

PROGRAMME DESCRIPTION

2023 FALL SEMESTER



ESCPAU
BUSINESS SCHOOL
FOR TOMORROWERS®



International Business Development (IBD)

► DESCRIPTION

As the business world is increasingly becoming international and interconnected, effective managers need to understand the complexities of the cultural, financial, environmental and social environments. Therefore, the IBD program helps students improve their intercultural competencies by integrating international topics, cultures, and languages that are fundamental to understand the foundation of global business environment.

► LEARNING GOALS

- 1- Applied Business Knowledge:** understand the fundamental theories and frameworks of management and business
- 2- Responsible Mindset and Cultural Awareness:** understand the complexities of the cultural, economic and social environments as they impact business in a local and global context.
- 3- Communication:** deliver effective written and oral presentations in professional settings.
- 4- Critical thinking:** recognize connections between competencies to make sound business decisions and solve problems.
- 5- Adaptability:** show flexibility and dare to take risks in response to changes and innovations.
- 6- Collaboration:** contribute to collaborative environment and high performing teams.

► TEACHING METHODS

The courses include a variety of methods to ensure effective learning in a practical context (e. g. discussions based on text, readings and current events; compelling case analysis, self-assessment and oral presentations). Students should be active participants and the pedagogical methods are based on experiential, coaching and peer learning.

Experiential learning

It allows students to put the theory into practice and reinforces the development of a range of soft skills including collaboration, communication, critical thinking and adaptability.

Case Studies

Students learn to use several references to obtain, explain, and use information from their course work to actual and real cases they do engage in learning by doing.



Schedule

Integration week (requested presence): 18 to 24/09/23

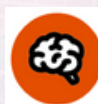
Programme dates: 25/09 to 22/12/23

Break: from 30/10 to 05/11/23



Courses

Modules	Teaching language	Teaching hours	ECTS credits
Financial management	EN	30	4
Data management - Power BI	EN	30	4
Ethics & RSE	EN	30	4
International business	EN	30	4
International organizational behavior	EN	30	4
Sustainable finance	EN	30	4
Business game	EN	15	2
Language courses French for English speakers English for French speakers	FR or EN	30	4



Learning objectives

After successfully completing this program, the students will be able to:

- demonstrate knowledge and understanding at a basic level of concepts and tools in sustainable finance, data management, leadership, international organizational behavior and international business
- deliver clear and effective oral presentation
- participate effectively in the teamwork and encourage contributions of others
- accept and adapt to cultural and context changes
- demonstrate an awareness of cultural differences and the skills needed to work effectively in multicultural environments and internationally
- reflect critically on practical and theoretical issues