

The MBA program is aimed at professional (with at least 3 years of professional experience), managers, wishing to evolve in managerial and executive / business creation functions while developing a professional expertise in the fields of management and business development.

## PROMISE

100% taught in English, 100% delivered in Paris, the MBA International Business program is primarily meant to enable graduates to design and execute international business developments in all types of economic sectors holding positions such as product manager, key account or international operation manager.

## TARGETED JOBS

The International Business MBA prepares students to jobs in :

### GENERAL MANAGEMENT

BUSINESS UNIT MANAGER CONSULTANT

PROJECT MANAGER GENERAL MANAGER

### FIELD OF BUYING/PROCUREMENT

JUNIOR BUYER COMMODITY BUYER

BUYER-PRODUCT MANAGER

### MARKETING

MARKETING SPECIALIST

BRAND MANAGER PRODUCT MANAGER

INTERNATIONAL BUSINESS DEVELOPER

CUSTOMER RELATIONSHIP MANAGER

## ADMISSIONS IN THREE STEPS :

- ◆ **Application form** to be completed on [iscparis.com](http://iscparis.com)
- ◆ The **selection committee** studies all applications and elects candidates for specific programs
- ◆ **Motivational interview** - Skype interview for International students - only for those candidates declared eligible. This interview makes it possible to assess personality, motivation, academic potential and level of competences towards the envisaged curriculum

### ADMISSION REQUIREMENTS :

**BAC +3/+4/+5** AND CONFIRMED PROFESSIONALS (FROM 3 YEARS OF EXPERIENCE)

In the absence of the required academic entry level, eligibility may be pronounced for significant reasons within a limit of 20% of the total cohort

programme

# MBA

## FACULTY

The creation and transmission of knowledge is provided by permanent faculty members of the school and experts from the professional world. Most of them are engaged in research and consulting activities. Their lectures bridge the gap between research and practice and help develop concrete knowledge, know-how and skills that can be immediately activated and adapted to various sectors of activity.



## ACTIONS

### FOR PERSONAL & PROFESSIONAL DEVELOPMENT

In addition to lectures, company visits (healthcare, HR, industries, retail, information systems) and professional immersion periods, students receive support from ISC Paris' Career Center on the professional level, in order to guide them in their personal approach to recruiters.



## ACCREDITATIONS



Formation préparant à une certification, niveau 7 sur le référentiel européen, en partenariat avec et délivré par IGS-ESAM. Titre certifié Entrepreneur Dirigeant inscrit au RNCP au niveau I - code 15366, code NSF 310n, par arrêté du 8/12/2017, publié au J.O du 21/12/2017, code CPF 9575

PRICING  
**16.000€**

POSSIBILITIES OF SCHOLARSHIP

18.500€ FOR NON EU STUDENTS



# MBA INTERNATIONAL BUSINESS

## PROGRAM STRUCTURE This track is taught in English

### SEMESTERS 1 & 2 IN PARIS

<b>1</b> Entrepreneurship & innovation	Entrepreneurship and Business models
	Innovation concept & process
	Ethics and sustainable development
	Business Game
<b>2</b> Finance and law	Law taxation and corporate law
	Corporate performance
	Risk management
	Spreadsheet modeling
	Finance
	Mathematics for management
<b>3</b> Marketing and communication	Strategic marketing
	Information systems
	Branding and advertising
	Customer Strategy
	Salesforce management
<b>4</b> People & project management	Operation management
	HRM and interpersonal communication
	Project management
<b>5</b> Strategic management	Industrial economy / economics
	Strategy
	Advanced strategy
	Economic intelligence
<b>6</b> International Business	International marketing
	International business negotiation
	Strategic decisions in international trade
	Doing business in emerging markets
	Big data and business intelligence
	International business law
	Learning business by doing business

### SEMESTERS 3 & 4 THE WORLD

<b>CAPSTONE</b> project	Data collection and analysis
	Corporate experience
	Professional project

La liste des cours est indicative et peut être soumise à modification - Document non contractuel

## BENEFITS



**Develop** a multi-variate view of the socio-economic environment at an international scale



**Understand** markets, customer and product dynamics in a new digital era



**Master** basic tools, rules and techniques to produce financial report statements



**Build** strategies to develop new business with constraints of multicultural contexts




**Understand** brand and commercial value and its creation through data analytics




**Conduct** research activities

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