

Objectifs

This Master's taught in English enables students to train in international management within an international class/group. The programme welcomes both French and foreign students (11 nationalities represented in 2014-2015).

Acquired skills:

- To know how to assess the competitive structure of industries and the companies' strategies
- To build international marketing plans
- To get a better understanding of intercultural management
- To acquire the key concepts of international social law and international human resources
- To know how to assess the financial situation of companies and international markets
- To get a better understanding of SME's specificities and of their international markets

Target careers:

- Project manager, International buyer, International communication officer/manager
- Sales executive, Export sales manager, Export executive
- International Relations Manager within international groups, export SMEs or within professional, cultural, diplomatic, financial or bank institutions oriented towards international business relations

Organisation de la formation

This one-year programme is divided into two semesters : the first semester is devoted to courses taking place on the Poitiers campus, the second is devoted to a 6-month internship leading to the writing of a Master's thesis and a defence session.

UE 01 - International Corporate Policy - 9ECTS

Economics of the European Market
SMEs and International Aspects
Strategic Analysis and International Development
International Marketing

UE 02 - International Financial Aspects - 9ECTS

International Financial Markets
International Project Management
International financial analysis
Management Accounting and International Aspects

UE 03 - International Management - 9ECTS

Intercultural Management Business Negotiation
International Human Resources Management
International Social Law
Lecturers in Current International Affairs

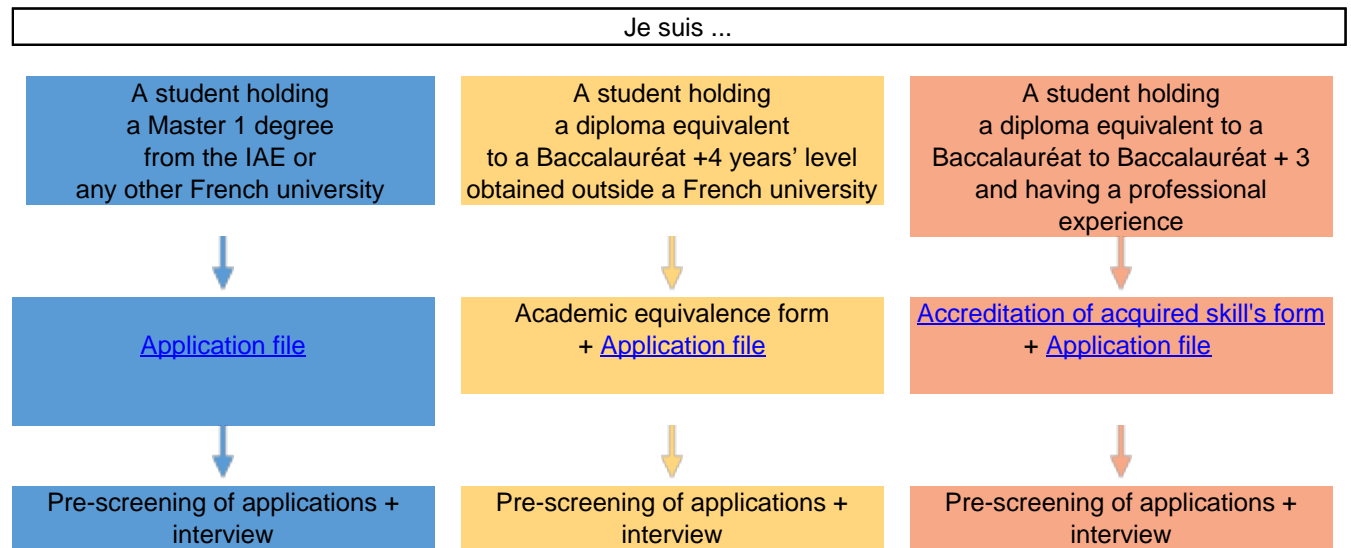
UE 04 - Foreign Languages - 3ECTS

Second Language or French as a second language

UE 05 - Teaching Units - 30ECTS

Internship
Master's thesis and defense session

Conditions d'admission



Dates

- Deadline for application: 23rd April 2017
- Interviews: 7th & 8th June 2017
- Start of classes: 6th September 2017

Tarifs

Tuition fees (2016 - 2017) : 261.10 €
 Student health coverage (2016 - 2017) : 215 €

Contact

Master 2 (Final Year) - International Management (MIM)
 Responsable pédagogique : Isabelle MAQUE - E-mail : imaque@poitiers.iae-france.fr
 Secrétariat : Lesly CRUZ BARROS - Tel : 05.49.45.42.57 - E-mail : lcruzbarros@poitiers.iae-france.fr ; lesly.cruz.barros@univ-poitiers.fr

IAE DE POITIERS / BAT E1 - 20 RUE GUILLAUME VII LE TROUBADOUR - TSA 61116 - 86073 POITIERS CEDEX 9
 Tél. : +33 (0)05 49 45 44 99 - Site : iae.univ-poitiers.fr