

MSc INTERNATIONAL STRATEGY & INFLUENCE

BUSINESS & STRATEGY

INTAKES: SEPTEMBER & JANUARY*
CAMPUS: PARIS (F)

*for candidates with relevant experience

TAUGHT IN ENGLISH
OPTIONAL SPECIALISATION IN ECONOMIC SECURITY TAUGHT IN FRENCH



Designed by leading strategic consultants, this MSc combines corporate strategy and competitive intelligence

Career opportunities

Opens vast job opportunities in a wide variety of fields in international business, executive consulting, or national security including:

- ▶ Strategic analyst / consultant for large and small businesses
- ▶ Influence and media manager / lobbyist
- ▶ Knowledge and information manager
- ▶ Organisation and quality manager
- ▶ Manager of information security and systems...

Programme outline

The MSc International Strategy & Influence provides students with strategic management and competitive intelligence knowledge and methods.

This MSc is designed to train students in:

- ▶ handling the challenges of strategic management of firms operating in a globalised environment
- ▶ the skills and knowledge to develop strategies drawing on competitive intelligence methods
- ▶ legal methods of influence
- ▶ the execution of strategies for the organisation of knowledge and skills in using information as a strategic asset
- ▶ designing the right organisation and the appropriate managerial structure to operate corporate strategy in the global economy.

Why choose this programme

- ▶ The MSc International Strategy & Influence is the only programme of its kind combining international corporate strategy and competitive intelligence
- ▶ Designed by expert academics together with leading strategic consultants and competitive intelligence specialists
- ▶ Courses taught by senior executives in the field of strategic consulting and competitive intelligence from leading companies and other organisations in this area
- ▶ Course content covers cutting edge knowledge, methods and tools in these fields
- ▶ All content is backed up with real life in-company consulting projects and competitive intelligence projects.

Partnerships

Designed by experts for experts:

The academic content of MSc International Strategy & Influence has been designed by SKEMA's experts and leading organisations of strategic consulting and competitive intelligence, including:

Boston Consulting Group, Capgemini Consulting, Institut National des Hautes Études de la Sécurité et de la Justice (INHESJ).

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campuses on four continents

8000
students

120+
nationalities on SKEMA'S campuses

42,000
graduates throughout the world in 145 countries

Triple
accreditation



WWW.SKEMA.EDU

Admission contacts for French students

France: +33 (0)1 41 16 76 71
or +33 (0)3 20 21 59 25
admissionspostgraduate@skema.edu

Admission contacts for International students

France: +33 (0)3 20 21 59 69
or +33 (0)1 41 16 75 34
USA: +1 (919) 535-5701
China: +86 512 6260 2865
international.admissions@skema.edu

skema
BUSINESS SCHOOL

Programme structure

SEMESTER ONE

Mandatory Courses	Credits	Description
Competitive intelligence	4	The different cultural and contextual approaches and methods of competitive intelligence in relation with firms' performance
Knowledge management	4	Knowledge Management as a new step in the management development in the Knowledge Economy
International Strategy Business Game	3	Business game to understand the multi-faceted dimensions of global strategy
Critical Thinking and Methods	3	Qualitative research methods and thinking to analyze professional management issues
Strategy & Business Models	3	Exploring business models from a strategic perspective
Organisational Dynamics	3	The challenges of monitoring and dissemination of strategic information according to organizational configurations and dynamics
Consulting Project 1	3	Real consulting mission as a team project supervised by consultants
Electives (three choices among four)		
Multicultural management	2	The impact of culture in shaping different cultural mindsets and attitudes, and how these influence strategic business and corporate organisation
Corporate Governance & Strategy	2	The role of shareholders and the board of directors in strategic decisions, management performance and company's growth
Preparing for consulting jobs 1	2	The skills and attitudes to be a consultant and develop in the job
Géostratégie (in French)	2	The role of competitive intelligence and influence in the development of a firm's strategy in the context of international business
Employability and Career 1	1	
TOTAL CREDITS SEMESTER ONE	30	

SEMESTER TWO

Mandatory Courses	Credits	Description
Growth Strategy	3	Advanced knowledge on growth strategy formulation and evaluation
Strategic Management of Innovation	3	Innovation management from a strategic perspective, considering that innovation is an essential means for a firm to achieve strategic goals
International Merger & Acquisition	2	The strategic and financial dimensions of international M&A.
Influence and International Negotiation	3	How to organize in the workplace and at the State level an influence strategy or operation to protect the competitiveness of the organization
Social Network Analysis	3	Social networking as a strategic management practice for knowledge sharing and influence
Knowledge & Data Analysis	2	Methodologies for collecting, processing and analysing data and to transform it into strategic knowledge
Consulting Project 2	3	Data collection, analysis and delivering phases of the consulting mission initiated in S1
Elective Track 1: Strategic Consulting (only full track allowed)		
Advanced Strategic Models	3	Theories, methodologies and tools of strategic consulting
Strategic Consulting	3	Transferring methods and tools of executive Consulting in the field of strategy and organization management
Preparing for Consulting jobs	2	The skills and attitudes to be a consultant and develop in the job
Risk Analysis	2	Corporate strategy from a risk management perspective
Elective Track 2: Sécurité Économique - INHESJ - taught in French (only full track allowed)		
Nouveaux risques et nouveaux défis	2	<i>Taught by l'Institut National des Hautes Études de la Sécurité et de la Justice.</i>
Sécurité économique	3	Dans un monde global, les acteurs économiques font face à un marché caractérisé par l'hyperconcurrence.
Web 3.0 - Internet: menaces ou atouts pour l'entreprise	3	Dans ce contexte, la protection et la maîtrise de l'information stratégique constituent un enjeu majeur.
Gestion de crise	2	Face à la multiplication des risques et des menaces, l'entreprise doit développer une culture de la sécurité et
Visite direction sureté groupe industriel français	NA	de la sûreté pour protéger efficacement ses personnels, son infrastructure et ses actifs immatériels
Employability and Career 2	1	
TOTAL CREDITS SEMESTER TWO	30	
Dissertation	30	
TOTAL CREDITS FULL YEAR	90	

A WORD FROM STUDENTS

Eric Bock, MSc International Strategy & Influence
Class of 2017-18

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After graduating with a B.A. in International Relations I was looking for an opportunity to gain a business education in an international setting.

In this respect, SKEMA's MSc International Strategy & Influence offered the ideal platform. The courses provided a strong theoretical foundation on the topics of business strategy and organisational sciences. While the international outlook created a truly global education both inside and outside the classroom.

The MSc has been instrumental in my making it into the consulting industry. From the careers service, to the material taught in courses, the MSc programme has assisted in not only my finding an internship with Deloitte's consulting service, but also ensuring a smooth transition from academic to professional life.”

Marguerite Suard, MSc International Strategy & Influence
Class of 2016-17

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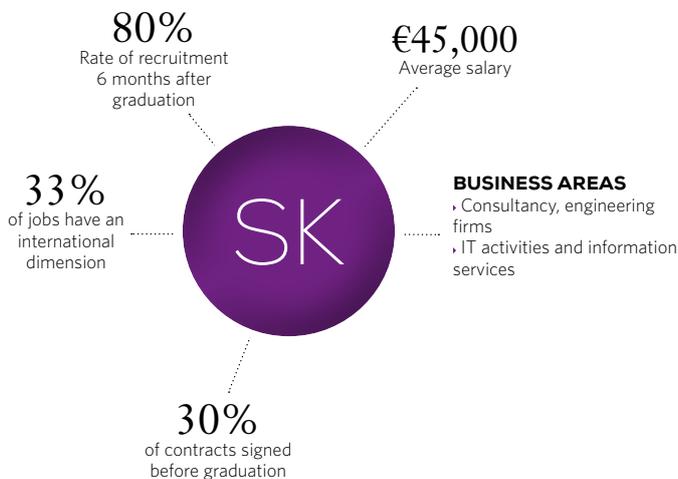
When I first decided I was going to apply for the MSc International Strategy & Influence, I did it for the opportunity to learn more about strategy and more precisely about corporate strategy and competitive intelligence.

But after taking a deeper look at the characteristics of this MSc, I learned that we had the opportunity to study economic intelligence and economic security at the INHESJ (Institut National des Hautes Etudes de la Sécurité et de la Justice) where topics like cybersecurity, crisis management, e-reputation and strategic watch are addressed.

Thanks to this combination, I applied for a position as a strategic analyst at DCNS, a French naval defence company, and now I daily use the knowledge.”

SKEMA MSc employment rate

MSc International Strategy & Influence
SKEMA Careers Service employment survey class of 2016



Programme director

Benjamin Lehiany

Tuition fees

- One-year MSc: €16,900
- Two-year MSc option: €28,000 (total fees for two year's tuition)

Recruiting companies

Bengs, Google, McKinsey, Naval Group, Notify, Sopra Steria Consulting, Wavestone ...