

Programme taught in English at the Paris campus.
Optional specialisation in economic security taught in French.

This MSc is accredited by the Conférence des Grandes Ecoles

PROGRAMME DIRECTOR
Benjamin LEHIANY

INTAKE: September

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...

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.

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.

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).

Joseph Pategou, MSc International Strategy & Influence 2014-15

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Before coming to SKEMA, I did a master of chemistry and a master of business management. I chose this master to improve my skills in strategy and in competitive intelligence.

There's the right balance between theory and practice, with great professors who are experts in their fields. There are also professionals from Boston Consulting Group, Capgemini and Arthur D. Little. In competitive intelligence, we have lectures from great people like Alain Juillet, Claude Revel and Philippe Clerc.

In the future, I would like to be an expert in strategy especially in the pharmaceutical industry. I think that this master of science will give me the tools I need.

I recommend this MSc to everyone who really wants to understand strategy and competitive intelligence.”

SKEMA MSc EMPLOYMENT RATE

- ▶ Rate of recruitment six months after graduation: 93%.
- ▶ Average starting salary: €36,250

Source: SKEMA Career Center 2015 employment survey, 2012-14 classes.

ADMISSION CONTACTS

FRENCH STUDENTS

USA: +1.919.535.5700 - China: +86.512.6260.8988
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INTERNATIONAL STUDENTS

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PROGRAMME STRUCTURE

SEMESTER 1	Credits	Description
MANDATORY COURSES		
Globalisation	3	Understand the multi-faceted dimensions of global strategy risks
Research Method (1): case studies	3	Qualitative research methods to analyse professional management issues
Strategic Analysis from a competitive intelligence perspective	2	The role of competitive intelligence and influence in the development of a firm's strategy in the context of international business
Digital Business and Innovation	4	Challenges and opportunities introduced by digitalisation on examples of successful as well as unsuccessful business practices
Strategy & Business Models	2	Matching business model with strategic posture for firm's performance
Competitive Intelligence	4	The different cultural and contextual approaches and methods of competitive intelligence in firms and states
Multicultural Management	4	The impact of culture in shaping different cultural mindsets and attitudes, and how these influence strategic business and corporate organisation
Sociology of Organisations	3	The challenges of monitoring and dissemination of strategic information according to organizational configurations
Knowledge Management	4	Knowledge Management as a new step in the management development in the Knowledge Economy
Professional & Personal Development	1	
TOTAL SEMESTER 1	30	

SEMESTER 2	Credits	Description
MANDATORY COURSES		
Consulting Project	2	Real consulting missions to be conducted and delivered by students
Merger & Acquisition	3	The strategic and financial dimensions of 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 Networking	3	Social networking as a strategic management practice for knowledge sharing and influence
Knowledge & Data Analytics	2	Methodologies for collecting, processing and analysing data and to transform it into strategic knowledge
Advanced 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.
Professional & Personal Development	1	
ELECTIVE TRACK 1: STRATEGIC CONSULTING (only full track allowed)		
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
Advanced Strategic Models	3	Theories, methodologies and tools of strategic consulting
Risk Analysis	2	Corporate strategy from a risk management perspective
ELECTIVE TRACK 2: SÉCURITÉ ECONOMIQUE - INHESJ (taught in French) (only full track allowed)		
Nouveaux risques et nouveaux défis	2	<i>Taught by l'Institut National des Hautes Etudes 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. Dans ce contexte, la protection et la maîtrise de l'information stratégique constituent un enjeu majeur. Face à la multiplication des risques et des menaces, l'entreprise doit développer une culture de la sécurité et de la sûreté pour protéger efficacement ses personnels, son infrastructure et ses actifs immatériels
Web 3.0 - Internet: menaces ou atouts pour l'entreprise	3	
Gestion de crise	2	
Visite direction sureté groupe industriel français	NA	
TOTAL SEMESTER 2	30	
Dissertation	30	
TOTAL FULL YEAR	90	

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

TUITION FEES: €16,500