

Programme description

2024 Spring semester



International Business Semester (IBS)

DESCRIPTION

The goal of the programme is to train operational, adaptable, autonomous middle-managers in marketing within an international context. It focuses on developing an awareness of enterprise management and societal culture alongside nurturing an intercultural mind-set.

LEARNING GOALS

- LG1.** With a strong knowledge of the role and the place of organizations within global economies, be able to master management strategies and decision making processes
- LG2.** Acquire skills and tools to be (or to become) a Tomorrower
- LG3.** Act with a global & responsible mindset
- LG4.** Think in a circular economy context

TEACHING METHODS

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 discussed 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

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 business partners.



Schedule

Requested arrival period to Pau: between 8th and 11th January
15th January - 28th April



Courses

Modules	Teaching language	Teaching hours	ECTS credits
Intercultural management Applied research project	EN	30	4
Intercultural management - Global HR	EN	30	4
International marketing	EN	30	4
International business environment - Geopolitics	EN	30	4
Data management - Advanced data analysis	EN	30	4
International business management - International financial accounting	EN	30	4
International Strategic Management - Supply chain	EN	30	4
Language courses French for English speakers English for French speakers	FR or EN	15	2



Learning intended outcomes

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

- ▶ drive effective marketing change
- ▶ create ongoing and sustainable value for their organisation and all their stakeholders
- ▶ develop expertise in domains of international marketing, geopolitical and international management