

Master's Degree International Business Realities (en Anglais)

Présentation

High-level Program organized by **iaelyon** School of Management.

Notre formation est classée parmi les meilleurs Masters, MS & MBA, **Management Interculturel** de France :

Objectifs

Contribute to enhance the international performance of companies and organizations

The International Business Realities (IBR) program aims to enlighten students on international challenges by providing them with **global and cross-cutting insights into various management situations within a multicultural context**. Increasing market globalization presents companies with new challenges making it imperative to educate future managers capable of meeting them.

It addresses the situation of both multinational and small and medium enterprises and investigates all dimensions related to their internationalization.

The 1st Year of the International Business Realities Program

The 1st Year of the Master's aims to provide students with a solid background in International Management by teaching them managerial knowledge and skills.

It helps both **understand the international environment through its economic, legal, financial and geopolitical components** and grasp the realities of companies facing new strategic, organizational and intercultural challenges.

The 2nd Year of the International Business Realities Program

The 2nd Year of the Master's helps the participants to gain a greater proficiency in International Management. Students get the opportunity to analyze international management issues from multiple perspectives to be able to develop strategies adapted to the

Durée de la formation

2 years or 1 year

Lieu(x) de la formation

- Lyon

Public

Niveau(x) de recrutement

- Bac + 3
- Bac + 4

Contacts

Responsables pédagogiques

- [COLLIN Paul Marc](#)
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(Responsable)

More information (for Students)

MASTER 1 IBR

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MASTER 2 IBR

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More information (Professionals in Long-Life Learning)

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modern business world: a world marked by volatility, uncertainty, complexity and ambiguity.

A particular emphasis is put on the development of the participants' ability to draw a link between theoretical knowledge and its application, their openness towards the different cultures and the social corporate responsibility of a manager.

The internship allows students in their 1st and 2nd year of the Master's in International Business Realities to effectively use the knowledge acquired during their studies. The internship with an international management mission can take place in France or abroad.

The IBR program is fully taught in English.

The **multicultural mix of the participants and faculty** gives the possibility to analyze and discuss business topics and issues from different points of view. The **small size of the group (25 to 30 students)** guarantees an interactive exchange with fellow students, faculty and practitioners.

The highlights of the IBR program

- EFMD accredited MSc since 2008
- Full English track
- Multicultural classroom and high level of interactivity due to the small size of the group
- Internship and Career Center providing IBR students with personalized guidance and employability support
- Double degree with the prestigious University of Economics VSE Prague, with University of Pavia, OR with University of Tübingen
- High-level research team in international management

Spécificités

The program of the Master's International Business Realities is also available to professionals in Life-Long Education and in Validation of Professional Experience.

What's new

iaelyon School of Management

Université Jean Moulin
Lyon 3
Campus Manufacture des
Tabacs
1C, avenue des Frères
Lumière - CS 78242 -
69372 LYON CEDEX 08
(FRANCE)

Inscriptions

Modalités d'inscription

Application Calendar

Handicap

Pôle Handicap Étudiant



<https://iae.univ-lyon3.fr/>

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Admission

Pré-requis

Formation(s) requise(s)

ADMISSION REQUIREMENTS

- either a three-year national University degree (Bachelor's or 180 ECTS credits) in a speciality compatible with the requested Master's or having a strong management component;
- or, under the same conditions, a degree or state-approved level 2 title or a title approved by a national regulation at the same level;
- or a three-year foreign University degree in a specialty compatible with the requested Master's.

Candidature

Conditions d'admission / Modalités de sélection

This Master's is designed for committed students with a solid prior curriculum, having an international focus, being proficient in English and other foreign languages, being able to adapt rapidly and prepared to engage in an intensive academic program.

Selection is made on the basis of an application file :

- Academic results
- Results to [Score iae Message test](#) or TAGE MAGE or GMAT tests
- Results to [TOEIC or TOEFL](#) + professional project (CV and cover letter).
- **Individual interview after the first selection round.**

PLEASE NOTE: the SIM Test is not required for iaelyon students and for professionals in Life-Long Education.

Master 2 students are furthermore invited to an individual interview if they passed the first selection round.

Et après ?

Niveau de sortie

Année post-bac de sortie

- Bac + 5

Niveau de sortie

- Niveau 7



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Secteurs d'activité ou type d'emploi

Completing the 1st year of the Master's in International Business Realities

opens the doors to the 2nd year of the Masters' in this speciality or in any other related speciality in France or at one of the international partner Universities of iaelyon School of Management.

Students graduating from the Master 2 Program have the skills and the competencies to work for multinationals or SMEs with a strong international focus.

Graduates may start their career as a project or product manager in companies in an international field.



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Programme

PROGRAM ORGANIZATION

The Master's in International Business Realities is divided into 4 semesters organized as follows:

- Semester 1: September to December
- Semester 2: January to beginning of April: Academic program, April to July: Internship
- Semester 3: September to beginning of January
- Semester 4: 6-month internship starting from January or later

The internship is a period of exposure to a professional environment during which students acquire professional skills and apply the knowledge they gained during their curriculum in order to earn a degree or qualification and foster their professional integration.

Nb. of hours: 702

- 358 in the 1st Year
- 344 in the 2nd Year



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Master's Degree International Business Realities - Content

Semestre 1

UE1 - Operating in international environments (6 ects)

Content

- [06260284 - International operations and organisations](#) (CM : 20h - 3 ects)
- [06260285 - Legal environments](#) (CM : 20h - 3 ects)

UE2 - International Development: action and research (6 ects)

Content

- [06260287 - International corporate strategies](#) (CM : 20h - 3 ects)
- [06260286 - Preparation to research in International Business](#) (CM : 20h - 3 ects)

UE3 - Financing International Operations (6 ects)

Content

- [06300793 - Financing International Operations](#) (CM : 20h - 3 ects)
- [06300794 - ESG Risks](#) (CM : 20h - 3 ects)

S1 - UE4 - Cours E-learning (2 cours) + cours spécialité (1 cours) (9 ects)

2 cours au choix / 2 Electives

- [06220631 - Les outils du management de projet](#) (CM : 20h - TD : 1h - 3 ects)
- [06300692 - Les outils de simulation financière](#) (CM : 20h - TD : 1h - 3 ects)
- [06310253 - Coûts et décision](#) (CM : 20h - TD : 1h - 3 ects)
- [06211086 - Manager des équipes et leadership](#) (CM : 20h - TD : 1h - 3 ects)
- [06211094 - Management interculturel](#) (CM : 20h - TD : 1h - 3 ects)
- [06290653 - Fondamentaux et design de projets e-business](#) (CM : 20h - TD : 1h - 3 ects)
- [71200168 - Infographie](#) (CM : 20h - TD : 1h - 3 ects)
- [06290819 - Responsabilité Sociétale des Organisations \(Formation et Certification CforCSR®\)](#) (CM : 20h - TD : 1h - 3 ects)
- [06290825 - S'informer à l'ère des fakes news et des algorithmes](#) (CM : 20h - TD : 1h - 3 ects)

1 cours de spécialité au choix / 1 Elective

- [06260262 - International Business knowledge and current affairs](#) (CM : 20h - 3 ects)
- [06260263 - Internationale Betriebswirtschaftslehre und Zeitgeschehen](#) (CM : 20h - 3 ects)
- [06260264 - Conocimiento de negocios internacionales y asuntos de actualidad](#) (CM : 20h - 3 ects)

UE5 - Jeu d'entreprise / Business Game (3 ects)

Contenu

- [06290580 - Jeu d'entreprise / Business Game](#) (CM : 20h - 3 ects)

Semestre 2

S2 - UE1 - Data and project management (6 ects)

Content

- [06220730 - Data analytics](#) (CM : 20h - 3 ects)
- [06220731 - Innovation and project management](#) (CM : 20h - 3 ects)

S2 - UE2 - International marketing in intercultural environments (6 ects)

Content

- [06260288 International marketing](#) (CM : 20h - 3 ects)
- [06260289 - Intercultural environments](#) (CM : 20h - 3 ects)

S2 - UE3 - Conférences

Contenu

- [06290607 - Conférences](#) (CM : 20h - 0 ects)

UE4 - Cours E-learning (2 cours) (6 ects)

2 cours au choix

- [06220632 - Les outils du management de projet](#) (CM : 20h - TD : 4h - 3 ects)
- [06300693 - Les outils de simulation financière](#) (CM : 20h - TD : 4h - 3 ects)
- [06310254 - Coûts et décision](#) (CM : 20h - TD : 4h - 3 ects)
- [06211086 - Manager des équipes et leadership](#) (CM : 20h - TD : 1h - 3 ects)
- [06211095 - Management interculturel](#) (CM : 20h - TD : 4h - 3 ects)
- [06290654 - Fondamentaux et design de projets e-business](#) (CM : 20h - TD : 4h - 3 ects)
- [71200169 - Infographie](#) (CM : 20h - TD : 4h - 3 ects)
- [06290819 - Responsabilité Sociétale des Organisations \(Formation et Certification CforCSR®\)](#) (CM : 20h - TD : 1h - 3 ects)
- [06290825 - S'informer à l'ère des fakes news et des algorithmes](#) (CM : 20h - TD : 1h - 3 ects)

UE5 - Séminaire international / International Seminar (3 ects)

Contenu / Content

- [06260253 - Séminaire international / International Seminar](#) (CM : 18h - 3 ects)

S2 - UE6 - Expérience Professionnelle / Professional Experience (9 ects)

Contenu / Content

- [99010995 - Note entreprise](#) (2 ects)
- [99010994 - Note de synthèse \(50%\) et Soutenance \(50%\)](#) (7 ects)

Semestre 3

S3 - UE1 - Consulting, Project and Product Management (6 ects)

Contenu

- [06201107 - Project and product Management](#) (CM : 20h - 3 ects)
- [06220685 - Consulting](#) (CM : 20h - 3 ects)

S3 - UE2 - International Law and Regulations (6 ects)

Contenu

- [01260219 - International Business Law](#) (CM : 20h - 3 ects)
- [05260108 - International trade Relations](#) (CM : 20h - 3 ects)

S3 - UE3 - Negotiations and Partnerships (6 ects)

Contenu

- [06320209 - International Negotiations](#) (CM : 20h - 3 ects)
- [06330146 - Management of Partnerships / Procurement](#) (CM : 20h - 3 ects)

S3 - UE4 - Change Management and OB (6 ects)

Contenu

- [06320209 - International Negotiations](#) (CM : 20h - 3 ects)
- [06330146 - Management of Partnerships / Procurement](#) (CM : 20h - 3 ects)

S3 - UE5 - 1 Elearning course + 1 specialty course (6 ects)

Contenu

- [06201108 - Geographic specificities](#) (CM : 20h - 3 ects)
- [06290819 - Responsabilité Sociétale des Organisations \(Formation et Certification CforCSR®\)](#) (CM : 20h - TD : 1h - 3 ects)

Semestre 4

S4 - UE1 - Controlling and risk management (6 ects)

Contenu

- [06300761 - Risk Management](#) (CM : 20h - 3 ects)
- [06310282 - Controlling](#) (CM : 20h - 3 ects)

S4 - UE2 - IHRM and Leadership (6 ects)

Contenu

- [06201109 - Leadership and governance in Multinational Organizations \(MNOs\)](#) (CM : 20h - 3 ects)
- [06211166 - IHRM \(International HR management\)](#) (CM : 20h - 3 ects)

S4 - UE3 - International Innovation (3 ects)

Contenu

- [06220686 - International innovation](#) (CM : 20h - 3 ects)

S4 - UE4 - International Seminar and Project (5 ects)

Contenu

- [06260274 - Séminaire international / International seminar](#) (CM : 18h - 2 ects)
- [06201110 - Project](#) (CM : 22h - 3 ects)

S4 - UE5 - Intership and Thesis (10 ects)

Contenu

- [06290732 - Méthodologie du mémoire \(2h mention\)](#) (CM : 2h)
- [06290733 - Methodology of the final thesis](#) (CM : 2h)
- [06290734 - Final thesis \(75%\) & Oral presentation \(25%\)](#) (8 ects)
- [99011091 - Internship](#) (2 ects)