

MIB Doing Business France / Asia



International Business Doing Business France / Asia

DISCOVER ASIA

You wish to give an international dimension to your career project, you open to other cultures, are you attracted to Asia ?

The Master in International Business Doing Business France / Asia of Groupe ESC Clermont, in partnership with ISMAC allows you to adopt an international vision of business and strengthen your knowledge of management and administration.

PROGRAMME STRENGTHS

- Simulation of decision-making for the management of a international company
- Teams divided into several countries / subsidiaries
- 3 days of competition

TARGETED SKILLS & COMPETENCIES

- Adapt marketing techniques to the Asian market
- Work and negotiate with partners in Asia
- Master the different aspects of business and management in Asia

PARTNERSHIPS



France, Master Business Administration

PROGRAMME CONTENT

Marketing		Management	
Marketing strategy and policy	24h	Strategy Management	24h
Information system and big data	21h	Finance and Business Accounting	21h
Innovation, Creativity and Entrepreneurship	24h	Organizational behavior and leadership	21h
Marketing International	21h	Intercultural management	24h
Digital Marketing and E-Business in Asia	24h		
Environment		Professional mission & thesis	
Innovation in Asia	21h	Master thesis	
Geopolitics Asia-Europe	21h	Oral defense	
B to B France-Asia strategy	24h	Research dissertation methodology	10h
		Professional experience (internship)	6month

COUNTRY OPTION: China, Korea or Japan

Deepening on the specificities of the country: culture, methods and marketing practices.

COMPANY INTERNSHIP:

6-month internship in a company in Asia

CAREER OPPORTUNITIES

ON THE "BUSINESS" SIDE

- International Marketing Manager
- Global Sourcing Manager
- Business Development Director
- Sales Director
- Global Product Manager

In the long term, with complementary skills and additional experiences, students can expect to high-rank their current jobs or access others: International Marketing Director etc..

THEY WORK WITH OUR GRADUATES

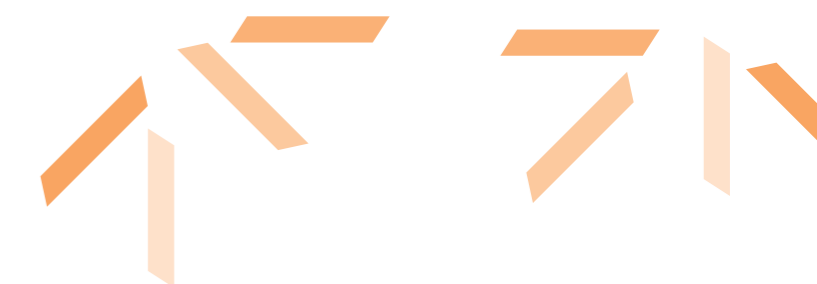
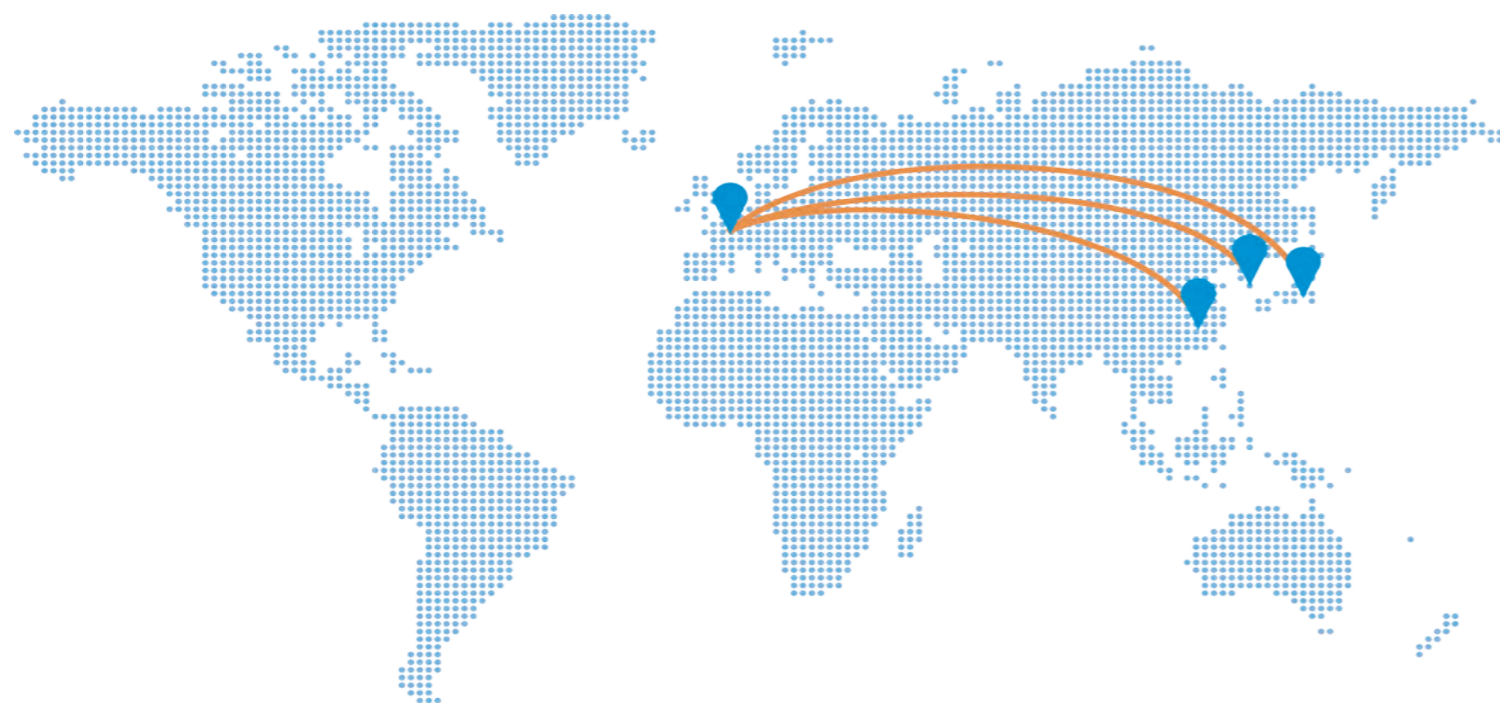


"It was an honor to be a part of ESC Clermont's inaugural International Business specialized class. The session covers all of the major themes in the trading sector and serves as a foundation for bridging the gap between information and business practitioners. I was able to connect the theory to real-life situations through in-class tasks. The project assignment provided me with the opportunity to improve my skills. Overall, this is a fantastic specialization that will benefit all participants in the future."

Catherine Dreu
Class 2017 | from Navares

"Being a part of this program has far surpassed my expectations. The balance created between theory, practice, and conferences with specialists has prepared me with the necessary knowledge and technical abilities to perform in any context in which I find myself. I strongly advise everyone to participate in this program."

Frederic LAGO
Class 2018 | from France



ADMISSION

ENTRY REQUIREMENTS

- A 4-year Bachelor degree or 3-year Bachelor with 2-year min of professional experience.
- Proficiency in English (Official TOEFL score of 550 at least, or duolingo of 71, or IELTS 6.0).

SCHOLARSHIPS

Early bird scholarships:

- Reduction of the fees for students who pay the full fees before starting the programme.

Scholarships provided by ESC Clermont Foundation:

- Scholarships based on three criteria: Financial situation, academic performance and behavior of the students.

Scholarships to go abroad:

- Scholarships allowing students to finance part of their stay in Europe as part of their study abroad in partner university or internship.

APPLICATION PROCEDURE

- All applications are to be submitted on line on <http://www.esc-clermont.fr/en/apply-online/>
- Candidates will be invited to take a skype interview on an automated video conference aiming to evaluate their academic profile, motivation and linguistic skills.

TUITION FEES

**11,000 EUROS
FOR THE MIB. PROGRAMME**

FEES ALSO INCLUDE:

- Access to online learning resources
- Access to JobLab
- Subscription to the student union
- Access to ESC Alumni during 2 years

Suivez toutes nos actualités sur les réseaux sociaux



www.esc-clermont.fr • www.sigma-clermont.fr

Contacts

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Conception graphique :
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