



MASTER International Business Management

Program factsheet

ADMISSION REQUIREMENTS

Candidates must fulfill the following requirements:

- › Have completed, with honors, a Bachelor degree (4 year program), or a 4 year/240 ECTS equivalent course. In addition, one or two years of professional experience within an international environment is welcome.
- › For the study field, degrees in Business Administration, Management, Economics and Law are favored, however all specialties are accepted.

LANGUAGE REQUIREMENTS

The language test in English is not mandatory if you are a native English speaker or if you have already studied in English.

- › TOEFL IBT 90
- › IELTS 6.5 no sub-score under 6
- › Cambridge: Certificate in advanced English
- › TOEIC "listening and reading": 890/990, "speaking and writing": 300/400
- › PTE Academic 65.

LEVEL

Second year (Master 2) degree.

TUITION FEES

Total cost of 5,240€.

PROGRAM DURATION

1 year (60 ECTS).

Program outline

The Master's degree in International Business Management is dedicated to the general field of international business management with a specialization in geopolitics and cross cultural management. This generalist program has a strong analysis-oriented focus, aimed at understanding the global business environment.

An extensive first semester curriculum, based on theoretical learning, provides a clear understanding of the real challenges facing managers and organizations operating in a global context. The second semester focuses on practical experience with a 6-month internship, to be carried out in France preferably.

Strengths

The International Business Management program prepares students for executive positions in international companies or in subsidiaries that specialize in international markets. A generalist program, all company functions are covered during the cursus and students learn about the various different operational stages involved when a company goes global.

In addition to the fundamental knowledge and skills essential for international managers today, students also have the opportunity to specialize in their sector of interest and to apply the theory learned in the real working world.

The International Business Management program also represents a great opportunity to live a multicultural experience in and outside the classroom, thus revealing the reality of working in a multicultural and multilingual environment. An average of 15 nationalities are represented per cohort and students are able to discuss current, global issues with people from different backgrounds, and as a result, gain a truly international outlook.

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Program structure

Various teaching and assessment methods are used. During seminars, a variety of teaching/learning methods are used: course-work based assessment such as exercises, case studies and group projects, oral presentations (both written and oral) as well as tests and a final report on the internship completed in the second semester.

Some classes mix international students with French students from the French version of the International Business Management program.

Semester 1

- › French as a foreign language
- › International business law
- › International trade practices
- › Logistics and supply chain management (including a commented visit to the Grand Maritime Port of Bordeaux)
- › International strategic management
- › Information system, intelligence and security policies
- › Cross-cultural management (anthropological approach), along with fundamentals in anthropology and sociology and the management of multicultural teams
- › Geopolitics (with a focus on emerging countries and risks)
- › International economics
- › International marketing, digital marketing
- › International accounting and finance
- › Global human resources management

Semester 2

- › Serious game
- › International and intercultural communication
- › Innovation
- › Doing business in France (including visits to French companies)
- › Wine business economics (including visits to wineries, cooperage craftsman, etc.)
- › Internship (followed by an academic dissertation as well as an oral defense)

How to apply?

Complete the online application form for the IBM program via the following link: <http://iaebordeaux.com/Our-programs/Master-2-in-International-Business-Management>

Once the online application form completed, send the following documents to the International Office at the following email address: iae.applications@u-bordeaux.fr

- › Official transcripts
- › Copies of all previous diplomas
- › Passport copy (or ID card if European)
- › Cover letter and CV (in English)
- › Certificate of English language level
- › Passport photo

→ And after?

- › The International Business Management program develops not only new skills but also new ways of thinking. Providing advanced training in business and management, the Master degree represents a true asset to students wishing to launch an international career.

Please note:

- › Maximum number of students per class: 25
- › The selection procedure is based on student motivation and interviews.
- › Good previous academic results and strong social skills are the most important selection criteria for the program.

Contact

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