

INTERNATIONAL MASTER PROGRAM

Spring Session: Mid-January to End of May

INTERNATIONAL BRANDING STRATEGIES: This course introduces participants to the concepts of brand, brand equity, and strategic brand management. Students will learn to identify and establish brand positioning and values; design branding strategies; grow and sustain brand equity. The program also details the role brand management plays in the strategic marketing process, the steps of the consumer adoption process and the different types of branding strategies.

INTERNATIONAL MARKETING STRATEGIES: The principal aim of this course is to help participants to develop a critical appreciation of the opportunities and challenges associated with the increasingly globalized markets. Participants will reflect on the theory and application of international marketing while gaining insights from companies that have adjusted their marketing strategies to the international macro-environment. International marketing concepts will include environmental analysis, globalization, international marketing orientation, international market entry strategies and the international marketing mix.

MANAGERIAL APPROACH OF SUPPLY CHAIN ASPECTS: This course provides a survey of concepts and issues involved in managing an organization's supply chain that are directly related to producing and delivering its products or services. Managing resources and supply chain dynamics are key focus of this course. Among the issues discussed are the strategic role of a supply chain, key strategic drivers of supply chain performance and common problem-solving approaches that help supply chain and logistics professionals make better decisions. Topics include supply chain design, planning, and operation, facilities, inventory, transportation, information management, and coordination in the supply chain.

MANAGEMENT OF INFORMATION SYSTEM & PROJECT MANAGEMENT: The aim of this course is to familiarize participants with the basic concepts involved in strategic management of information system and project management. On the one hand, the course will focus on the knowledge required by the manager to exploit information as a resource rather as a technical issue. It will comprise of theory, practical exercises and demonstrations of the IS impact on the firm's competitiveness. On the other hand, the course will introduce several project management models including risk management. The practical work will be theory application on a project for each team of students. During the course, there will be introduced incremental risks and changes to the project's environment so that the project team will need to deal in a "real-world" simulation.

INTERNATIONAL FINANCE: This course covers issues related to both international financial markets and the financial operations of a firm within the international environment. The main objectives consist of giving the participants a general idea of international financial markets, to make them understand which currencies are dominating the international business, to teach them how to manage international treasury, debt and investment in a company, to make them aware of foreign exchange risk management tools and the impact of economics on exchange rates and interest rates.

While the course discusses theoretical basis on the various issues, it relies on both empirical evidence and discussion of firms' real world activities. The course style is mostly lectures with some class discussions. It evaluates participants through several case studies and a course exam.

INNOVATION MANAGEMENT: This course deals with the management of innovation in theory and practice. It addresses the challenges of managing innovation and of translating technological, market-related, economic, institutional or organizational opportunities into products (goods and services) and processes that lead to competitive advantage. A crucial determinant is an understanding of the nature of innovation and its dynamic (and very often) emergent character. Hence the course aims to provide students with an in-depth understanding of the main issues in innovation management, an awareness of the key features of success, and an appreciation of the relevant skills needed to manage innovation at both strategic and operational levels, drawing on cases and experiences of leading international firms.

EUROPEAN ECONOMY & POLITICS: The course gives an overview of the economic and political structure of the European Union. It will provide participants with an understanding of the history, the political institutions, the political economy, the complex European business environment and more generally the current issues of the Union.

INTERNATIONAL MASTER PROGRAM

Winter session: Mid-September to Mid-December

BRANDING STRATEGY & INTERNATIONAL ADVERTISING GUIDELINES: This course aims to understand the brand management basis and the way of dealing with in a global environment. It focuses on strategic analysis and decision-making tools. Lectures, case studies and interactive group debate on different subjects around brand alliances, theoretical and cultural approaches, as well as the identification of key elements of the copy strategy corresponding to TV ads are significant components of the course.

The course will offer extended examples of the problems and opportunities faced by some well-known brands, and discuss what brand managers should do in such situations.

CROSS KNOWLEDGE: This course is designed to help participants understand the complexity of the multicultural society, in its relation to marketing. The accomplishment of this objective requires that participants obtain familiarity with the different cultural subgroups as well as with the tools of cross-cultural analysis and their application to marketing. Cross-cultural understanding will be particularly emphasized throughout the course.

This course is meant for students who envision being involved in any multicultural marketing efforts in their careers.

MANAGING IN THE GLOBAL ENVIRONMENT: This course is intended to provide students with four perspectives of strategic management within an international and global context:

- Competitive Structure of the Industry (global and country perspectives) and firms' strategy,
- Economic and Trade Environment of the Industry (global and country perspectives),
- Political and Legal Environment of the Industry (global and country perspectives).

Through assigned reading and projects, students will develop an integrated understanding of individual firms both globally and within the context of a specific assigned country.

INTERNATIONAL BUSINESS STRATEGIES: The student will be introduced to the issues of the international global business strategy. The course studies the effects of the globalisation, cultural issues, organizational and industry aspects on the business strategy. The course seeks to develop the student's ability in acting strategically than just thinking strategically. This will be achieved with practical examples, case work and presentations during the course. The course puts in practice the theory and exemplifies the practice of strategy at a company level. It deals with the problems and processes of strategy definition and successful implementation in a firm.

MANAGING SUPPLY CHAIN IN BORDERLESS ORGANIZATION: This course focuses on the design and management of supply chain, which includes the links of suppliers, manufacturers, distributors and retailers. The design component addresses where to locate facilities, in addition to the product flow decisions. The management component focuses on how to manage the inventory in the supply chain.

STOCK EXCHANGES AND COMMODITIES MARKETS: The course is a must for all participants intending to join the banking, financial services and insurance sector as finance or marketing specialists. The course will also have appeal to participants who wish to be aware of investment opportunities so that they can invest wisely. It aims to equip participants to understand the national/international scenarios emerging in financial markets and instruments, and also to expose participants to the financial services both regulatory and promotional contributing to the economic development. The objectives are to understand the functioning of a stock exchange and the valuation of equities, to know the different methods of portfolio management, to understand the functioning of physical and futures markets on commodities, to practice price risk management tools on commodities and to understand the impact of economics on equities and commodities.

NEW BUSINESS FRONTIERS: The course provides an overview of recent developments and new trends in the area of business. Theoretical foundations are discussed and case studies are included to explain new analytical and implementation-oriented concepts and instruments in business. The main focus of the course lies on the preparation and presentation of articles in the business context by the students.