

# MSc INTERNATIONAL BUSINESS

## BUSINESS & STRATEGY

## INTAKES AND CAMPUSES:

- ▶ JANUARY & SEPTEMBER (PARIS, BELO HORIZONTE, SUZHOU)
- ▶ JANUARY & AUGUST (RALEIGH)



## Global and multi-campus with immersion in local business environments in France, China, USA and Brazil

### Career opportunities

Graduates are easily employable in a broad range of firms and organisations from born-global start-ups, exporting SMEs and multinational companies, b2b and b2c, to international government agencies and NGOs. The hiring companies are from diverse sectors: consulting, manufacturing, banking and insurance, logistics...

An MSc IB graduate may work as an international product manager, business operations manager, international business development manager, export-area sales manager, global account manager, international sourcing manager, international purchaser, strategic consultant, international project manager etc.

### Programme outline

Graduates of this MSc can offer companies their competences in:

- ▶ Understanding the legal, economic, business, and cultural issues of internationalisation,
- ▶ Addressing the impacts of cultural, administrative, political, geographical, economic distance on developing business abroad,
- ▶ Using methods and tools for analysis and evaluation of international contexts, and conducting the process of business internationalisation,
- ▶ Managing multiculturalism & diversity.

Our professors come from all around the globe. They are entrepreneurs, innovators, research directors, CEOs, VPs of marketing, directors of finance; and they have worldwide reputations in their fields.

Classes are small enough to allow for close personal contact with teachers and classmates. In recent years, MSc IB classes have been made up of students of some 25, or so, countries.

The teaching approach is applied and participatory: real projects with businesses are carried out so students are operational, employable managers by the time they graduate.

Students on this MSc will understand the challenges and issues associated with sharing knowledge and innovation across borders and continents. The programme strikes the balance between practical business applications and cutting-edge research and ideas.

Core courses provide the knowledge to survive in the global knowledge economy:

- ▶ how firms decide to go abroad and manage their internationalisation process
- ▶ how industries change and firms compete
- ▶ how markets should be managed and financial decisions made
- ▶ how to cope with diversity and legal issues.

### Why choose this programme

- ▶ Business is in a phase of unprecedented internationalisation. This MSc will prepare you for it.
- ▶ The programme is well suited to students with a broad range of backgrounds, nationalities, qualifications and experience. Thanks to its localisation in four different countries (France, USA, China and Brazil), it enhances your international exposure and gives you the opportunity to learn more about the main internationalisation issues and challenges in each country.
- ▶ The philosophy is to embed the programme in the ecosystem of each location. This will offer you a real global experience and will help you to acquire a strong knowledge in international business and also to learn more about each location when moving from one campus to another.
- ▶ Our international faculty members have both strong academic and professional experience and their teaching is built on the latest research works and is closely connected to real-world business situations.

### 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

# 6

campuses on four continents

# 8000

students

# 120+

nationalities on SKEMA's campuses

# 42,000

graduates throughout the world in 145 countries

## Triple accreditation



25<sup>th</sup> best worldwide Master in Management (2018)

4<sup>th</sup> best worldwide MSc Financial Markets & Investments (2018)

[WWW.SKEMA.EDU](http://WWW.SKEMA.EDU)

**skema**  
BUSINESS SCHOOL

Our one-year multi-campus programme is designed for future global business leaders, providing students with the necessary general management and multicultural skills and knowledge.

Each semester, students can study at a different SKEMA campus in Asia, Europe or America; this means students gain real exposure and experience in different markets.

The same disciplines are taught in each campus, with strong contextualisation relevant to the location.

### **WHY CHOOSE "DOING BUSINESS IN THE USA"**

**RALEIGH TRACKS:  
INTERNATIONAL TECHNOLOGIES AND BUSINESS  
DEVELOPMENT  
OR  
MARKETING ANALYTICS**

This programme offers total immersion in the US at Raleigh, one of the country's most important science parks and academic centres. Students are based in Raleigh's world-class academic environment; they study with American students and learn from professors who come from all over the world. The professors are also practising professionals in their areas of expertise. This learning experience encompasses a wide range of strategic and technical knowledge in trade with and from the Americas (import-export project, international market research study...).

Theoretical concepts, in this integrative learning programme, are always backed up with real-life experience and applications. The campus location, close to some of the most prestigious US based global companies also offers unbeatable opportunities for hands-on projects, internships and future employment.

Students on this option who spend one year on the Raleigh campus are granted a US-recognised master's degree as well as the degree from SKEMA. They are also eligible to receive an OPT visa to optimise their professional insertion in the US.

### **WHY CHOOSE "DOING BUSINESS IN EUROPE"**

**PARIS TRACK: INTERNATIONAL STRATEGIES FOR GLOBAL VENTURES**

The formation of the Single European Market and its recent enlargement meant that Europe became the largest trading bloc in the world with a population of more than 540 million people, making it a powerful competitive force in the global market. The SEM has greatly enhanced market opportunities because regional integration precedes and maintains the globalisation of economies and firms.

Our programme is a unique opportunity for European and non-European students to become specialists of this economic area and to customise a global international learning programme with a focus on how to commerce and trade with Europe. In this, the understanding of its moves towards a unified market is crucial: Many regions and trade agreements in the world strive for a free and unbridled large internal market in the increasingly interdependent and global economy. This specialisation track with a large number of electives develops skills that will be vital in a career in international management, in Europe, with Europe and/or in similar regions of economic integration. This learning experience encompasses a wide range of strategic and technical knowledge in trade with and in Europe. Theoretical concepts are always backed up with real-life experience and applications.

### **WHY CHOOSE "DOING BUSINESS IN CHINA"**

**SUZHOU TRACK:  
ASIAN TRANSFORMATION: MANUFACTURING THE FUTURE**

One of this programme's principal strong points lies in its real immersion in China at one of the country's most important science parks. Students thus benefit from an exceptional academic environment, studying alongside Chinese and Asian students and learning from professors from all over the world who are also professionals in their respective specialist areas. The campus location also offers unbeatable opportunities for internships and future employment.

There are also many SKEMA alumni in the region who can provide contacts leading to internships or employment. Students' understanding and analysis of Chinese, Asian and foreign companies in China is enhanced through courses where students are involved with firms in a consultancy mode. These courses' structure gives students the advantage of learning by doing, and may even kick start their career in marketing, supply chain management, purchasing, management accounting, auditing, consulting...with local businesses.

### **WHY CHOOSE "DOING BUSINESS IN LATIN AMERICA"**

**BELO HORIZONTE TRACK:  
GLOBAL CLUSTER OF INNOVATION: BRAZIL TECHNOLOGY CLUSTER IN MINAS GERAIS**

This programme offers the opportunity to study in Brazil, the giant of South America and a far-reaching country with many diverse landscapes and subcultures.

It is the fifth largest country in the world, both in size and population and it is becoming an increasingly important player in the global economy. With a population of more than 200 million people, Brazil is one of the chief consumer markets in the world. Knowing it well and learning its language can only help students in their future professional endeavours.

The SKEMA campus is located in Belo Horizonte, Brazil's third most important city for business, in a region with a booming economy. It has been opened in partnership with Fundação Dom Cabral, Latin America's best business school according to the Financial Times Executive Education ranking 2016. This partnership provides great opportunities to students for action learning on International Business with local companies.

# Programme structure

SEMESTER 1: AUGUST/SEPTEMBER	Raleigh	Paris	Suzhou	Belo Horizonte
	both tracks			
<b>COMMON CORE COURSES</b>				
Importing and Exporting in a Global Market (Incoterms)	X	X	X	X
International Project Management	X	X	X	X
<b>COURSE WITH LOCAL PERSPECTIVE</b>				
Internationalisation of the Firm (with local firms)	X	X	X	X
<b>SPECIFIC COURSES</b>				
Customer Engagement Technology In Business to Business Development	X			
Managing Multicultural Teams		X		
International Marketing Management		X		
Global Supply Chain Management			X	
International Entrepreneurship			X	
Globalization: Risks, Challenges and Opportunities for Latin America				X
Global Leadership: a Brazilian Perspective				X
<b>ELECTIVES (RALEIGH: 1 TO BE CHOSEN / PARIS, SUZHOU, BH: 2 TO BE CHOSEN)</b>				
Geopolitics of World Business	X			
Global Stakeholders Management	X			
Business Consulting in International Business Development	X			
Open Innovation for Global Entrepreneurs		X		
The Geopolitics of Europe		X		
Global Stakeholders Management		X		
Marketing to Chinese Customers			X	
Cultural Aspects of Business			X	
Geopolitics of World Business			X	
Corporate Social Responsibility in Brazil				X
Brazil and the International Economy				X
Strategic Entrepreneurship - Focus in Brazil				X
<b>GLOBAL TRAINING INITIATIVE COURSE (RALEIGH CAMPUS)/ SPECIAL TOPIC 1 FOR RETURNING STUDENTS</b>				
Cross-Cultural Competencies	X			
Business Model Innovation for Established Firms	X			
<b>LANGUAGE AND CAREER</b>				
Employability and Career 1	X	X	X	X
French or Chinese or Portuguese	X	X	X	X
<b>SEMESTER ONE: 30 ECTS CREDITS</b>				

SEMESTER 2: JANUARY	Raleigh Marketing Analytics track			
<b>BUSINESS PROCESS</b>				
Understanding Customer Engagement Process: The Human Side of Data			X	
Marketing Management in the Global Environment			X	
<b>TECHNOLOGY</b>				
Global Digital Marketing			X	
<b>GLOBAL ANALYTICS</b>				
Social Media Marketing and Web Analytics			X	
<b>ELECTIVES (CHOOSE 1)</b>				
Marketing Analytics			X	
Programming for Analytics			X	
<b>GLOBAL TRAINING INITIATIVE COURSE / SPECIAL TOPIC 2 FOR RETURNING STUDENTS</b>				
Cross-Cultural Competencies			X	
International Business Development Strategies for Innovative Technology Companies			X	
<b>LANGUAGE AND CAREER</b>				
Employability and Career 2			X	
French or Chinese or Portuguese			X	
<b>SEMESTER TWO: 30 ECTS CREDITS</b>				

These course details are for information only and may be changed by the school without prior notice.

<b>SEMESTER 2: JANUARY</b>	Raleigh IT&BD Track	Paris	Suzhou	Belo Horizonte
<b>COMMON CORE COURSES</b>				
International Finance	X	X	X	X
International Business Simulation: Skema SIM	X	X	X	X
<b>COURSES WITH LOCAL PERSPECTIVE</b>				
Advanced Strategy	X	X	X	X
US Perspectives on Business Law	X			
European Legal Issues for Business		X		
China Legal Issues for Business			X	
Legal Challenges to Business in Latin America				X
<b>SPECIFIC COURSES</b>				
International Technology Management	X			
Global Product Development and Management		X		
International Human Resources Management		X		
Management in International Environment from a Chinese Perspective			X	
New Business Models: Internet Applications in Business with a focus in China			X	
Environment, Sustainability and Development in Latin America				X
Innovation in Emerging Economies: a Brazilian Context				X
<b>ELECTIVES (RALEIGH: 1 TO BE CHOSEN / PARIS, SUZHOU, BH: 2 TO BE CHOSEN)</b>				
Research Method	X	X		X
Risk & Crisis Management for Global Businesses	X	X		
Negotiation Practice	X	X	X	
International Corporate Governance		X		
Company Failure and Renewal in China			X	
Cross-cultural Communication and Leadership			X	
Cross-cultural Management in Latin America (Jointly with FDC specialization)				X
Global Cluster of Innovation: Brazil Technology Cluster in Minas Gerais				X
Brazilian International Markets				X
<b>GLOBAL TRAINING INITIATIVE COURSE / SPECIAL TOPIC 2 FOR RETURNING STUDENTS</b>				
Cross-Cultural Competencies	X			
International Business Development Strategies for Innovative Technology Companies	X			
<b>LANGUAGE AND CAREER</b>				
Employability and Career 2	X	X	X	X
French or Chinese or Portuguese	X	X	X	X
<b>SEMESTER TWO: 30 ECTS CREDITS</b>				
<b>Dissertation - all tracks (30 ECTS credits)</b>				
<b>TOTAL FULL YEAR: 90 ECTS credits</b>				

#### Programme Directors

Paris: Rodolphe Desbordes  
 Suzhou: Hua Lin  
 Raleigh: Mohamed Desoky  
 Belo Horizonte: Geneviève Poulingue

#### Tuition fees

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

#### Among recruiting companies:

Adidas, Amadeus, Amazon, Byron Group, British Airways, Beijing GTOG Investment, Capgemini, Danone, Eurosport, Investance Partners, KPMG, Maupin, Moovel Group, OCP, Pearson, SMAG, Tatrans, Urbany Treffel, Viseo USA...

## SKEMA MSc EMPLOYMENT RATE

MSc International Business  
 SKEMA Career Center employment survey class of 2016

