

International Business Development

2022 Fall semester

Head of programme: Mélissa THÉODOLIN

ESCPAU |
BUSINESS SCHOOL

FOR TOMORROWERS®

Description

Type of contribution :

Level 1 : Initiation

Level 2 : Development

Level 3 : Exploitation

Measure : Describe the Assurance Of Learning Process

Learning Goal	Type of contribution	Measure
LG1. With a strong knowledge of the role and the place of organizations within global economies, be able to master: - management techniques (bachelors)	Exploitation	AOL Process
LG2. Acquire Skills and Tools to be (or to become) a ToMorrower	Development	AOL Process
LG3. Act with a Global & Responsible Mindset	Development	AOL Process
LG4. Think in a Circular Economy Context	Exploitation	AOL Process

Learning Objectives / LG1

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

- management techniques (Undergraduate)
- management strategies and decision making processes (Graduate)

LO1.1: Master the fundamentals in Finance

LO1.2: Master the fundamentals in Marketing

LO1.3: Master the fundamentals in Operations

LO1.4: Master the fundamentals in Strategy

LO1.5: Master the fundamentals in Technology

Learning Objectives / LG2

LG2 : Acquire Skills and Tools to be (or to become) a ToMorrower

LO2.1: Communicate as a ToMorrower

LO2.2: Develop an authentic leadership style

LO2.3: learn to pivot collectively in order to adap and reach an objective

Learning Objectives / LG3

LG3 : Act with a Global & Responsible Mindset

LO3.1: Act global in decision-making and project development

LO3.2: Develop awareness about global challenges at every scale

LO3.3: Act as a change maker in the system

Learning Objectives / LG4

LG4: Understand the challenges of a circular economy and be able to decide and act in this context

LO4.1: Develop knowledge on Circular Economy

LO4.2: Act in complex environment

LO4.3: Think as a Circular Manager

Program Outline

Module	Teaching Method	Language	Hours	ECTS
Action-research For Tomorrowers	Lecture + practice	FR / EN	42	5
Web marketing	Lecture + practice	EN	42	5
Leadership & organization	Lecture + Practice	EN	42	5
International business	Lecture + practice	EN	42	5
Export assignment	Lecture + Practice	EN	42	5
French as a foreign language or English (for French speaking students)	Lecture + Practice	FR / EN	30	5
6 modules			230 heures	30 crédits ECTS

Modules Presentation

Module 1 : Research-action For Tomorrowers

In this module, students benefits from a digital learning expedition in companies operating in the circular economy. They are invited to caontact companies and conduct academic research in order to preapre themselves for academic research methods.

Module 2 : Web marketing

Web-Marketing is a module with a hands-on approch on digital marketing strategies from planning to operations and tools in order to maximize the results' impact.

Module 3 : Leadership & organization

This module is composed by a seminar about leadership in order for students to explore their capacities and develop them for intrapersonal and interpersonal purposes.

Modules Presentation

Module 4 : International Business

This module focuses on legal agreements and international development. Students will possess the knowledge and capacities to drive international negotiations with the right legal approach.

Module 5 : Export Assignment

Students will be provided with real business cases of internationalization. They will be accompanied to produce guidance deliverables for companies to help them in their decision-making process.

Teaching Methods

An Interactive and differentiated Pedagogy divided into three main learning concepts:



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 introduced and discuss with students main 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

In addition, Professors encourage students to go through rigorous field projects that enable them to put into practice all their learning. This takes the form of what we call a 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 companies that work very close with the school. What we are looking for when teaching is to offer to students: knowledge, methods, tools, and experience that can help them to develop their skills not only as a manager but also as a leader. We believe that being a leader implies being able to develop skills and integrate behavior as: Transformational Leader, Adaptive Leader, Inspirational Leader We believe that our teaching method can help you to be a leader who inspires innovation and change.

Program manager :

- *Mélissa THÉODOLIN*
- *Bachelor Head of Program at ESC Pau Business School*

 melissa.theodolin@esc-pau.fr