

FUNDAMENTAL COURSES

International Business Development

▶ OBJECTIVES

The goal of the programme is to train operational, adaptable, autonomous middle-managers in marketing within an international context. It focuses on developing an awareness of enterprise management and societal culture alongside nurturing an intercultural mind-set.

▶ LEARNING GOALS

LG1. With a strong knowledge of the role and the place of organizations within global economies, be able to master management techniques

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

▶ TEACHING METHODS

Learning through Concepts and Tools' Acquisition
Delivered through a 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.



SCHEDULE

Fall Semester
September - December



COURSES

Modules	Teaching language	ECTS Credits	Teaching hours
Action-research For Tomorrowers	FR/EN	5	42
Web marketing	EN	5	42
Leadership & organization	EN	5	42
International business	EN	5	42
Export assignment	EN	5	42
French as a foreign language or English (for French speaking students)	FR/EN	5	30



LEARNING OBJECTIVES

- ▶ Master the fundamentals in finance, marketing, operations, strategy and technology
- ▶ Communicate as a Tomorrower
- ▶ Develop an authentic leadership style
- ▶ Learn to pivot collectively in order to adapt and reach objective
- ▶ Act global in decision-making and project development
- ▶ Develop awareness about challenges at every scale
- ▶ Act as a change maker in the system
- ▶ Develop knowledge on circular economy
- ▶ Act in a complex environment
- ▶ Think as a circular manager