DIPLÔME

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

Code : MR13403A



Niveau d'entrée : Bac + 3, Bac + 4
Niveau de sortie : Bac + 5
ECTS : 120

Déployabilité
Apprentissage : Fomation pouvant se suivre en apprentissage
Formation initiale : Formation pouvant être suivi par des étudiants
Package : Formation pouvant se suivre en s'inscrivant à un "package" (groupe d'enseignements indissociables)

Objectifs pédagogiques

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 companies (geopolitical drivers, new global players, new business models, new missions, etc.).

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

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.

Méthodes pédagogiques

Les enseignements théoriques, couplés à des mises en application en travaux dirigés et travaux pratiques sur matériels et logiciels métiers permettront une professionnalisation rapide. L'espace numérique de formation du Cnam (Moodle) permet à chaque enseignant de rendre accessible des ressources spécifiques à ses enseignements. Des modalités plus détaillées seront communiquées au début de chaque cours.

Modalités de validation

Students must obtain all the credit requirements in the curriculum.

Prérequis et 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 our 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 endorsers)
- Interviews with the Admission board

MENTIONS OFFICIELLES

Code RNCP
42352

Date d'enregistrement au RNCP
30/05/2025

Date de l'échéance de l'enregistrement au RNCP
31/08/2030

Mots-clés

Action commerciale internationale

Commerce international

Contrat commercial international

Echange international

Marché international

Globalisation

RSE

Création d'entreprise

Droit du commerce international

Environnement de l'entreprise

Stratégie d'internationalisation

Gestion des ressources humaines

International

communication interculturelle

management interculturel

e-marketing

Conduite de changement en entreprise

Management stratégique

management environnemental

Finance d'entreprise

études marketing

Marketing international

E commerce

Informations complémentaires

Type de diplôme

Master

Code NSF
310 - Spécialités plurivalentes des échanges et de la gestion

Formacode
Gestion entreprise internationale [32006]
Responsabilité sociétale entreprise [32008]
Import export [34285]
Vente à distance [34507]

Code du parcours
MR13403

Modules d'enseignement

M1

- → E - Business
- → Finance
- → Financial Accounting
- → Human Resources Management
- → Interactive Group Project
- → Management Accounting
- → Management of the firm
- → Management of the firm (part 2)
- → Marketing
- → Organization Theory
- → Orientation and Integration

M2

- → Business Ethics and Due Diligence
- → Business Law and Contract Management
- → Business Model Evolution & Strategic Marketing
- → Career Management
- → Consulting and Change Management
- → Corporate Social Responsibility
- → E-commerce & Logistics
- → International Corporate Finance
- → International Corporate Strategy
- → International Marketing
- → International Trade
- → Management in multicultural contexts
- → Professional Experience and Master Thesis
- → Project Management Fundamentals

Blocs de compétences

Un bloc de compétences est constitué d'un ensemble d'Unités qui répond aux besoins en formation de l'intitulé du bloc.
Les unités ci-dessus sont réparties dans les Blocs de compétences ci-dessous.
Chaque bloc de compétences peut être validé séparément.
Information non disponible, pour plus d'information veuillez contacter le Cnam