



# **International Management Programme IMP**

## **PROGRAMME DESCRIPTION**

### **OBJECTIVES**

#### **A GLOBAL COMPREHENSIVE & PERSONNALIZED LEARNING EXPERIENCE**

The School for Makers is committed to the education of exceptional leaders as we prepare you to confidently take on the challenges of high-demand global business industries and contribute as citizens of the world.

The integration of high-impact pedagogy, accessible and exceptional faculty, prestigious global business connections through our Board of Advisors, and experiential skill development, all serve to assist you in your academic endeavors, and enhance your development as a professional.

It is our goal to assist you in transforming your academic understanding into real-world professional skills – skills which are both relevant to prospective employers, and which will help you to serve as a genuine asset to our global society.

In addition, the extensive global experience (internship) requirement sets this Master apart from other programs. The Master in Global Entrepreneurship program has five distinctive components:

- Core Knowledge in Key Business Disciplines
- Advanced Knowledge in Global Entrepreneurship
- Global Experience
- Specialized Area (optional)
- Global Business Simulation

### **ASSESSMENT**

Through lectures, case studies, hands-on exercises, and interactive group discussion students develop their leadership skills. Depending on classes, students will be graded by continuous assessments (50%) and final exam (50%).

## COURSE DESCRIPTION

### DOING BUSINESS IN INDIA

A Doing Business in India course will provide you with the tools to maximise the competitive advantage of doing business in India through a mixture of in-depth background information on India and hands-on practical tips and solutions on how to do business more effectively in India.

Indian culture is a complex one, having been shaped by a variety of influences ranging from Hindu philosophy to British colonisation. More recently, spectacular economic growth and the explosion of offshore outsourcing in India have brought even greater economic and social changes to India and its population.

### DIGITAL MARKETING FOR BUSINESS OWNERS

This course is the ultimate beginners guide into sales funnels, social media marketing, and affiliate marketing.

#### **What does this course give you?**

Social Funnel Strategies

Social Media Strategy and Best Practices

Facebook, Instagram, Pinterest, LinkedIn, YouTube, Twitter, Google+, Periscope, Blab

Social Media Automation

Working with Affiliate Marketers

**The key is to create a brand that is consistent across all channels.**

### BUSINESS ETHICS

*Business ethics* is an important part of any industry. Students or managers, unfamiliar with many ethical challenges, behaviors, or regulations will find themselves struggling in business industries that include finance, accounting or human resource management, marketing and retail.

Today's managers must necessarily concern themselves with ethical issues, because unethical behavior creates legal risks and damage to businesses as well as employees and consumers. A student or manager who is well-versed in ethical behavior in practices, not only in the domestic market but internationally, will find him or herself better prepared to deal with issues or situations that may arise that don't always involve easy answers or decisions.

## **BUSINESS STRATEGY**

This course will debate how strategy is formulated for 21st century organisations and consider different approaches developed by theorists and practitioners. The course studies how strategy is currently practised in a wide variety of contexts. We explore critically the key concepts underpinning strategy and the tools managers use to analyse their environment, make choices and implement the resulting strategies.

We shall consider whether, why and how sustainability can be a key driver for competitive advantage. We seek to identify synergies between sustainability and innovation success, and analyse product, process and systemic innovative so

## **INTERNATIONAL LAW**

A **Commercial Contracts** module that introduces students to the different types of commercial agreements entered in to by businesses. As part of this module I would do an introductory lecture on the role of the commercial lawyer. Later lectures would discuss negotiating contracts and risk management, e-commerce, intellectual property & technology contracts, supply agreements, agency and distribution contracts.

## **INTERNATIONAL FINANCE**

Given the globalization of the business sector and the integration of the economies of the world, an understanding of the impact of the global economy, macro economy and the business sector of a specific country is vital to the success of any person engaging in the business world. This class is designed to expand your understanding of global economics. The purpose is that you develop a theoretical and practical knowledge exchange rates and foreign exchange markets; exchange rate policy; macroeconomic coordination; developing countries and the problem of third world debt; and global capital markets.

## **INTERNATIONAL MARKETING**

Each student should come away from the course with a broad understanding of the key concepts of international marketing, and an ability to implement these in practice. Specifically, there are 4 learning objectives for the course:

- Awareness of International Marketing
- Immersion in the International Marketing theories - academic and practical
- Adoption of the IM models by cases analysis
- Advocacy of International Marketing vision by engaged Big Picture presentation

## **BUSINESS PROJECT** COMING SOON...

## **STATISTICS FOR BUSINESS**

Statistics play a key role in decision making in today's world of business and finance. Probability and statistical inferencing are required in decisions as varied as whether or not to launch a new product, which clients need to be targeted in the marketing campaign, and how much pay raise and bonuses to award. This course focuses on these two important aspects of statistics. Concepts of conditional probability, discrete and continuous probability distributions as well as methods of statistical inferencing and hypothesis testing are presented.

## **PRINCIPLES OF FINANCIAL ACCOUNTING, REPORTING & ANALYSIS**

The class focuses on the understanding and the analysis of the three financial statements published by companies, i.e. income statements, balance sheet and cash flow statements. This class aims to make students understand how these financial statements are organized. A particular focus will be made on the industry business financial statement organization specificities and the adapted financial analysis tools.

## **FRENCH AS A FOREIGN LANGUAGE**

The objective of this course is to introduce speakers of other languages to the basics of French. It aims to provide students with key skills to understand and speak French in simple everyday situations.

## **BUSINESS GAME**

The objective of "Business Games" is to allow students to make real life business management decisions during our business game.

Business Games focus on the core activities of real companies either industrial or service, taking into account Marketing, Finance, Supply and HR.

At the end of the course, students should be able to:

- Understand the interdependencies between different business functions (finance, marketing, human resources)
- Understand the business environment
- Use the documents related to the management of a company (accounting documents, tax returns, etc.)
- Implement the knowledge acquired on all areas of business management.

"Business Games" is played with specific management simulation software and is designed to test the mastery and knowledge of the fundamentals of management.