

RNCP CERTIFICATION

FULL-TIME
100%
IN ENGLISH

STUDY IN
PARIS

MSC INTERNATIONAL BUSINESS

**BOOST YOUR CAREER
IN A DIGITAL WORLD**



**BUSINESS
SCHOOL**
PARIS-LA DÉFENSE

STUDY IN PARIS AND EXPERIENCE THE FRENCH TECH

**MSC INTERNATIONAL BUSINESS IS DESIGNED
TO PROVIDE INTERNATIONAL STUDENTS WITH THE SKILLS
TO COMPETE IN THE GLOBAL BUSINESS MARKET.**

Participants will learn to master the latest tools and techniques that will give them a competitive advantage in today's ever-changing world. It forms future executives that will play important roles in the business development of existing companies or start-ups.

The programme combines an academic and practical approach to gaining skills needed to be a player in the international business environment.

GENERAL OBJECTIVE

The programme explores the various cultural and geopolitical characteristics of today's complex international business environment and prepares future managers to become members of the international community in this digital world.

The course prepares students for career opportunities on the international scene in the field of management, digital marketing, corporate finance and trade.

The Leonard de Vinci Business School (EMLV) is close to the companies that shape the economic landscape of tomorrow and therefore trains managers to answer the needs of multinational

and global organisations. The school, particularly recommended for its insertion rate of young graduates in their first jobs, helps students to develop their network and gives them great global career perspectives. **Several visits to French and international firms as well as to start-ups and the "FrenchTech" are part of the programme.**

CAREER OPPORTUNITIES

The MSc International Business programme offers a wide range of opportunities for employment. MSc IB students may aspire to leading roles such as:

- + Export Import Manager
- + Government Trade Officer
- + International Management Consultant
- + Manager of International Subsidiaries
- + International Business Consultant
- + International Project Manager
- + Procurement Manager
- + Supply Officer
- + Marketing & E-commerce Manager
- + International Product Manager
- + Business Development Officer

**PARIS IS THE
FIRST STEP
TO YOUR
INTERNATIONAL
CAREER**



COURSE STRUCTURE



MODULES

THEMES	GLOBAL STRATEGY	INTERNATIONAL DIGITAL MARKETING	INTERNATIONAL TRADE	INTERNATIONAL FINANCE FOR BUSINESS DEVELOPMENT
MODULES	Global Business Strategy	Digital Brand Management	e-Commerce	Business Plan & Funding
	Geopolitics & Economic stability	Big Data & Analytics	Global Supply Chains	Budgeting & Performance Reports
	Cross-cultural Management	Digital Marketing	Import Export	Managerial Accounting
	Global Risk Management	Mobile Marketing	Business & Consumer law	Trade & Taxation
	International Project Management	Cross-cultural Marketing	Business Negotiations	Business Simulation
PLUS	Research Methods	French as a foreign language	Visits to French companies	Career development



450

HOURS OF CLASS,
PROJECTS AND VISITS
OCTOBER > MARCH

6

MONTHS
INTERNSHIP OR
DISSERTATION

PROGRAMMES HIGHLIGHTS

<p>100% in English</p>	<p>The French Touch experience Several business tours in Paris to experience the French Touch Field trips to gain insight into business & management practices</p>	<p>French innovation encounters Students will get the opportunity to visit French incubators or accelerators, close encounters with the French Tech and professional fairs</p>
<p>Scientific research techniques to engage in independent investigation and understanding of particular issues</p>	<p>In La Défense: the first european Business District Close to the companies that shape the economic landscape of tomorrow</p>	<p>Passport to an international career Studying in Paris, a step towards an international career</p>
<p>International campus International students from all around the world</p>	<p>International Project Management PMI project management standard (PMBok)</p>	<p>Modern campus Access to Bloomberg and 3D FabLab Sports facilities 6 fully equipped sport rooms</p>
<p>EMLV particularly recommended for its rate of insertion of young graduates in their first job helps students to develop their network and give them global career prospects</p>	<p>50+ student clubs & societies A good way to socialise and share interests</p>	<p>Personalised Tutoring</p>
<p>Employability Emphasis on soft skills and coaching on career development</p>	<p>EMLV responds to a demand to train managers of multinational organisations</p>	<p>Corporate partners EMLV has developed a network with over 100 firms that come to the school to meet and recruit students, give conferences, assess projects...</p>

LEARNING OUTCOMES

STUDENTS WILL BE ABLE TO MAKE DECISIONS IN COMPLEX ENVIRONMENTS. THEY WILL KNOW HOW TO:

- + Analyse the potential impacts of economic and geopolitical events on businesses
- + Identify and use the relevant tools for strategic decision making
- + Integrate new technology in business development
- + Engage in creating and running a website for digital marketing and e-commerce
- + Choose the Key Performance Indicators to follow business strategy implementation and measure performance
- + Calculate Return on Investment to identify best investments
- + Carry out business negotiations
- + Organise procurement and supply chain management
- + Manage global projects
- + Speak several languages
- + Master communication techniques
- + Carryout a research project-Dissertation
- + Propose solutions in the core business areas of international business
- + Use digital tools in international marketing, sales, big data analytics



Jill Tynan
Director of the MSc International Business

Jill Tynan graduated from Paris XIII University with a masters degree in Business Studies and later from the IAE Executive School where she specialised in Finance and Accounting. After work experience in Dublin and New York she settled in Paris as management controller in the Remy Cointreau Group. She now dedicates all her time to teaching and developing programmes on the international scene. Currently associate professor at the Léonard de Vinci Business School (EMLV) where she manages the MSc in International Business and teaches a wide range of business study modules enriched by her professional background.



THE SCHOOL

Léonard de Vinci Business School (EMLV) offers several degrees with specialisations in accounting, digital business, marketing, finance and human resources. The EMLV programmes have been designed to help students to reach their highest potential as future leaders. EMLV provides state-of-the-art programmes in business with an emphasis on digital aspects of business and the international dimension. Students are exposed to real life business scenarios which equip them with core professional skills. Faculty and staff consist of both international research professors and business professionals.



PERSONALISED SUPPORT

- + Administrative steps (housing, Campus France, visa, health insurance, immigration office...)
- + Buddy Team service (airport pick-up, practical information, integration events...)
- + One and a half hours French class per week (3 levels: beginner, intermediate, advanced)

ADMISSION REQUIREMENTS

- + Bachelor's degree (4 years or 3 years plus professional experience)
- + English level IELTS 6.5 or equivalent
If English is your first language or if you have previously studied in English medium, you are not required to provide a IELTS score

ADMISSION PROCESS

- + Application submission through the website:
<http://international.leonard-de-vinci.net>
- + Interview (either face to face or at distance)
- + Application deadline: **September 2020**
- + Duration: **12 months**
- + Intake: **November 2010**
- + Tuition fee: ** 10200**
- + School Life Contribution: ** 90**

CONTACT
INTERNATIONAL.ADMISSION@DEVINCI.FR

WHY

DO THE MSC INTERNATIONAL BUSINESS AT THE LEONARD DE VINCI BUSINESS SCHOOL?

- + Modern campus in La D fense, Paris business centre
- + Intercultural experience
- + Partnerships with multinational firms
- + Sports facilities & more than 50 student clubs & societies
- + Interactive projects with sister schools ESILV (Graduate School of Engineering) and IIM (Institute of Internet and Multimedia)
- + Emphasis on soft skills and employability
- + Individual attention
- + Teaching faculty: PhD professors and professionals
- + Scientific research techniques to engage in independent investigation and understanding of particular issues
- + Access to Learning Center, Bloomberg terminals and FabLab (3D printers)



BUSINESS
SCHOOL
PARIS-LA D FENSE

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