

# Master Droit, économie et gestion mention management stratégique Parcours International Business and Corporate Development

MR13403A - 120 crédits

Niveau(x) d'entrée : BAC+3

Niveau(x) de sortie : BAC+5

Code RNCP (consultez la fiche en cliquant ici) : 35909

Lieu(x) : Non proposé en présentiel au Cnam HdF, nous contacter pour possibilité de formation à distance et hybride



## PRÉSENTATION

### Public / conditions d'accès

This Master's degree in **International Business & Corporate Development** is a national degree in line with the standardized European System of higher education and the Master Diploma is delivered under the control of the French Ministry of Higher Education. This Master is part of the international programs named "**Masters In Management**" (MIM).

It is designed around the framework of:

- **An orientation week** with **intercultural integration, team building activities** and **practical information about "student life" in Paris** at the beginning of Master 1 (Year 1) and Master 2 (Year 2) that helps international students to integrate into the multicultural environment of the Master. Additional activities during the year such as **Cultural and Companies' visits** or **Guest speakers** will help students to **expand their horizons and refine their professional orientation**.
- **Master 1 (Year 1)** with **Core curriculum of Management**. The Master 1 helps students to understand the rules and practices of an organization as well as the different modalities of its management. The learning outcomes of the first year are **then applied in a team-based experience (Integrative Group Project)** that enables students to learn by action as required in the professional environment.

- **Master 2 (Year 2)** with **Specialization modules in International Business & Corporate Development**. Master 2 helps students to:

- Acquire theoretical and practical knowledge to **become an international (business or corporate) developer**
- Develop a **strategic** and international mindset
- Be equipped for a more **digital** and **global** job market
- Engage in **sustainability management**
- Learn by doing with a combination of business simulations, real projects and case studies **through a practical approach**
- Practice soft skills by learning from **international peers, international managers and professors** who share your passion and **real-life experiences**

- **A professional experience (Internship/Job) from 3 to 6 months**. The professional experience offers an "action learning" opportunity. **A professional thesis** (end-of-year dissertation) will allow students to step back and master the tools seen in Master 2 in integrating the theoretical approach and the practical approach seen during the course or during the internship/job.

**Admission access:** Students can apply from Master 1 (for the 2-year program) or directly to Master 2 (for the final-year program). The Master is open to all students with a Bachelor degree, regardless of their previous fields of study. This creates an **ambiance of cultural diversity and knowledge sharing** during the course: engineers, social scientists, linguists and management students mix together to share their experiences. Whatever your initial background is (degree and professional experience), we truly believe in candidates' potential and make it our mission to support and guide you to achieve your master's degree and professional project. The Master receives applications all-year-round. It is part of the Masters In Management Program (MIM) of Cnam-International

Institute of Management (<https://iim.cnam.fr/master-in-management/>).

### Application Requirements:

- Bachelor's Degree & Transcript
- Proficiency in English (e.g. Toefl IBT: 85 or IELTS: 6.0 - **4 skills required**)
- Students with Master 1 level are entitled to apply directly to Master 2 depending on the field & duration of Bachelor's degree and professional experience

### Admission process:

- Complete application form in English. **Download the Application Form at <http://iim.cnam.fr/master-in-management/>**
- 2 recommendation letters (from professional or academic endorers)
- Interviews with the Admission board

### Objectifs

**Build an international expertise, acquire a strategic mindset and become an international (business or corporate) developer:** CEOs and top management teams of corporations/organizations acknowledge that globalization is the most critical challenge they face today. With every industry and product becoming more global, being able to understand and manage internationalization is a crucial determinant for success in the job market. The Master in International Business and Corporate Development addresses all the strategic dimensions of the international development of the enterprises.

**This Master is designed for future global managers** who intend to participate in the renewal of international managerial practices, notably by integrating sustainable and digital development, putting globalization in perspective and anticipating the evolution of international

This Master is designed to:

- **Develop students' critical thinking as well as practical knowledge** through real case studies, feedback from very experienced professionals and a minimum 3-month professional experience.
- **Provide students with the strategic mindset and skills required to manage firms in a challenging globalized, sustainable, and digitalized world** Thanks to small dynamic and multicultural classes and courses designed to develop an analytical mindset, a creative and smart problem-solving approach and intercultural-based understanding of management, students will acquire an international expertise and become the ideal candidate for any professional position that involves contributing to corporate (or business unit or project) international development.

## COMPÉTENCES ET DÉBOUCHÉS

### Compétences

#### Core skills:

- Ability to **conduct competitive intelligence** by watching and searching for quantitative and qualitative information about the international environment and professional sector in order to anticipate changes (identifying key players, new consumer needs, new markets, etc.)
- Ability to **design an International Development Strategy** integrating new capabilities to acquire as part of the international development of a company.
- Ability to **conduct sustainable and digital development**
- Ability to **implement International Development Strategy** (customs, commodity trading, financing, legal issues and risks coverage).
- Ability to **operate and negotiate in a multicultural and changing environment**. Students will develop interpersonal skills that make it possible to work with different audiences, countries or cultures and to lead international teams.

Thanks to the complete curriculum design of the Master in Management (MIM) concept, the **Master in International Business and Corporate Development** enables also students to:

- Master the principles and tools for managers of business units or firms with **up-to-date international management topics in the real business environment**
- Build a concrete view of the working environment, especially in the specific European business framework with **Professional skills development (career management, professional experience)**
- Achieve **intercultural and additional competencies** relying on students' original degree in sciences or engineering or students' intercultural experience and engagement.
- Study and **practice skills in the international language of business: English** yet obtain **free additional French language classes** (different levels) and French culture;
- **Study in downtown Paris**, providing students with the opportunity to meet and network with leading global organizations, and allowing them to present themselves with confidence to the world's top companies.

#### Career opportunities:

The international developer holds strategic positions in multinationals, small and medium-sized enterprises internationally oriented, or international consulting firms:

- Start a career in the world of strategy and consulting
- Work as an intrapreneur who drives change processes in organizations or NGOs
- Join an established start-up or found your own company in a European or international context

Since 2011, our alumni have been hired by companies across 4 continents with a large type of positions such as International Business Developer, Entrepreneur, International Brand Manager, Consultant in international development, Project Manager, Business Analyst, International Sales & Marketing Manager, Logistics & Production Manager, Area Manager, Financial Controller, Senior finance officer, Chief legal counsel, etc.

## INFORMATIONS PRATIQUES

Students must obtain all the credit requirements in the curriculum.

## Contenu de la formation

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## Parcours M1

Orientation and Integration	US173F	0 ects
Financial Accounting	US172N	4 ects
Marketing	USM310	4 ects
E Business	USM311	4 ects
Human Resources Management	US172Q	6 ects
Organization Theory	USM304	7 ects
Management of the firm	US172S	4 ects
Management Accounting	US172U	4 ects
Finance	US172W	8 ects
Management of the firm (part 2)	US172X	4 ects
Interactive Group Project	UA1719	15 ects
French Language (Français langue étrangère)	US173E	0 ects

## Parcours M2

Orientation and Integration	US173F	0 ects
French Language (Français langue étrangère)	US173E	0 ects
Global Economic Players	US173R	4 ects
International Marketing	USM317	4 ects
International Corporate Strategy	US173S	4 ects
Business Simulation	USM313	2 ects
International Trade	US173U	4 ects
International Corporate Finance	US173X	4 ects
International Business Law	USM306	4 ects
Ecommerce and Logistics	USM30J	4 ects
Corporate Social Responsibility	USM30H	4 ects
Multicultural Management	US173Y	4 ects
International Human Resource Management	USM30Q	2 ects
Consulting and Change Management	US173V	4 ects
Career Management	US173C	1 ects
Professional Experience and Master Thesis	UAMG0C	15 ects

Méthodes  
pédagogiques:

Pédagogie qui combine des enseignements académiques et des pédagogies actives s'appuyant sur l'expérience en entreprise et le développement des compétences. Equipe pédagogique constituée pour partie de professionnels.

## Modalités d'évaluation:

Chaque unité (UE, UA) fait l'objet d'une évaluation organisée en accord avec l'Etablissement public (certificateur) dans le cadre d'un règlement national des examens.



Un référent Cnam est dédié à l'accompagnement de toute personne en situation de handicap. Contactez : hdf\_handicap@lecnam.net

Document non contractuel.

Le programme et le volume horaire de cette formation sont susceptibles d'être modifiés en fonction des évolutions du référentiel pédagogique national.

**Le Cnam Hauts-de-France vous informe, vous accompagne et vous conseille.**

**Contactez nos conseillers formation au**  **0800 719 720**  
**ou [hdf\\_contact@lecnam.net](mailto:hdf_contact@lecnam.net)**

**Tous nos programmes sur [www.cnam-hauts-de-france.fr](http://www.cnam-hauts-de-france.fr)**