

INTERNATIONAL BUSINESS DEVELOPMENT

nancy

HEAD OF SPECIALISATION



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LANGUAGE

English

DURATION

Candidates with 3 years of studies/ 180 ECTS credits :
2 years

Candidates with 4 years of studies/ 240 ECTS credits :
1 year

THE 3 KEYS STRENGTHS

Une formation animée par des enseignants spécialistes de haut niveau et par des professionnels de l'international.

Des relations suivies avec les entreprises qui pratiquent l'international au quotidien (Conseillers du Commerce Extérieur France)

Immersion en entreprise à travers des visites, rencontres avec des professionnels du secteur ainsi qu'un stage long de fin d'études (5 mois minimum) permettant d'intensifier les contacts avec le monde professionnel.

STUDY RHYTHM

MSc 1

2021-2022

Full time studies - Nancy campus

MSc 2

Study/work rhythm - 1 week of school/ 3 weeks of work - Nancy campus

PROGRAMME OBJECTIVES

The programme has four main thrusts and enables students to:

- ▶ Understand, analyze and leverage cultural differences in the workplace to acquire high-level skills in international negotiations (import and export).
- ▶ Master the European business world, as well as international trade techniques.
- ▶ Implement and run international development projects.
- ▶ Identify and evaluate international business opportunities.

PROGRAMME MODULES

The programme is split into modules that allow students to acquire international trade and negotiation techniques and discover which regions of the world have the greatest business potential:

- ▶ International Practice
- ▶ International Sourcing & Logistics
- ▶ International Commerce
- ▶ International Negotiation Techniques
- ▶ Export Project and Strategy
- ▶ Advanced Negotiation
- ▶ Business Development and Business Plan
- ▶ Developing Business

CAREER OPPORTUNITIES

- ▶ Export Department Manager
- ▶ Export Zone Manager
- ▶ Export Development Manager
- ▶ International Negotiator, Import and
- ▶ Export Operations Specialist
- ▶ Entrepreneur



A FEW OF OUR BUSINESS PARTNERS

- Saint-Gobain PAM, Pont-à-Mousson
- Rehau, Morhange
- FE Group, Flavigny sur Moselle
- Ets Moine, Xertigny
- CCI International, Lorraine
- Helvetia Assurances, Colmar



The IBD MSc was an extremely rewarding year for me that broadened my horizons and widened my knowledge base, mainly due to the unique nature of the course and the high quality of teaching. This degree also introduced me to international trade and exposed me to cultural differences, which have an important impact on trade negotiations between countries.

Amandine Dabrowski
IBD MSc graduate