

OBJECTIVES

The programme gives a broad view of what leaders and managers need to know and do when dealing with international firms in a global competition. It enables students to study in depth how businesses operate in a sustainable and global way, regarding new customers' attitude, environment, partners, markets, and stakeholders.

PEDAGOGY

Learning through Concepts and Tools' Acquisition
Combination of classroom and hands-on exercises, independent studies, and challenging questions.

Learning through Case Study
After having discussed concepts, approaches and tools, Professors encourage students to develop their knowledge and work practice by using a solving case approach.

Learning through Practice and Research

Field Research Project or FRP. In group, students are invited to write a paper and perform an oral presentation based upon subjects suggested by student groups, the school, or business partners.

We believe that our teaching method can help you to be a leader who inspires innovation and change.

SKILLS

The programme is fully delivered in English by international professors and to a multicultural group. At the end of this programme, students will be able to:

- Formulate and implement a competitive, responsible and sustainable strategic option.
- Manage and coordinate multicultural workforce in a global context.
- Implement an international marketing strategy.
- Build customer oriented and integrated strategies.
- Manage the global performance of all kind of organisations.



SCHEDULE



COURSES

- | SPRING | FALL |
|---|---|
| <ul style="list-style-type: none"> ▶ Global Strategy ▶ Organisational Behaviour & Leadership ▶ Operations Management ▶ International Marketing ▶ Customer Integration ▶ Multinational Business Finance ▶ HR Management | <ul style="list-style-type: none"> ▶ Global Responsibility ▶ Innovation, Technology & Environment ▶ Sustainable Finance & Social Economy ▶ NGO & Intercultural Management ▶ Responsible Human Resource Management ▶ Sustainable Supply Chain Management ▶ Sustainable Marketing ▶ Social Innovation ▶ Research Project ▶ Project Management & Sustainable Development |
-  Courses 100% in English



CAREERS

- | | |
|--|---|
| <ul style="list-style-type: none"> ▶ Global project manager ▶ Business engineer ▶ International market developer ▶ Multicultural team manager ▶ Social business manager | <ul style="list-style-type: none"> ▶ Sustainable development manager ▶ International junior consultant ▶ NGO manager ▶ Global business developer ▶ CSR officer |
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SUMMARY

The course is designed to give students the opportunity to grow by being active in a learning by doing experience, where they will experiment and finally find out by themselves how to answer a business mission given by a SME. Therefore, it will focus on addressing a business mission in a professional manner and will give students the opportunity to apply theoretical models and approaches in management fields (Sales, Marketing, Finance, Strategy, etc.) as well as acquire and apply more "soft" skills including project management technics and tools, oral and written communication, group dynamics, team building, and business intelligence.

OBJECTIVES

- ▶ To experiment and meet the group project terms of reference given by a company, to work within a team structure under tight time pressures, to conduct research, to integrate findings into a comprehensive management report and to make operational recommendations to client representatives.
- ▶ To develop project management skills and to apply professional tools and methodology: roadmap, intermediate reports and minutes report, critical tasks, professional deliverables, final report including analysis and recommendations, a business plan and an executive summary.
- ▶ To apply concepts, models and methods learnt during classes in a real professional situation.

COURSES
100% in English

- ▶ Project Management
- ▶ Digital Transformation
- ▶ Design Thinking
- ▶ Finance & Business Plan
- ▶ Group Dynamics
- ▶ Strategic Management
- ▶ Risk Management
- ▶ Writing & Communication Skills
- ▶ Coaching
- ▶ Research Methodology

SKILLS

At the end of this program, students will be able to:

- ▶ Produce a market research
- ▶ Analyse a company's value chain
- ▶ Identify & Qualify market segments
- ▶ Find new market opportunities
- ▶ Implement a "Go-to-Market" strategy
- ▶ Build a business plan & launch a product
- ▶ Address financial issues of a project
- ▶ Apply market intelligence methodology
- ▶ Acquire project management skills
- ▶ Develop personal skills (creativity, adaptation, team building, leadership)

OUTCOMES & PARTNERSHIP

- ▶ Ability to apply theoretical approach, tools and models to everyday work situations in order to address a business project.
- ▶ Ability to understand and solve problems with cross-cultural issues.
- ▶ Ability to communicate, report, and behave in a business environment.

All projects are real projects given by local SMEs and are connected to the reality of those companies' business. As such, students will be given an effective opportunity to apply what they have learnt so far academically for the good of a company and for their own construction of experience and maturity. Companies are stakeholder in this program. They will accompany students during the program.

ABROAD

INTERNATIONAL ACADEMIC SPECIALISATION

Our International Relations Office provides a wide range of personalized support services to help students choose their university for their international academic mobility. They offer international seminars, country presentations, feedback from alumni, contacts with Pau Business School students already studying or living in the country. Each year, about 270 exchange places are offered to students who opt for an academic specialisation in a foreign university.

1 semester of specialisation
in one of our 45 partner universities abroad



AT PAU BUSINESS SCHOOL

INTERNATIONAL BUSINESS DEVELOPMENT & CONSULTING SPECIALISATION

SUMMARY

The Business Development & Consulting international specialisation deals with the performance of organizations. High Performance Organizations (HPO) are identified with consistently high levels of profitability, productivity, quality, ROI, customer loyalty (retention), and employee loyalty (retention). HPO Framework is a conceptual, scientifically validated structure that managers can use for deciding what to focus on in order to improve organisational performance and make it sustainable.

By collecting data in real companies, students examine the corporate philosophies, enlightened policies, core competencies, and best practices which characterise HPOs. The general purpose of this track is to educate students for effective management, responsible leadership and global citizenship.

SKILLS

At the end of the HPO programme, students will be able to:

- ▶ Actively participate in discussions about today's high performance organisations issues;
- ▶ Become familiar with some behavioural problems of managing in increasing complex diverse and global high performance and underperforming organisations;
- ▶ Understand the determinants of effective high performance behavior in terms of productivity, satisfaction and growth;
- ▶ Develop abilities to predict consequences of recommended actions and solutions intended to influence behaviour in the appropriate direction;
- ▶ Improve your ability to analyze written material, discuss material in class, and express yourself through written and oral communication in a professional manner.

COURSES

- ▶ High Performance Organisations
- ▶ Organisational Management
- ▶ Change Management
- ▶ Strategic Management
- ▶ Innovation Management
- ▶ Innovation Management
- ▶ Leadership & HR Management
- ▶ Project Management
- ▶ Research Project
- ▶ HPO Workshop

CAREERS

- ▶ Manager
- ▶ Team Manager
- ▶ Project Manager
- ▶ Business Consultant
- ▶ Business Developer
- ▶ Etc.

SPECIAL CONTENT

The programme is fully delivered in English. The group class is composed of international (India, USA, etc.) and French students. Students are invited to closely work with Pau Business School's business partners.

ABROAD

INTERNATIONAL BUSINESS PROGRAMME

The International Business Programme (IBP) is designed to give students the opportunity to gain a long-term work experience abroad.

Via an internship or a work contract, students will work :

- in 2 countries
- for 2 job missions

They will also follow an academic specialisation (distance-learning) during this 12 month work experience.

12 month work experience abroad

