

International Masters Program (IMP) – 2011 Spring Session

From January 17 to May 29

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 2011 Spring Session

		Nb Hours	ECTS credits
Course 1	Sustainable Strategic Management	30	5
Course 2	Global Branding and International Marketing	30	5
Course 3	Customer Services and Supply Chain Management	30	5
Course 4	International Finance	30	5
Course 5	Talent Management or International Entrepreneurship	30	5
Course 6	History of Globalization	30	5
Course 7	The Business Project	30	5
Course 8	French for Beginners	30	5
		240	40

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

Short Courses Description: Coming soon!

Other Activities

- Company visits,
- 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 an 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,
- Challenge 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 discussed 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 will have already completed Bachelor level courses in Management or Business studies. Therefore, they will be able to deal comfortably with concepts such as:

- Macro and micro environment analysis,
- Strategic management,
- Corporate, business, and functional strategies of the firm,
- The Resource-based view approach,



Updated : May 2010



English speaking program

- Industry-organizational approach,
- Strategic Marketing,
- Finance,
- International Business,
- Business Law.