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
COURSE STRUCTURE

SEMESTER 1

OCTOBER - JANUARY

GLOBAL STRATEGY
INTERNATIONAL DIGITAL MARKETING
INTERNATIONAL TRADE
VISITS TO INTERNATIONAL FIRMS & FRENCH TECH

SEMESTER 2

FEBRUARY - MARCH

BUSINESS GAME
INTERNATIONAL FINANCE FOR BUSINESS DEVELOPMENT
RESEARCH METHODS
DISSERATION OR INTERNSHIP

450 HOURS OF CLASS, PROJECTS AND VISITS
OCTOBER > MARCH

6 MONTHS INTERNSHIP OR DISSERTATION

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
Research Methods
French as a foreign language
Visits to French companies
Career development

PLUS

450 HOURS OF CLASS, PROJECTS AND VISITS
OCTOBER > MARCH

6 MONTHS INTERNSHIP OR DISSERTATION
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
+ Carry out 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 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.
WHY

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

+ Modern campus in La Défense, 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)

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