Master Droit, économie et gestion mention management stratégique parcours International Business and Corporate Development

Build an international expertise and become an international (business or corporate) developer! Acquire the strategic mindset and skills required to manage firms in a challenging globalized, sustainable and digitalized world.

Présentation

Publics / conditions d'accès

This Master's degree in **International Business & Corporate Development** is a national degree in line with the standardized European System of higher education and the Master Diploma is delivered under the control of the French Ministry of Higher Education. This Master is part of our international programs named **"Masters In Management" (MIM)**.

It is designed around the framework of:

- **An orientation week** with **intercultural integration, team building activities** and **practical information about "student life" in Paris** at the beginning of Master 1 (Year 1) and Master 2 (Year 2) that helps international students to integrate into the multicultural environment of the Master. Additional activities during the year such as **Cultural and Companies' visits or Guest speakers** will help students **to expand** their horizons **and refine** their **professional orientation**.

- **Master 1 (Year 1)** with **Core curriculum of Management**. The Master 1 helps students to understand the rules and practices of an organization as well as the different modalities of its management. The learning outcomes of the first year are **then applied in a team-based experience (Integrative Group Project)** that enables students to learn by action as required in the professional environment.

- **Master 2 (Year 2)** with **Specialization modules in International Business & Corporate Development.** Master 2 helps students to:
  - Acquire theoretical and practical knowledge **to become an international (business or corporate) developer**
  - Develop a **strategic** and international mindset
  - Be equipped for a more **digital** and **global** job market
  - Engage in **sustainability management**
  - Learn by doing with a combination of business simulations, real projects and case studies **through a practical approach**
  - Practice soft skills by learning from **international peers, international managers and professors** who share your passion and **real-life experiences**

- **A professional experience** (**Internship/Job**) **from 3 to 6 months**. The professional experience offers an "action learning" opportunity. **A professional thesis** (end-of-year dissertation) will allow students to step back and master the tools seen in Master 2 in integrating the theoretical approach and the practical approach seen during the course or during the internship/job.

Mis à jour le 01-07-2026

Arrêté du 30 mai 2025. Accréditation jusque fin 2029-2030. le 30-05-2025

Fin d'accréditation au 31-08-2030

Code : MR13403A

120 crédits

Master

Responsabilité nationale : EPN15 - Stratégies / Alexis POKROVSKY

Responsabilité opérationnelle : Thierry GODELLE

Niveau CEC d'entrée requis : Niveau 6 (ex Niveau II)

Niveau CEC de sortie : Niveau 7 (ex Niveau I)

Mention officielle : Arrêté du 30 mai 2025. Accréditation jusque fin 2029-2030.

Mode d'accès à la certification :

- Validation des Acquis de l'Expérience
- Formation continue
- Contrat de professionnalisation
- Apprentissage

NSF : Spécialités plurivalentes des échanges et de la gestion (310)

Métiers (ROME) :

Code répertoire : RNCP42352

Code CertifInfo : 105827

Contact national :

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Admission access: Students can apply from Master 1 (for the 2-year program) or directly to Master 2 (for the final-year program). The Master is open to all students with a Bachelor degree, regardless of their previous fields of study. This creates an ambiance of cultural diversity and knowledge sharing during the course: engineers, social scientists, linguists and management students mix together to share their experiences. 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 project. The Master receives applications all-year-round. It is part of the Masters In Management Program (MIM) of Cnam-International Institute of Management (https://iim.cnam.fr/master-in-management/).

Application Requirements:

- Bachelor's Degree & Transcript
- Proficiency in English (e.g. Toefl IBT: 85 or IELTS: 6.0 - **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. **Download the Application Form at http://iim.cnam.fr/master-in-management/**
- 2 recommendation letters (from professional or academic endorsers)
- Interviews with the Admission board

Objectifs

Build an international expertise, acquire a strategic mindset and become an international (business or corporate) developer: 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. The Master in International Business and Corporate Development addresses all the strategic dimensions of the international development of the enterprises.

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 is designed to:

- **Develop students' critical thinking as well as practical knowledge** through real case studies, feedback from very experienced professionals and a minimum 3-month professional experience.
- **Provide students with the strategic mindset and 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, students 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.

Modalités de validation

Students must obtain all the credit requirements in the curriculum.

Compétences

Core skills:

- Ability to **conduct competitive intelligence** by watching and searching for quantitative and qualitative information about the international environment and 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 a company.
- Ability to **conduct sustainable and digital development**.
- Ability to **implement International Development Strategy** (customs, commodity trading, financing, legal issues and risks coverage).
- Ability to **operate and negotiate in a multicultural and changing environment.** Students will develop interpersonal skills that make it possible to work with different audiences, countries or cultures and to lead international teams.

Thanks to the complete curriculum design of the Master in Management (MIM) concept, the **Master in International Business and Corporate Development** enables also students to:

- Master the principles and tools for managers of business units or firms with **up-to-date international management topics in the real business environment**
- Build a concrete view of the working environment, especially in the specific European business framework with **Professional skills development (career management, professional experience)**
- Achieve **intercultural and additional competencies** relying on students' original degree in sciences or engineering or students' intercultural experience and engagement.
- Study and **practice skills in the international language of business: English**, yet obtain **free additional French language classes** (different levels) and French culture;
- **Study in downtown Paris**, providing students with the opportunity to meet and network with leading global organizations, and allowing them to present themselves with confidence to the world's top companies.

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 a large type of positions such as International Business Developer, Entrepreneur, International Brand Manager, Consultant in international development, Project Manager, Business

Analyst, International Sales & Marketing Manager, Logistics & Production Manager, Area Manager, Financial Controller, Senior finance officer, Chief legal counsel, etc.

Enseignements

120 ECTS

M1 60 ECTS

Orientation and Integration	US173F 0 ECTS
Financial Accounting	US172N 4 ECTS
Marketing	USM310 4 ECTS
E - Business	USM311 4 ECTS
Human Resources Management	US172Q 6 ECTS
Organization Theory	USM304 7 ECTS
Management of the firm	US172S 4 ECTS
Management Accounting	US172U 4 ECTS
Finance	US172W 8 ECTS
Management of the firm (part 2)	US172X 4 ECTS
Interactive Group Project	UA1719 15 ECTS

M2 60 ECTS

Business Law and Contract Management	USM316 4 ECTS
Career Management	US173C 1 ECTS
Business Ethics and Due Diligence	US173L 4 ECTS
International Corporate Strategy	US173S 4 ECTS
Corporate Social Responsibility	USM30H 4 ECTS
Project Management Fundamentals	US172Y 4 ECTS
Business Model Evolution & Strategic Marketing	USM312 4 ECTS
Management in multicultural contexts	US1734 4 ECTS

Consulting and Change Management	US173V 4 ECTS
E-commerce & Logistics	USM30J 4 ECTS
International Corporate Finance	US173X 4 ECTS
International Marketing	USM317 4 ECTS
International Trade	US173U 4 ECTS
Professional Experience and Master Thesis	UAMG16 11 ECTS