

ACCREDITATION



Groupe ESC Clermont is accredited by the AACSB (Association to Advance Collegiate Schools of Business).



Our School is one of the 35 French a member institutions of the the "Conférence des Grandes Ecoles", consortium of Graduate Schools of Management.

RANKINGS

Top 5 of Best Innovative Masters, MS and MBA (<http://www.meilleurs-masters.com>)

Ranked in the Top 12 of the MOCI (Moniteurs du Commerce International) for International Trade related programmes - 2016

DOUBLE DEGREES

Possibility of a Double Degree MSc International Business - Nottingham Trent University, UK and Aalen University, Germany

STUDENT LIFE IN CLERMONT

- #1 Student City in France (L'Étudiant) for standard of living, student life, safety, etc.
- Affordable living
- Attractive local economy
- Central position in France and Europe
- Largest national park in France
- Ranked among the world's top 6 regions for sightseeing in 2016 (Lonely Planet)

In today's increasingly complex international environment, companies have been spurred to rethink their commercial methods and pay particular attention to their export activities. The MSc in International Business Development program provides new perspectives as well as pragmatic and effective ways to solve business problems from an international perspective. This fast track programme aims at preparing future executives and entrepreneurial leaders **with the ability to develop a business, seize new opportunities and adapt managerial strategies to the demands of the market as well as face the challenges of global and changing business context.**

The pedagogical scope of the program is grounded on action-based learning. The course will embrace the technical skills required in the main fields of business, marketing and international trade. Candidates will develop a managerial mindset and will learn how to **create value by working with business simulations, real-life cases and applied projects.** Graduates will be fully equipped for a career in international management and will meet the requirements of companies looking for effective and dynamic international negotiators and managers.

The first semester highlights the fundamentals of business development and introduces students to the main stakes and tools. The second semester puts emphasis on professional development throughout a real time mission performed in a company and supervised by a professor.

PROGRAMME STRENGTHS

- Programme fully-taught in English
- Culturally and academically diverse student groups
- Internships in France (French language required) or abroad in SMEs and multinational corporations
- Company-bound programme
 - Real-life consultancy projects in partnership with local companies
 - A perfect mix between theoretical input and operational implementation
- Fast-track programme that can be completed in 13 months

PROGRAMME SCHEDULE

- First day of school : October 4th
- Semester 1 : Class from October to December
- Semester 2 : Class from January to May
- Semester 3 : 4 to 6 month internship starting in June



- Export Manager
- Product or Regional Manager
- International Sales Manager
- International Trade Consultant
- Business Engineer
- Entrepreneur

TARGETED SKILLS AND COMPETENCIES

- Study international markets and identify new business opportunities
- Build a business development strategy
- Manage sales performance and sales support
- Analyze risks and opportunities
- Manage teams and develop team spirit
- Apply communication skills in different environments

PROGRAMME CONTENT

Semester 1 Principles and Practices of Business Development	Semester 2 Advanced International Business Development
BUSINESS CORE MODULES	BUSINESS CORE MODULES
Strategic Marketing	IBD Consultancy Project 2nd part
E-Business	International Commerce
Business Sector Analysis	Social Media Selling & Community Management
IBD Consultancy Project (First part)	Business Data Analysis
Cross Cultural Management and Business	Business Game
International Business & Geopolitics	International Transport and Logistics
Risk-Management in International Business	MANAGERIAL ENVIRONNEMENT
MANAGERIAL ENVIRONNEMENT	Negotiation Skills
International HR & Management Skills	Complex Sales
Strategic Management	Information Systems for Managers
Managerial Accounting	Law for Managers 2
Law for Managers 1	Competitive Intelligence
COMMUNICATION SKILLS	COMMUNICATION SKILLS
Français (French as Foreign Language)	Français (French as Foreign Language)
Mastering Data in Excel	Thesis Methodology
Writing and Presentation Skills	CAREER DEVELOPMENT AND COUNSELING
CAREER DEVELOPMENT AND COUNSELING	Internship Research - Individual Counseling
Job Marketing	Professional Project - Individual Counseling
Individual Counseling	Career Days
Career Days	Meeting with Practitioners
Meeting with practitioners	
Semester 3	
Professional Mission and Thesis (June to December)	
Professional mission: Thesis	
Professional mission: Oral Defense	
Professional mission: Company Assessment	

INTERNSHIP/PROFESSIONAL EXPERIENCE

A professional experience lasting for a minimum of 4 months is required and can be completed in France or abroad. Each student is individually supervised by a designated tutor and completes an Executive Report, followed by an oral defense. The following companies have welcomed our students in the past: Michelin, Bosch, Adidas, Nike, Deloitte, Limagrain, EDF, etc.

TESTIMONIAL

"I was coming to the end of my professional rugby career and I had decided that I wanted to do some business study. I had not had much business experience at all, most of my adult life I had been playing rugby. I was nervous about starting a master's program with no business experience, but I was also prepared to work hard. I found the program full of interesting subjects and I learnt a lot. Professors had and shared real world experiences which I feel gave the course real value. There was a lot of group work where we had to work with class mates of different backgrounds. This gave the course added international flavor. I now plan to combine the new knowledge gathered from the IBD program with my previous health science and sports background."

Galvin Williams, class of 2015

PRACTICAL INFORMATION

ENTRY REQUIREMENTS

The Master of Science in Business Development is open to candidates with:

- A Master's degree (M1 in France) or an International Bachelor's degree or equivalent international degree.

AND

- An official English TOEFL score of at least 550 (or equivalent)

HOW TO APPLY

Submit completed applications before **June 30th**. Interviews will be held for applicants who meet the above entry requirements.

FINANCIAL INFORMATION

The tuition fee is 9900 euros for all students (European and non EU students). Several payment plans are available.

SERVICES

- Free membership to the School's associations
- Free "Welcome package" provided by our housing partner **Moversia** including accommodation search, airport or train station pick-up, opening a bank account and all administrative and practical needs during the first few weeks.
- Internship and career advising classes and support.

HEAD OF PROGRAMME

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