

INTERNATIONAL MANAGEMENT

Global Sustainable Strategies

DESCRIPTION

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.

LEARNING GOALS

LG1. With a strong knowledge of the role and the place of organizations within global economies, be able to master:
- management techniques (bachelors)
- management strategies and decision making processes (master)

LG2. Acquire Skills and Tools to be (or to become) a Tomorrower

LG3. Act with a Global & Responsible Mindset

LG4. Think in a Circular Economy Context Manage the global performance of all kind of organisations.

TEACHING METHODS

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 »

Dr Youssef ERRAMI
Dean



SCHEDULE

Fall Semester

September – December



COURSES

Modules	Teaching language	ECTS Credits	Teaching hours
Global responsibility	EN	5	30
Project management & Sustainable development	EN	5	30
Sustainable marketing Sustainable supply chain	EN	5	30
Alter management Leadership & Change management NGO management	EN	5	30
Social Entrepreneurship Social economic mechanisms Social innovation	EN	5	30
Responsibility in finance and in human resource management Sustainable finance Responsible human resource management	EN	5	30
French as a foreign language or English (for francophone students)	FR/EN	3	30



LEARNING OBJECTIVES

- ▶ Widen students' management focus to obtain a perspective of global responsibility and sustainability of the business, through the analysis of best practices and theories from a wide range of sectors and countries,
- ▶ Challenge old concepts and assumptions in order to align business practices with current trends and economic conditions,
- ▶ Present the latest concepts and ideas for developing corporate sustainable and responsible strategies that create not only value for shareholders but also wealth for the whole stakeholders and balance the notions of People, Planet and Profit
- ▶ Help students identify and analyse the roles that senior executives must play in order to manage responsibly and sustainably their people and production and lead their companies more effectively