

Année universitaire 2024/2025

International Business – 233 - 2nd year of master's degree

Crédits ECTS : 120

LES OBJECTIFS DE LA FORMATION

By combining lessons and professional experience, the International Business (MIB) program aims to provide students with international management, project management, new technologies and digital innovations knowledge and skills, allowing them to do business in an increasingly global and digital environment.

Skills acquired:

The International Business (MIB) is a unique, 2-year, 120 ECTS PSL Master's program (Grade Master) in international business management, with a concentration on digital projects. The program trains brilliant, open minded students, future managers who want to pursue a distinguished international career and to make a difference.

A Corporate-Oriented Program

- An International Dauphine-PSL Master highly regarded by companies;
- Apprentice students work in large, International corporations and innovative startups;
- More than 20 companies trust the International Business year after year; 50% of courses taught by company executives.
- Support is provided to find your apprenticeship including speed dating with companies; 90% of apprenticeships signed before September.

An International Experience

- A unique, international curriculum with three key topics: International Management, Digital Technology Management, Project Management,
- 2 International Field Trip experiences: conferences, company visits, meeting with international MIB Alumni in London (optional) and in Asia.
- 100% of classes taught in English by national and international professors; about 40% foreign students in the program; academic exchange opportunities.

PRÉ-REQUIS OBLIGATOIRES

Academic Requirements for integrating the M2 Management et Organisation – International Business :

- Master 1 or equivalent - officially recognized 240 ECTS from a University or institution of higher education.
- Fluency in English (TOEFL or IELTS is highly recommended for non-English native speakers; TOEFL 92 IBT minimum is required for studying abroad)
- Experience: at least one experience abroad and a first significant professional experience (e.g., gap year, apprenticeship during the M1 year, etc.)

Academic Requirement for integrating the MIB at the M1 level (M1 "Management et Organisation"):

- Licence / Bachelor (180 ECTS) in management or economics (preferably a degree in management or economics, but we are open to a wide range of profiles)
- Fluency in English (TOEFL, IELTS or GMAT is mandatory for non-native speakers)
- Experience: at least one experience abroad (or international track such as English track) and a first professional experience (internship)

POURSUITE D'ÉTUDES

The program allows students to pursue in a PhD program in Business.

PROGRAMME DE LA FORMATION

- Semester 3
 - Enseignements obligatoires à Dauphine au semestre 3
 - Global Strategy
 - International Business Law
 - Go to Market Strategies and innovation
 - International & Digital Marketing
 - Global Management of Information Systems and digital strategies
 - Key transversal topics in International Business: global geopolitical challenges & economics of digitalization
 - Project Management : principles, methods & Change management
 - International Project Management : SCRUM & Lean Methods
 - Global Knowledge Management
 - Apprenticeship and group work
 - Choix semestre 3 à l'étranger (on ne peut partir qu'un semestre à l'étranger)
 - Validation du semestre 3 à l'étranger
- Semester 4
 - Enseignements obligatoires à Dauphine au semestre 4
 - International Corporate Finance
 - Organizational Behavior & Ethics
 - Master thesis
 - Business Research Methods
 - Cross-cultural management
 - Global Supply Chain Management
 - Business Analytics and Data Mining
 - International Consulting Projects : Tools and Methods
 - International Project (abroad)
 - Negotiation and listening
 - Apprenticeship or Internship
 - Choix semestre 4 à l'étranger (on ne peut partir qu'un semestre à l'étranger)
 - Validation du semestre 4 à l'étranger
 - Master thesis
 - Apprenticeship or Internship

DESCRIPTION DE CHAQUE ENSEIGNEMENT

Apprenticeship and group work

Apprenticeship or Internship

ECTS : 3

Business Analytics and Data Mining

ECTS : 3

Business Research Methods

Cross-cultural management

ECTS : 3

Global Knowledge Management

ECTS : 3

Global Management of Information Systems and digital strategies

ECTS : 6

Description du contenu de l'enseignement :

Nowadays, organizations increasingly develop, offer and rely on digital services. In many sectors, traditional organizations have been dramatically challenged by new platform business models – illustrated by the widely acknowledged and controverted Uber, AirBnB - driven by increasing reliance on WebServices (API), as well as data analytics. This course will train the students to identify digital platforms economic and business opportunities in data, as well as frame a whole project of a platform business, its services and its governance.

The course aims at :

1. Understanding the role of information systems in digital strategy. It covers the exploration of the role of data, cloud infrastructure, as well as web services and API;
2. Examining how organizations rely on data and digital services to generate value into digital ecosystems;
3. Analyzing a real business case by the design of a new webservice.

The course comprises the completion of the APIaRTIST project (API and ReThinking Information and Strategy). In a nutshell, the objective of this assignment is to learn how to support an organization transform its strategy and information system thanks to APIs. This project is completed by teams.

Each team chooses an organization, analyzes its digital strategy and its information system. The team thinks creatively to conceive how the organization can either pursue or reinvent its digital strategy, settle new and alternate ways to process data, and propose a **new service** to the organization's stakeholders. The students explore existing APIs provided by the company or detail new APIs that the organization could rely on to pursue its digital strategy and/or renovate its information system. Please note that a **thorough explanation of the students' rationale for proposing a specific API** is much appreciated. The students should also explain how the company can practically integrate the proposed services and APIs in the digital strategy of the company.

Compétence à acquérir :

Upon completion of this course, the students should be capable to:

1. Identify strategic opportunities in the digital economy, provide recommendations regarding the digital strategy of a specific company or provide advice to refine this strategy;
2. Support IS projects, in particular projects that aim at implementing new IT tools and applications (Cloud computing and cloud services, API, e-business, big data, ...) by providing managerial expertise regarding the adequacy of these tools to a specific company or organization;
3. Propose directions and guidelines to support the digital transformation of a company;
4. Analyze and anticipate organizational consequences of the digital transformation of a company at the scale of an ecosystem.

Mode de contrôle des connaissances :

Group work (30%): team work during the sessions and quality of feedback on peergrade

Individual contribution to the course (25%): questions asked, comments and insights shared with the whole class, contribution to the wiki

APIArtist project (45%): Team presentation and report

Bibliographie, lectures recommandées :

1. DAVE CHAFFEY, (2014), "**Digital Business and E-Commerce Management**", 720 p., Pearson
2. ISAAC H., VOLLE P., (2014), "**E-commerce. De la stratégie à la mise en oeuvre**", Pearson Education, 532 p
3. AUSTIN, R. D., NOLAN, R. L., O'DONNELL, S. (2009). **The adventures of an IT leader**. Harvard Business Press.

Global Strategy

ECTS : 3

Global Supply Chain Management

ECTS : 3

Go to Market Strategies and innovation

ECTS : 3

International & Digital Marketing

ECTS : 3

International Business Law

ECTS : 3

International Consulting Projects : Tools and Methods

ECTS : 3

International Corporate Finance

ECTS : 3

International Project (abroad)

International Project Management : SCRUM & Lean Methods

ECTS : 3

Key transversal topics in International Business: global geopolitical challenges & economics of digitalization

ECTS : 3

Master thesis

ECTS : 6

Negotiation and listening

ECTS : 3

Organizational Behavior & Ethics

ECTS : 3

Description du contenu de l'enseignement :

This course consists of 9 sessions.

The first session will introduce a comprehensive conceptual framework to think about organizational wrongdoing. They will be led by the teacher in charge of the course.

Over the following eight sessions, leaders from various sectors will share their experiences and reflections as invited speakers.

Friday, January 12 (8h30-11h45) – Normal organizational wrongdoing – Hortense de la Boutetière

Friday, January 19 (13h45-15h45) – Ethics and leadership – Speaker: Hélène Reltgen, Senior Partner, Egon Zehnder

Thursday, January 25 (17h15-18h45) – *To be defined*

Friday, February 2nd (13h45-15h45) – Sustainability and societal responsibility in the luxury sector – Speaker: Maria Solimene,

VP Luxury, Invent CapGemini

Friday, February 9 (13h45-15h45) - Corporations' journey to inclusive business – Speaker: Simon Bossard, Partner, Hystra

Friday, February 16 (13h45-15h45) – Ethical questions in energy transition – Speaker: Xavier Barbaro, CEO, Neoen

Friday, February 23 (13h45-15h45) - Human Resources and Compliance in the financial sector - Speaker: Florence Lecoutre, Member of the Board of Management, in charge of Digital Transformation, Human Resources, Communication, Compliance and Sustainability, Allianz Trade

Friday, March 1st (13h45-15h45) - Ethical leadership in hypergrowing digital commerce start-ups – Speaker: Fanny Ponce, CEO, Smartbox

Thursday, March 7 (17h15-18h45) - Artificial intelligence and ethics – Speaker: Marie David, co-founder, Carbometrix; author of *Intelligence artificielle, La nouvelle barbarie* (Editions du Rocher, 2019)

Compétence à acquérir :

How and why do ethical questions arise in the daily lives of people working in organizations? What can we learn from real-life examples of organizational ethical failures? How do contemporary leaders deal with ethical questions, in practice, across sectors?

These are some of the questions this course will explore.

The course aims at equipping students with concepts and references allowing them to identify ethical questions they will face in the context of their future professional lives, to apply critical thinking, and to determine their own behavior in a responsible way.

Mode de contrôle des connaissances :

Presence at each session is required. Participation will be taken into account for 20% of the final grading.

An individual homework will account for the remaining 80% of the grading. Each student will be asked to choose one of the sessions and write a short essay (i) summarizing key ideas developed by the speaker and (ii) exposing the student's own reflections based on these ideas.

Bibliographie, lectures recommandées :

Palmer, Donald (2013). *Normal Organizational Wrongdoing: A Critical Analysis of Theories of Misconduct in and by Organizations*. Oxford University Press

Project Management : principes, methods & Change management

ECTS : 3

Validation du semestre 3 à l'étranger

ECTS : 30

Validation du semestre 4 à l'étranger

ECTS : 21
