

MAJOR :
**INTERNATIONAL BUSINESS
MANAGEMENT**

Campus : Paris – Bordeaux - Lyon

 Full Track English

 Alternance

Description of the major :

The Major International Business Management is made up of four modules. Each of these focuses on different aspects of the reality in which Multi-National Companies (MNCs) operate. MNCs want young people that have an interdisciplinary skill set and can easily communicate with other departments. After discussing the environment of MNCs, courses will focus on communicating with customers and other outsiders.

Program content :

- [Module 1 : MNC Context](#) : Geopolitics - Global macro-economics - International purchasing and sourcing
- [Module 2 : Global business](#) : International negotiation - Intercultural marketing and consumer psychology - Global Business communication
- [Module 3 : Control Issues](#) : Capital markets and International finance - Corporate finance - Global legal environment
- [Module 4 : Human Capital](#) : Business Ethics - Multi-cultural management - International human resources management

Targeted trades:

- International Marketing Manager
- International Trade Manager
- Subsidiary manager
- Country or territory manager
- Business Development Manager
- Management consultant

Coordinators of the major :

- Paris : Ioannis THEODORAKIS
- Bordeaux : Johannes KRAAK