



MSc INTERNATIONAL BUSINESS

Programme taught in English at the Raleigh, Paris, Suzhou and Belo Horizonte campuses.

This MSc is accredited by the Conférence des Grandes Ecoles

INTAKES: January & August (Raleigh)
January & September (Paris, Suzhou)
September (Belo Horizonte)

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

CAREER OPPORTUNITIES

With the MSc in International Business, you will take a decisive step in your international career.

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.

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.

PROGRAMME OUTLINE

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.

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

FRENCH STUDENTS

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WHY CHOOSE “DOING BUSINESS IN EUROPE”

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”

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 THE USA”

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.

WHY CHOOSE “DOING BUSINESS IN LATIN AMERICA”

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.

PARTNER COMPANIES

- ▶ IBM
 - ▶ Orange
 - ▶ Amadeus
 - ▶ Groupe Accord
 - ▶ Decathlon
 - ▶ Auchan
 - ▶ Arjowiggins
- Non-profit:*
 - ▶ European Union
 - ▶ Ubifrance
 - ▶ Chambers of Commerce
 - ▶ Eurada Brussels
 - ▶ United Nations Industrial Development Organisation, Vienna

Rashmi Jeswani, MSc IB, from India



This MSc at SKEMA was my foremost choice when I decided to pursue a master's degree in business. The curriculum is the right mix of advanced business subjects and core subjects.

The international diversity of the class provides a perfect multi-cultural environment that one would face in any global company. It not only provides an opportunity to understand and relate to different point of views but also a great chance to develop your network across continents.

Professors at SKEMA are renowned for their industry experience and research expertise. The lectures and assignments are well structured and include reports and projects to back up the theory. The assessment system is very broad and takes into account various aspects.

I am currently doing my internship at Augier Energy, which has given me the opportunity to apply my knowledge in marketing and communications. I am excited to return to SKEMA for my second semester and to step up to take on bigger challenges”

Géraldine Marchand, MSc IB, from France



Deciding to do the MSc International Business was the best choice I could make!

The variety of lectures and subjects tackled provide solid understanding of the business world and they prepare us to work in companies in different sectors.

There is a good balance between theory and practice through relevant and recent case studies, and group reports on specific companies' strategy and development etc.

Teachers have good professional backgrounds and make sure we understand their lectures. I enjoyed those given by international professors because they always have interesting and different ways of teaching.

One of the strengths of this MSc is the fact that students come from everywhere in the world so it creates a very friendly atmosphere where everyone can learn from each other and be exposed to many different cultures. It is an excellent way to prepare for work in an international company!

Job perspectives are broad after obtaining this MSc. I would highly recommend this master to any future student who wishes to do international, rewarding studies.”

PROGRAMME STRUCTURE

| SEMESTER 1: FALL 2016 | Paris | Suzhou | Raleigh | Belo Horizonte |
|---|-------|--------|---------|----------------|
| MANDATORY CORE COURSES | | | | |
| Research Methods | X | X | X | X |
| International Project Management | X | X | X | X |
| Internationalisation of the Firm (with local firms) | X | X | X | X |
| MANDATORY SPECIFIC COURSES | | | | |
| Customer Engagement Technology In Business to Business Development | | | X | |
| Open Innovation For Global Entrepreneurs | X | | | |
| International Marketing Communication | X | | | |
| Global Supply Chain Management | | X | | |
| International Sourcing, Purchasing and Trade | | X | | |
| Globalisation: Risks, Challenges and Opportunities for Latin America | | | | X |
| Global Leadership: a Brazilian Perspective | | | | X |
| ELECTIVES (2 TO BE CHOSEN FROM THE LIST) | | | | |
| Importing and Exporting in a Global Market (Incoterms) | X | | X | X |
| Global Stakeholders Management | | | X | |
| Multicultural Management / The Geopolitics of Europe / Global Stakeholders Management | X | | | |
| Marketing to Chinese Customers / Sustainable Development and Innovation / Cultural Aspects of Business / Cross-cultural Negotiation and Communication | | X | | |
| Corporate Social Responsibility in Brazil / Brazil and the International Economy | | | | X |
| SPECIAL TOPIC (RALEIGH CAMPUS) | | | | |
| Cross-Cultural Competencies (with GTI-NCSU) I, II, III or IV | | | X | |
| LANGUAGE AND CAREER | | | | |
| Employability and Career 1 | X | X | X | X |
| French or Chinese or Portuguese | X | X | X | X |
| SEMESTER ONE: 30 CREDITS | | | | |

SEMESTER 2: SPRING 2017

| | Paris | Suzhou | Raleigh | Belo Horizonte |
|---|-------|--------|---------|----------------|
| MANDATORY CORE COURSES | | | | |
| International Finance | X | X | X | X |
| International Business Simulation : Skema SIM | X | X | X | X |
| 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 |
| MANDATORY SPECIFIC COURSES | | | | |
| International Technology Management | | | X | |
| Global Product Development and Management | X | | | |
| International Entrepreneurship | X | | | |
| International Business Operations Management | | X | | |
| Chinese Banking and Wealth Management | | X | | |
| Environment, Sustainability and Development in Latin America | | | | X |
| Innovation in Emerging Economies : a Brazilian Context | | | | X |
| ELECTIVES (2 TO BE CHOSEN FROM THE LIST) | | | | |
| Consulting in International Business Development | | | X | |
| Negotiation Practice | X | | X | |
| Strategic Consulting / Internatinal Human Resources Management / European Market and Intellectual Property | X | | | |
| Internet Applications in Business (focus on China) / Business, Government and Society Relations in China / Launching an Innovative Venture in China | | X | | |
| Cross-cultural Management in Latin America / Brazilian Marketing Dynamics / International Financial Management | | | | X |
| SPECIAL TOPICS (RALEIGH CAMPUS) | | | | |
| Cross-Cultural Competencies (with GTI-NCSU) I, II, III or IV | | | X | |
| LANGUAGE AND CAREER | | | | |
| Employability and Career 2 | X | X | X | X |
| French or Chinese or Portuguese | X | X | X | X |
| SEMESTER TWO: 30 CREDITS | | | | |
| Dissertation (30 credits) | X | X | X | X |
| FULL YEAR: 90 CREDITS | | | | |

All information in this document is correct at time of publishing. However, SKEMA reserves the right to make any changes deemed necessary without prior warning if circumstances warrant such action.

SKEMA MSc EMPLOYMENT RATE

- ▶ Rate of recruitment six months after graduation for this MSc: 97%
- ▶ Average starting salary: €39,490

Source: SKEMA Career Center 2015 employment survey.

TUITION FEES

€16,500

PROGRAMME DIRECTOR

Oussama Ammar