

## Master in Management Program

# International Business and Corporate Development\*

### Build an international expertise:

“CEOs and top management teams of corporations/organizations acknowledge that globalization is the most critical challenge they face today. With every industry and product becoming more global, being able to understand and manage internationalization is a crucial determinant for success in the job market”.

### This Master is the right choice if you want to:

- Work in an international and entrepreneurial context and become an international **(business or corporate) developer**;
- Develop a **strategic and international mindset**;
- Be thoroughly prepared for a more **digital and global job market**;
- Engage in **sustainability management**;
- Meet inspiring teachers, company representatives and **international peers** who share your passion;
- Learn from international managers and professors through a **practical approach based on real-life experience**;
- Become fluent in 3 languages thanks to a program taught in **English with additional French language classes** (different levels);
- Study in **downtown Paris**, close to main international firms.

The Master is open to all students with a Bachelor degree, regardless of their previous fields of study, creating a rich environment of cultural diversity and a great opportunity to share knowledge. During the course: engineers, scientists, linguists and management students get together to share their experiences and form their multibackground and multicultural context for the cohort.

Whatever your initial background is (degree and professional experience), we truly believe in candidates' potential and make it our mission to support and guide you to achieve your master's degree and professional aspirations.



«Cnam is a great university, not only the location in Paris downtown, such a beautiful and historic campus, but provides an international learning environment and experiential courses as well. Lots of interesting topics, case studies, group works, which makes classes more joyful and easier to understand. Finally, I appreciate that I had an opportunity to studying at Cnam, and a big thanks to the professors. Your effort makes me different.»



Agudelo Veronica, Colombian, cohort 2012  
Senior Project Executive  
Banca de Inversion Bancolombia

\* The Master's degree is a national degree in line with the European System's standards.  
Code Cnam (120 credits) : MR13403A Master Droit, économie et gestion, Management stratégique, Parcours 3: International Business and Corporate Development.

## Become an international (business or corporate) developer

This Master is designed for future global managers who intend to participate in the renewal of international managerial practices, notably by integrating sustainable and digital development, putting globalization in perspective and anticipating the evolution of international companies (geopolitical drivers, new global players, new business models, new missions, etc.).

### This Master aims at:

- Develop your critical thinking as well as practical knowledge through real case studies, feedback from very experienced professionals and a 3 month professional experience;
- Provide you the skills required to manage firms in a challenging globalized, sustainable and digitalized world. Thanks to small dynamic and multicultural classes and courses designed to develop an analytical mindset, a creative and smart problem-solving approach and intercultural-based understanding of management, you will acquire an international expertise and become the ideal candidate for any professional position that involves contributing to corporate (or business unit or project) international development.

### Core skills:

- Ability to operate and negotiate in a multicultural and changing environment. You will develop interpersonal skills that make it possible to work with different audiences, countries or cultures and to lead international teams;
- Ability to conduct competitive intelligence by watching and searching for quantitative and qualitative information about the international environment and your professional sector in order to anticipate changes (identifying key players, new consumer needs, new markets, etc.);
- Ability to design an International Development Strategy integrating new capabilities to acquire as part of the international development of your company;
- Ability to implement International Development Strategy (customs, commodity trading, financing, legal issues and risks coverage);
- Ability to conduct sustainable and digital development.

## Career opportunities

The international developer holds strategic positions in multinationals, small and medium-sized enterprises internationally oriented, or international consulting firms.

### Start a career:

- In the world of strategy and consulting;
- Work as an intrapreneur who drives change processes in organizations or NGOs;
- Join an established start-up or found your own company in a European or international context.

Since 2011, our alumni have been hired by companies across 4 continents with positions of:

- International Business Developer
- Entrepreneur
- International Brand Manager
- Consultant
- Project Manager
- Business Analyst
- Sales & Marketing Manager
- Logistics & Production Manager
- Area Manager
- Financial Controller
- Senior Finance Officer
- Chief Legal Counsel

### Our graduates:

#### Europe: 20 %

Belgium, France, Greece, Italy, Poland, Russia

#### Asia: 55 %

Bangladesh, China, Georgia, Iran, Kazakhstan, Lebanon, Saudi Arabia, South Korea, Syria, Vietnam

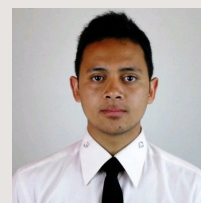
#### Africa: 17 %

Algeria, Benin, Ghana, Ivory Coast, Kenya, Madagascar, Morocco, Niger, Nigeria, South Africa, Tunisia, Uganda


#### Americas: 8 %

Brazil, Colombia, Costa Rica, Cuba, Mexico, Peru, USA

«The MIM experience was thoroughly different from all the experiences I had before joining the programme. The MIM programme urges you to surpass yourself, directly from the beginning of the year, with the business simulation course. This course allowed me to have a preview of what came forward through the year. Participating, pragmatic, near to the reality of the world business ; all kind of aspects of the MIM courses. Surely, this program has an impact on my personal life. I did struggle a little bit to find the right job in Paris, but today I'm on my new own activity, and the all I learned with MIM programme is very usefull for the development of my business.»



Anthony Rasamoelina, Malgasy, cohort 2015  
Entrepreneur in Distribution, France

Master Program structure	
<b>Master 1 (60 credits)</b> Acquire general management knowledge (8 months – Full time – October to May)	
Orientation week (Paris student life and French Culture) <ul style="list-style-type: none"> <li>Financial Accounting</li> <li>Marketing</li> <li>Human Resources Management</li> <li>Management of the Firm</li> <li>French language (different levels)</li> <li>Organization Theory</li> <li>E-Business</li> <li>Management Accounting</li> <li>Finance</li> <li>Integrative Group Project</li> <li>Professional Orientation Seminars</li> </ul>	
From June to September: non mandatory internship 	
<b>Master 2 (60 credits)</b> Specialize in International Business & Corporate Development (8 months – Full time – October to May)	
<b>Orientation week</b> (Paris student life and Multicultural Environment)	
Courses	Core skills
Integration week French Language	French culture & Multicultural integration skills
Global Economic Players International Marketing	Competitive Intelligence
International Corporate Strategy Business Simulation	Designing an International Development Strategy
International Trade International Corporate Finance International Business Law	Implementing an International Development Strategy
E-commerce and Logistics Corporate Social Responsibility	Sustainable and digital development
Multicultural Management International Human Resource Management Consulting and change management	Managing in a multicultural and changing environment
Career Management	Professional skills development
From June to September: mandatory 3 months Professional experience	

- Acted Ngo
- Back Market
- Brasseries Star Madagascar
- Cathaya Research
- Chanel
- Château d'Esclimont
- China Ocean Shipping Tally Company
- ChinaLand Solar Energy Co. Ltd.
- Danone
- GE
- General Foods Vietnam JSC
- Groupe Auchan
- Groupe Casino
- HSBC
- Iconem
- Jiangsu Association for Science and Technology Innovation
- Kalima PR
- L'Oréal Luxe
- Médecins Sans Frontières
- Ninebot (Beijing) Inc.
- Sap
- Sberbank
- Shanghai Jiqingsuiyue Film and Television Co.Ltd
- Standard Chartered Bank
- Unilever
- Valeo
- Vietnam Airlines
- Yunus Centre

## International Business and Corporate Development Alumni Survey

### Professional integration

**47%**

found a job within  
6 months of graduation

**32%**

work outside of their home  
country (mostly in France)

**47%**

did their internship outside of  
their home country (mostly in France)

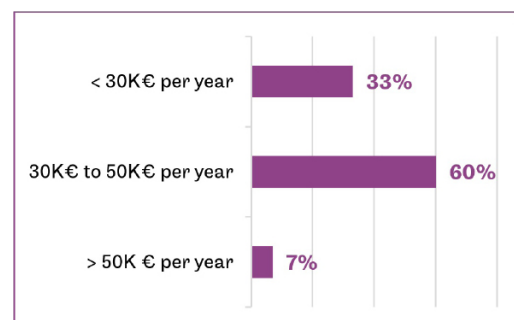
### Aeras of employment

- 25 %** Finance
- 19 %** Marketing
- 13 %** Project Management
- 13 %** Business Development/  
Entrepreneurship
- 13 %** Consulting
- 6 %** R&D
- 6 %** Logistics
- 6 %** Laws

### Industry

- 22 %** Mass Retail/E-Commerce
- 17 %** Finance/Banking
- 17 %** Transportation/Construction/Energy
- 11 %** NGO
- 11 %** Food
- 6 %** IT
- 6 %** Pharmaceuticals
- 6 %** Market Research & Consultancy
- 6 %** Real Estate

### Current Salary





The Master Program receives applications all-year-round. Admission process starts in November and ends:

- by **end of June** for non-EU students
- by **mid-September** for EU students
- by **mid-March** for applicants sponsored by companies

However, the limited seats (each class of 25-30 students) are reserved for early-bird applicants.

Download our Application Form at:

<http://iim.cnam.fr/mim/>

## Application Requirements:

- Bachelor's Degree & Transcript
- Proficiency in English (Toefl IBT: 85 | IELTS: 6.0 | Bulats B2/C1 - 4 skills required)
- Students with Master 1 level are entitled to apply directly to Master 2 depending on the field & duration of Bachelor's degree and professional experience)

## Admission process:

- Complete application form in English
- 2 recommendation letters (from professional or academic endorsers)
- Interviews with the Admission board
- Admission decision based on the Application file + interviews + recommendations

## Tuition fees and Scholarships:

- 13 500 € for the whole program (M1+M2)
- 7 500 € for the second year (M2)
- Eligible to full and partial scholarships:
  - > the Government (Bourse du gouvernement français BGF)
  - > CampusFrance (Bourse d'Excellence Eiffel)
  - > Île-de-France Region (Bourse Master Île-de-France)
  - > MIM scholarship
- Financial support for French professionals (Fongecif, Dif, Cif, Opco)

## Le Cnam and its International Institute of Management - facts & figures

A unique French Public University with more than 200 years of experience in delivering professional and academic programs (591 diplomas and certifications offered)

Circa 1,000,000 le Cnam alumni network.

Located in downtown Paris.

Our Post Graduate Programmes & Degrees are fully accredited by the State Grade Level, AMBA (Association of MBAs) and CGE Accreditation.

Faculty combined of university professors and industry professionals offering a dual academic approach applied and reflected in practice.



## Contacts

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«Other than the academic experience I gained by participating in the MIM program, the main thing I was able to learn was how to be part of a multicultural environment. Working, studying and interacting with people from all over the world gave me a great advantage and prepared me for my current situation, since I'm living in a foreign country and working among people with different cultural and social backgrounds...»

Loukia Zacharia, Greek, cohort 2014  
Corinth Pipeworks – Financial Controller, Germany

