

MBA IN INTERNATIONAL BUSINESS

Official title of the degree: **Master of business administration in international business**

MBA: **Master's degree**

OBJECTIVES AND TARGET SKILLS

Providing students with a wide background in global and sustainable business management, an intercultural approach of the international development of companies, and a specialization in one of the two following areas:

- Finance, banking management, and ethical behavior
- Quality management and niche strategy

ACADEMIC SUCCESS PLAN

Support and guidance

- regular follow-up to ensure the progress of each student

Flexible learning program

- face-to-face and distance learning to best suit your needs
- multicultural learning environment

Professional advice

- two interviews per semester to build up and strengthen the professional project of each student
- business trips
- professional workshops

STRENGTHS

Management, finance, economics and culture

The MBA program provides a road map for the acquisition of solidly grounded knowledge in a broad range of subjects that have significant implications for managerial decisions.

International teachers and experienced professionals

The academic advisory board have international experience working as business managers, teachers or researchers. Together, they make sure that students focus their energies on what is relevant to their future careers.

JOBS AND SECTORS

- **International business:** project manager, sales executive, data analyst, human resources manager
- **Marketing:** assistant marketing director, market research analyst
- **International finance:** financial analyst, accountant executive, budget analyst

30 %

students per class at most

70 %

international teachers

100 %

multicultural environment

MBA PROGRAM

1st YEAR / 60 ECTS

Quantitative tools of management

Applied mathematics for business | Principles of financial accounting | Financial statement analysis I & II | Corporate finance | Managerial accounting

Business economics

Fundamentals of economics | Business economics

Business culture

French culture and civilization | Foreign languages | Workshop | Seminars

Fundamentals of management

Organization and enterprise management | Innovation management and digital transformation | Human resources and business strategy

Marketing concepts and principles

Introduction to marketing | Digital marketing | Market research and analysis

Professional culture

Business English/Effective business writing | Business communication

Applied computer science

Concepts and methods | Information system tools | Supply chain management | Managing innovation adoption

International business culture and legal frameworks of business

European culture and civilization | Principles of business law | Labor law | Contract and commercial law

Entrepreneurship

Entrepreneurship ecosystem | Business plan conception and redaction | Project management

Professional Careers

Internship | Internship preparation tips and report guide | Data collection methods in business | Methods of data analysis in research

2nd YEAR / 60 ECTS

COMMON CORE

Selling oneself

Negotiation | Career success project | Workshop | Seminars

International business culture

Internship preparation | Tools for business research paper | International business culture | Foreign languages

Building your professional experience

Internship project | MBA dissertation defense

ELECTIVE COURSES

Finance, banking management and ethical behavior

Legal financial frameworks and finance ethics

International accounting issues | Fiscal and financial policies and procedures in Europe | Auditing and assurance services | Ethics in finance

Financing and banking investments

Corporate treasury and cash management | Banking and financial law | The business of investment banks | Digital transformation in finance

Financial management and social responsibility

Financial assets valuation | Asset pricing | Foreign exchange management | Social responsibility and financial performance

Quality management and niche strategy

Corporate social responsibility and quality management

Corporate sustainability | Environmental management system ISO and ISO 14000 | Principles of technologies for environmental management | Renewables energy business

Niche strategy

The historical evolution of niche markets | Niche definition for strategic management (digital business models) | Digital media environment | Consumer buying behavior in niche markets

Managing know-how

Innovation management | Creative thinking and innovation | Managing social and human capital | Identifying social entrepreneurship opportunities

ADMISSION CRITERIA

- This program is aimed at students with a bachelor degree or young professionals with at least three years working experience. The main admission criteria is to hold a French or a foreign bachelor degree
- Each MBA student in first or second year must hold the TOEFL, the TOEIC or IELTS
- The admission committee examines your application and gives its decision by email.

TUITION FEES 2020/2021

- Tuition fees students employed : 7 730 € (on an indicative basis).
- Tuition fees employed : 8 700 € (on an indicative basis).

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