Concepts and Tools' Acquisition

Delivered through a combination of classroom and hands-on exercises, independent studies, and challenging questions

✓ Learning through Case Study

After having introduced and discuss with students main concepts, approaches and tools, Professors encourage students to develop their knowledge and work practice by using a solving case approach.

✓ Learning through Practice and Research

In addition, Professors encourage students to go through rigorous field projects that enable them to put into practice all their learning. This takes the form of what we call a **Field Research Project** or FRP. In group, students are invited to write a paper and perform an oral presentation based upon subjects suggested by student groups, the school, or companies that work very close with the school.

What we are looking for when teaching is to offer to students: knowledge, methods, tools, and experience that can help them to develop their skills not only as a manager but also as a leader. We believe that being a leader implies being able to develop skills and integrate behavior as:

- Transformational Leader,
- Adaptive Leader,
- Inspirational Leader



We believe that our teaching method can help you to be a leader who inspires innovation and change.

Pre requisites

Students have already completed Bachelor level courses. Therefore, they are able to deal with concepts such as:

- Macro and micro environment analysis,
- Strategic management,
- Corporate, business, and functional strategies of the firm,
- Resource-based view approach,
- Industry-organizational approach,
- Strategic Marketing,
- Finances and Human Resources Management.