

INTERNATIONAL
BUSINESS

★
MSC

START*
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UP

The best MSc to experience the world



Degree
MASTER OF SCIENCE



Campus
BORDEAUX, MARSEILLE



Language
ENGLISH



Format
FULL TIME



Intake
SEPTEMBER

The MSc in International Business is a first-class international business management programme. Taking a very hands-on approach, it trains students to sharpen their cultural and geopolitical insights and apply them in the context of international business development.

The business community is expected to take on ever-increasing levels of global responsibility, with respect to both internal and external stakeholders, communities and the environment. The world of global business is constantly evolving and challenging common-sense ways of thinking. Our programme explores the various cultural and geopolitical factors that make up today's complex international business environment. It recreates the complexities of this ever-changing global context to help students succeed in their future careers.



N°1

*on Eduniversal French Ranking -
International Business & Trade
Category*

7th

*Best French Master in the World
Ranking QS 2019*



CAREERS

CAREER OPPORTUNITIES

Since 1986, our alumni have been hired by over 700 companies across 5 continents.

CAREER PROSPECTS:

- International business developer
- Export sales manager
- Area manager
- Import-Export manager
- Sales & Marketing manager



€39 000

average annual salary



99%

are hired within six months



100%

work in an international position

POSITIONS

- 60%** Sales & marketing manager
- 15%** Area & export manager
- 6%** Supply chain & purchasing manager
- 6%** CEO
- 5%** Project manager
- 8%** Other

SECTORS

- 25%** Heavy industry & oil
- 18%** Services
- 9%** Communication
- 9%** Finance / Insurance
- 8%** Supply chain
- 6%** Others

GRADUATES WORLDWIDE


- 53%** France
- 31%** Asia
- 8%** Emerging countries
- 6%** Western Europe
- 2%** USA


COMPANIES

Airbus, Alcatel Lucent, Apple, Arcelor Mittal, Avon Cosmetics, Bank of China, Barton & Guestier, Dior, Daimler, Decathlon, DELPHI Automotive, Dongfeng, Google, Kraft Foods, Kuehne + Nagel, Lectra, LinkedIn, L'Oréal, LVMH-Hermès, Natixis, PSA Peugeot Citroën, Procter & Gamble, Rothschild, Sony, Société Générale, Syngeta, Valéo, Total...

CURRICULUM

Pathway course

 ACCESS

 DURATION

 CAMPUS

 FORMAT

Bachelor's degree - 3 years

2 academic semesters

Bordeaux, Marseille

Full time

SEMESTER 1

Manager skills

- Introduction to business management (Fast Track for Non-Managers)
- Fundamentals of management
- Project management
- Performance management
- Soft Skills & personal development
- Management toolbox (crossknowledge)
- Online options of your choice
 - Human resources
 - Finance management
 - Complexity management
- Languages : English / French as a foreign language

Expert skills

International operations management :

- Supply chain management basics
- International business
- Global supply chain management

SEMESTER 2

Innovative entrepreneur skills

- Design thinking
- Entrepreneurship
- Business model innovation
- Innovation financing
- Management of innovative organisations


Corporate Project


A 5 month consultancy assignment on a real and current business issue of a company. Corporate Projects enable participants to gain valuable hands-on experience of business conduct and strategy and deal with the practical complexities of decision making processes. Students are guided by their KEDGE tutor throughout the project. The assignment is done in groups of 4 to 5 students. A combination of collective and individual work. Final presentation in front of the corporate and KEDGE tutors.


INTERNSHIP IN FRANCE OR ABROAD



Specialisation course

 ACCESS

 DURATION

 CAMPUS

 FORMAT

International
Bachelor's degree - 4
years

3 academic semesters

Bordeaux, Marseille

Full time

CURRICULUM

Soft skills acquisition is part of our curriculum since they represent key competences for international managers.

SEMESTERS 1 & 2

INTERNATIONAL ENVIRONMENT & GEOPOLITICS:

Economic and political challenges related to international business in their historical, political, social and cultural contexts.

CORPORATE STRATEGY & NEW BUSINESS MODELS:

Corporate strategy decision making processes in a global context. Introduction to social entrepreneurship and new business models.

MARKETING & INTERNATIONAL NEGOTIATION:

Provide an insight on the trends and evolutions of digital marketing. Managing negotiation techniques in an international context (online simulation game with an American university).

CORPORATE FINANCE:

Main techniques of financing, selection of investments, reading and interpretation of financial statements in an international context.

INTERNATIONAL BUSINESS LAW:

Legal, tax and administrative aspects in negotiating international contracts. Conditions for the protection of tangible and intangible property rights internationally.

SUPPLY CHAIN & IMPORT EXPORT ADMINISTRATION:

Main theories and techniques of production, purchasing and logistics in an international context. Optimising the administration for international operations.

INTERNATIONAL MANAGEMENT: A CROSS CULTURAL APPROACH:

Basic concepts related to human resources, communication skills and personal management. Online simulation game with foreign universities.

ELECTIVE COURSES

CAMPUS BORDEAUX

- Operations Management (Focus on Wine Industry)
- Doing business in Asia, Africa, India, Europe & Middle East

CAMPUS MARSEILLE

- Marketing
- Doing business in North America, Europe & Middle East, Latin America, Asia

SEMESTER 3

FRENCH TOUCH TOUR

The 'French Touch Tour' is an exploration of French "*savoir-faire*" in different industries. With its innovative and balanced pedagogy based on conferences from professionals and academics, company visits and export market surveys, it aims to promote the French know-how of export-oriented SMEs.

INTERNATIONAL INTERNSHIP

FINAL DISSERTATION: Students select a relevant research question and write an academic assignment. Students work closely with an academic supervisor who guides them through the various steps of their research.

CASE STUDY: EXPORT MARKET SURVEY (part of French Touch Tour)

All along the year, students work on an export market survey and present their outcome in front of a jury of professionals.

Highlights

Corporate strategy & case competition

The strategic case competition enables students to prepare business case and to present their analysis and recommendations in front of a jury. Finalists are then shortlisted to win the competition. This is a great challenge for students who wish to test their analytical skills and learn from their peers.

Study trip

A DIRECT INSIGHT INTO CORPORATE LIFE AND EUROPEAN INSTITUTIONS: During the study trip to the European Commission in Brussels, students learn how to negotiate international contracts within the applicable European rules and regulations, and have the opportunity to meet key decision makers.

Students work on a European topic of their choice after the study trip.

Global Business Plan (GBP)

Students choose a company (real or imaginary) seeking to expand its international operations and are tasked with developing its Global Business Plan. At the end of the year, students present their GBP before a panel of potential investors.

2 online simulation games with students from foreign universities

- Negotiation game with American students
- Cross-cultural Management

Cycle of conferences with professionals

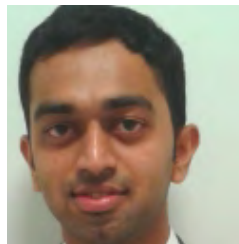
To reinforce our business focus, conferences with professionals and former students coming from companies as Google, EY, Airbus, Thales... are organized throughout the year.



GÖKÇE GÜRBÜZ

Account Manager,
Large Customer
Sales, UK at
Google, Class
2016, IRELAND

As a person who has an engineering background, the overall experience I acquired while studying at the International Business programme was very unique and helpful for whom I want to be in my future career. What I found most rewarding was the quality of lecturers and the content of the courses. The professors of the programme educate students in a very creative way and encourage them to think out of the box to broaden their knowledge beyond their field of studies. Also, the programme has a strong international focus where students learn business principles relevant for a more global world. Having classmates of different cultures and professions, I grew as an individual, learning to interact and talk to people from different backgrounds.



GURU PRASAD

Category buyer,
DELPHI
AUTOMOTIVE,
Class 2014, INDIA

I entered the International Business programme with just the zest for challenge and desire to learn all I could and what followed was a fantastic experience in a widely multicultural environment. Team work with fellow classmates from different countries, lectures from professors with hands-on experience in incubation, geopolitics & consulting, study trips, courses through interactive gaming-like simulations etc., made the journey a true experience rather than just another academic curriculum. I now work for Global Purchasing in DELPHI Automotive in Luxembourg, where I look after large scale procurement in the EMEA region. Dreams ahead, miles to go and very happy about the good start now.

Admission and funding

ONLINE APPLICATION

Please apply online on join.kedge.edu
We will get back to you within 15 working days

MANDATORY DOCUMENTS

- Academic records & CV
- Scanned copy of your passport
- Highest degree certification
- Certificate of achievement or transcript of your current studies
- Level of English required for admission to specialisation course: TOEIC 780 / IELTS 6 / IBT 85 (Applicants with at least one year of study or professional experience in an English-speaking country are exempt). Providing a score of English is not mandatory to apply for the MSc pathway course.
- A 120 euro-application fee

SKYPE INTERVIEW

This interview will be accessible to eligible candidates only, and is composed of two parts: the first part consists of a short written work, which can take different forms: an open question, a text analysis, a case study ... and the second part, a 30 minute Skype interview with a representative of the program. As a job interview, it aims to understand the candidate's motivations, their knowledge of the program and to judge the adequacy between their professional project and the program topics.

IMPORTANT: we recommend that you apply as soon as possible to ensure that you are able to apply for your visa on time.

ACCESS

International
Bachelor's
degree - 4
years



Specialisation course

€15 000 - 3 academic semesters



Master of
Science

Bachelor's
degree - 3
years



Pathway course

€8 500 - 2 academic
semesters



Specialisation
course

€15 000 - 3 academic
semesters



Master of
Science

SCHOLARSHIPS

At KEDGE, we strongly believe that students shouldn't abandon their education projects because of funding problems. This is why we have launched a financial support plan aimed specifically at helping international students:

- Students applying before the 28 February 2019 will automatically be granted an Early Bird discount of 10%.
- We also offer a range of cumulative scholarships based on the candidate's academic level in order to support the high-profile candidates: Achievement scholarship (15%) and Academic Excellence (20%).



KEDGE KEY FIGURES

- **12,500** students (of whom 23% are international)
- **60,000** alumni
- **7 campuses:** Bordeaux, Marseille, Paris, Toulon, Suzhou, Shanghai and Dakar
- **291** international partners (60% with at least AACSB, EQUIS or AMBA accreditation)
- **183** permanent teaching staff, of whom 44% are international
- **1st** French Management Research School (L'Etudiant 2017)

START U UP*

*(Become an expert and enhance your employability)

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KEDGE Business School is one of only 1% of Business Schools in the world to hold the Triple Crown.

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