



MAJOR IN INTERNATIONAL BUSINESS

Make the Whole World Your Market

The master's in International Business equips graduates with knowledge and skills that enable them to deal successfully with the challenges of global competition and the emergence of a multicultural world. The final specialization semester focuses on international trade and global markets. It is designed for students interested in business internationalization and careers in international trade.

The first year of the program requires students to study in two different locations — Angers and either Shanghai or Budapest. These semesters deal with economic, monetary, social and cultural processes of a world in motion and aim to provide students with skills essential to careers in international business.

CURRICULUM

SEMESTER A (Sept-Dec)

BUDAPEST OR SHANGHAI - 30 ECTS

BUDAPEST

Core courses

- Cross-Cultural Management
- Crisis Management
- Starting New Ventures
- Doing Business and Management in CEE

Electives

- Economic Intelligence
- Project Management
- Product and Process Innovation
- French Language
- Hungarian Language

OR

SHANGHAI

Core courses

- Branding in Asia
- Asian Business Research Project
- Digital Marketing
- Asian Economy and Geopolitics

Electives

- Strategic and Supply Chain Management
- Cross-Cultural Management & Negotiation
- Chinese Language

SEMESTER B (Jan-May)

ANGERS - 36 ECTS

Core courses

- Leadership and Strategy
- Country Risk Analysis
- Business and Market Dynamics

Electives

- European Integration & Business Environment
- International Strategic Management
- Business Communication in an International Environment
- French Language

SEMESTER C (Sept-Dec)

ANGERS - 30 ECTS

Core courses

- International Project Management
- International Corporate Strategies
- International Trade Legal Environment

Elective

- French Language

2 specialisations

- International Sales
 - International Sales Development
 - International Trade Marketing
- Sourcing and Purchasing
 - Global SCM
 - International Sourcing and Purchasing

SEMESTER D (Jan-June)

APPLIED RESEARCH SEMESTER

During this semester, students complete:

- A six-month in-company internship;
- A master's thesis based on a concrete topic of International Business in coherence with the student's professional project and including significant empirical work. The thesis is written under regular supervision of a faculty member.

Courses are weighted 6 ECTS except where indicated.

All ESSCA course offerings are subject to availability and modification.



Eligibility

The program has been designed for students from all over the world who:

- Have obtained a first degree (bachelor's) and ideally have some professional experience thanks to a first job or in-company internships;
- Can provide a GMAT (Graduate Management Admissions Test) score with their application information. For further details, please log on to www.gmat.com/gmat/thegmat/. Candidates may also take the SHL Test via ESSCA;
- Have a real international outlook, a coherent professional project and open-mindedness to people from different cultural backgrounds.

Application and admission

Please consult our website for information on the application process.

- If you have any questions, please contact International admissions: infomaster@essca.fr
- For questions on program content, please contact Dr. Lydia Kernevez: lydia.kernevez@essca.fr

Applications must be submitted by early June 21, 2019

Tuition Fees

Tuition fees for ESSCA's graduate programme for the academic year are: 2019-20: €10,500

ESSCA does offer a limited number of partial and total scholarships for students from outside France. For more information, please log on to our website.

Accommodations and Practical Information

- ESSCA student services can assist students in their search for accommodations and with their administrative formalities. Please contact:

- Nadège PICQUENARD in Angers nadege.picquenard@essca.fr
- Robert RAHNER in Budapest robert.rahner@essca.fr
- Carole ZHU in Shanghai carole.zhu@essca.fr

- Further information on ESSCA's main and Budapest sites: www.essca.fr/en > About ESSCA > Our Campuses > ESSCA Angers or ESSCA Budapest

Information and enrollments

infomaster@essca.fr



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BUDAPEST

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AACSB, EQUIS and AMBA accredited
Member of the FESIC network and the Conférence des Grandes Ecoles
Associate member of UCO (Université Catholique de l'Ouest)

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