

## Presentation

In a nutshell...

The Master's programme in International Business and Emerging Countries includes theory-based, methodology-based and applied course units.

It is based on research activity and experience of the professional context.

The programme aims at students' direct entry into employment and brings together university learning with skills gained via experience in different socio-economic contexts.

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Education level:

## Objectives

This Master's programme in International Business aims to produce future executives in the field of imports/exports, who are appreciated for their linguistic and business skills. Imports/exports is a booming sector in terms of employment opportunities.

The key objective of this programme is to shape students who are specialists in the markets of emerging countries, where there is significant room for improvement for French (and other) markets, given the higher buying power of the middle classes. This includes the African continent in its broadest sense (North Africa, the Middle East, Sub-Saharan Africa) but also tackles the Latin American markets (Central and South America) and the Asian and Eurasian markets (South East Asia, Russia and the CIS etc.). We compare the demand in these different markets with the qualified outputs in key sectors there such as the agrifood sector, the health sector, industry and urban development.

Moreover, the programme particularly looks at key international organisations such as the European Commission and the UN, so that students and future professionals are equipped with an understanding of the respective functioning of these organisations and can apply this knowledge in exporting to a range of markets. This programme of study in International Business is available as a basic programme of initial study, but can also be undertaken as part of a work/study programme when combined with a professional apprenticeship or trainee contract.

## Joint degree establishments and partnerships

## Training content

The first and second years of this two-year Master's programme are based on four large unit blocks, which correspond to the key areas of skill and knowledge that students must acquire. They are:

#### Techniques of International Business

The techniques of international business include international marketing, web marketing and digital practices, business law (contracts and payment), sales techniques, exports risk management, logistics, customs duty etc. Knowledge of these areas is essential in the process of selling products from different sectors to a range of markets.

#### Sectors and Industries

Several key sectors are tackled so that students gain a good general knowledge and skill set that will enable them to take on and adapt to a new product more easily. The Ethics and Business course unit investigates the themes and problems linked to the ethics of international business.

#### Markets

This subject matter, along with the examination of key international organisations, economic zones and common markets, provides a means of linking course units that look at the different markets of emerging countries (in Africa, Latin America, Asia, Russia and the CIS) with those course units concentrating on different products and activity sectors.

#### Foreign Languages.

Together, the course units on offer enable students to acquire a good understanding of the economies, histories and politics of the different countries under study. Students also gain a strong command of foreign languages. They study English, plus either a second and third modern language, or a second modern language to an advanced level. A sophisticated knowledge of culture and civilisation, combined with language skills, are essential requirements for future professionals hoping to take on and prospect the markets of the countries in question.

It's a question of enabling students to understand the functioning, specific services and market opportunities offered by French and international institutions, as well as the main projects for economic integration underway in areas of international business. Our students – future imports/exports professionals – learn how to conduct business with African, Latin American and Asian countries as well as Russia and countries of the CIS, with recourse to the key large international organisations if necessary.

### **Control knowledge**

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#### Dissertation

Students write a dissertation at the end of the second and final year of study, once they have completed their internship. This is the case both for those students who are enrolled in the

programme as a basic programme of initial study and those following the work/study programme. The dissertation is then defended in an oral examination, which covers the duties carried out during the work placement and the results of these missions. This examination takes place in September in front of a panel of judges.

## **Admissions**

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Find information regarding enrolment procedures and the supporting documents to be provided, according to your profile and your level of studies :

- \* Independent Stay
- \* Exchange Programme

## **Career pathways**

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Graduates will be at an advantage when it comes to accessing trade/exports posts, and must be capable of progressing upwards to management and supervisor roles within highly developed businesses. These roles include area managers, heads of exports and even directors of decentralised bodies.

The companies concerned are found in the primary agricultural sector, as well as the industrial and service sectors. They include companies that act as trade intermediaries in international deals or as service providers.