

### Objectives of professional study

The purpose of the formation is to form students who are able to:

- > understand the clockwork of globalization at the same time under their social, economic and managerial dimension
- > accompany firms in new competitive conditions
- > ameliorate the perspectives of development and deployment in the international firms
- > adapt products and services in a double worry of profitability and adequacy at request
- > optimize their internal and external communication

The students will be at the same time prepared for taking care of international plans (since the definition of needs up to the installation on the market) and for accompanying such plans (management of plan, development of products and services, advertising creation, establishment of firms, commercial development...).

### Pedagogic method

- > This formation is generalist and transversal. The program alternates theoretical courses, study cases and professional experiences

- > Courses are trained by professionals, experts and specialized teachers of institute Mines-Telecom Business School
- > A professional thesis, written at the end of the formation, creates a link between theoretical and experimental aspects. A professional training period of 6 months abroad in a country of the studied geographical zones or in France in an international company is required.

### Jobs/ Markets

At the issue of this formation, the students can choose many ways:

- > Industrial and commercial area: commercial staff export, responsible for zone, responsible for subsidiary, representative purchase / sales, marketing representative, leader of products
- > Areas banks, insurance, tourism, advertising
- > Expertise and advice: engineer of business, international consultant, adviser in international development, loaded with financing of plans, project manager, responsible for zones or for logistics, international purchaser

### Informations

5 months of class and 6 months of internship

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sur le groupe **IMT-BS**



## CYCLES

HOURS

ECTS

### FUNDAMENTAL CYCLE

B2B Marketing	21	2.5
Information Technology and Total Quality Management	15	1.5
Supply Chain Management: Tactics and Operations	15	1.5
Management of Innovation and Change	15	2
Strategy Simulation	21	2.5
Digital Marketing	21	2

### DEEPENING CYCLE

Operational and In-depth marketing	24	2.5
International Trade and communication	30	2.5
International Marketing	21	2.5
International Business	21	3

### PERSONAL DEVELOPMENT CYCLE

Personal Development and Communication Skills	15	1.5
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### APPLICATION CYCLE

Methodology of research	30	2.5
Professional Thesis	100	3.5
Teaching Hours and Credits	349	30
Professional Internship and Thesis	6 months	30



Globalization defines a new context for firms. New approaches of the consumer, adaptations of products and services, new strategies to push development are necessary. Firms have to change marketing and strategic approaches, fit them to the new conditions of the market and positions faced with new competitions.

#### Chantal Ammi

training manager of "Majeure IMS"



Joining a business school, taking diversified classes while learning english was a major goal: the IMS program was the ideal learning tool for. Immersed in a selective program with a majority of foreign students, you get to resolve strategic issues with the multicultural background of the class. The professors, coming from all backgrounds and countries are also a major reason explaining the level of This master : strategy simulation, leadership, research methodology, management of innovation...all these classes were very useful to me later on as a professional.

#### Aissa Ghalmi

LVMH Junior Communication Manager, 2014 promotion