



Studies are a journey!

MSc IN INTERNATIONAL BUSINESS

MASTER OF SCIENCE

The Master of Science (MSc) in International Business is a 15 month English taught program designed for high potential students with little or no professional experience.

The objective of the program is to provide students with the technical and behavioural skills leading to a management career at the international level.

SCOPE

The Master of Science in International Business (MIB) is designed to train future international business managers and experts. The ambition of the program is to prepare learners to be successful in their future endeavors in international business. This will let you master not only the fundamentals of international business but also the technical procedures of export, import and other international business modalities. Company visits will allow you discover international business challenges and procedures in a real life context.

Being a MIB student also means being part of a rich cross-cultural community. At BBS, we train students from the five continents. In addition, MIB students have the privilege to interact with professors from different national, cultural and professional backgrounds.

INNOVATIVE PEDAGOGY

The course is structured into four distinctive components including class-based lectures, two study trips, field learning and an individual research project.

FACULTY

A multicultural faculty strives to continually deliver the best of international business teaching. Business executives also add their professional insights and expertise to complete the learning experience. In the MIB program, we look at teaching as the art of knowledge sharing and career building.

THE SCHOOL

Brest Business School was one of the first business schools created in France in 1962. BBS is a "human" size school favoring student-faculty proximity, proactive learning and individual tutorship.





ENTRY REQUIREMENTS

- Advanced level of English (reference test scores available upon request).
- Hold a Bachelor's degree or equivalent.
- Strong motivation to engage in multicultural team work and challenging projects.

THE SCHEDULE

The program has two intakes: one in September and one in January. It lasts for three semesters (≈15-18 months): two semesters for in-class learning and one semester for the Master's Thesis.

PROGRAM CONTENT

As the program is entirely taught in English, no prior knowledge of French is required.

A course of French as a foreign language (Intermediate level French is required to carry out an internship in France) is available to help international students learn basic French so as to fully appreciate their French experience. The curriculum comprises 90 ECTS credits.

Themes and associated modules:

SEMESTER 1

- Research Methods in Management (6 ECTS-credits)
- Approach to Foreign Markets (6 ECTS-credits)
- Strategy and Company Export Development (6 ECTS-credits)
- Intercultural Management (6 ECTS-credits)
- French as a foreign language

SEMESTER 2

- International Operations Management (6 ECTS-credits)
- Emerging Markets in International Business (6 ECTS-credits)
- International Economic Environment (6 ECTS-credits)
- Leading Markets in International Business (6 ECTS-credits)
- International Business Negotiation (6 ECTS-credits)
- European Markets (3 ECTS-credits)
- Project Management (3 ECTS-credits)
- Job search techniques & coaching

SEMESTER 3

- Master's thesis (30 ECTS-credits)
- Internship (optional)



TESTIMONIALS

« It is a life experience! The team spirit, the group activities and the teachers are great. »

Vinay, India (2015)

« A wonderful team and a gate to the professional world! Just amazing! »

Mehdi, Morocco (2016)

« Your way to a successful international career. »

Kilian, France (2017)

« It's beyond learning, it's about acquiring hard and soft skills to successfully integrate the job market. »

Anthony, Nigeria (2018)

« Excellent experience, truly international and an interesting trip to Waterford. »

Francesca, Italy (2018)

« Good preparation for the job of an international manager. »

Santiago, Columbia (2018)

« An interesting pedagogy and an opportunity to extend your network. »

Prashnath, India (2018)





🌐 HOW TO APPLY

Three steps to become a MIB student:

1. Apply online at <http://talentdays.brest-bs.com>
2. If you are eligible, have an interview with the program Director
3. In the case of a favorable decision, confirm your application online to get your Conditional/ Unconditional Offer Letter

🌐 WANT TO LEARN MORE?

The school offers you the possibility to have a MIB trial class. Contact the International Office to book your seat.

🌐 ACADEMIC EXCELLENCE

You invest in knowledge and experience and we pride ourselves on your excellence! The school offers two scholarships for academic excellence.

🌐 INTERNATIONAL EXPOSURE

The MIB program offers double-degree opportunities. The double-degree track includes two study trips, in Ireland and in Germany.

Meaningful interactions with international students are the daily life of MIB students.

HEAD OF PROGRAM

Yamen KOUBAA, PhD

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Professor of Marketing,
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Editorial board Asia Pacific Journal of
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JAIN UNIVERSITY

Declared as Deemed-to-be University u/s 3 of the UGC Act, 1956

🌐 HAVE A QUESTION?

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