MSc Management in International Business, awarded by Grenoble Ecole de Management

Module Title	Learning Objectives of Module

Global Business Operations Serious Game	This course is an integrative activity where students have to work in group to make decisions on a variety of business areas: finance, production, marketing, human resources, etc. It is based on the CESIM Global Challenge. Throughout the week, students have to make decisions, submit several documents where they motivate their decisions or provide analysis of the competitive dynamics, and finally prepare an oral presentation to be made at the closing of the game. At the end of the module, students will: have an understanding of the interrelations between main business decision areas (marketing, finance, supply chain, human resources etc.) be able to make decisions under time pressure taking into account all functions' constraints and objectives have an understanding of how fundamental strategic and functional decisions impact financial statements be able to work effectively in a multicultural team - have improved cooperation, communication, negotiation, and leadership skills
Corporate Geopolitics	The course consists of the following materials and activities: Harvard country cases that focus on macroeconomic issues for class discussion and for final exam: Balance of Payments analysis is an important element of this. Discussion and examples of regional integration e.g. EU, NAFTA, ASEAN BDC q191.21 487.39 3ETQq191.21 487.39 3

Business Analytics Management	The objective of this interactive and hands-on course is to provide a

Information Systems for Digital Business

Information and knowledge are now recognized as critical resources in the modern organization. Information Systems (IS) are socio-technical systems made of Information Technology (IT), people, organizational structures and business processes.

Information systems due to the dramatic progress of IT (e.g., computers, software, networks) in the last forty years now represent the nervous system of most enterprises, and have become a crucial resource to ensure the competitive viability of almost any business. In fact, most organ -creating strategies, products and processes today entail significant reliance on information and information systems.

In spite of the rising complexity and pervasiveness of IT-based information systems, there is a persistent scarcity of business managers who are well versed in IS. Historically, the IS function has been the province of technologists who were not trained in management schools. However, IT specialists typically lack a sufficiently detailed understanding of the objectives, priorities, and business processes of an organization. Thus, they are unable to conceive, select, design, develop and implement adequate information systems without the significant active involvement of business managers. It is therefore of paramount importance that functional and general managers (i.e., non-IT-specialists), for whom information systems are a vital resource, develop a profound understanding of IT and IS. While leaving the IS function solely in the hands of technologists is a

Corporate Finance

Corporate Finance covers most of the aspects of finance within a company.

Amongst the most important decisions taken by managers of corporations are the selection and the financing of investment projects
course addresses the basic principles of corporate finance:

- the role of finance in corporations, the financing cycle and the conditions of value creation - compounding, discounting, and the net present value
- the investment decisions: cash-flow forecasts and investment selection criteria (NPV,
- the financing resources of corporations: equity and financial debt,
- equity financing: how to raise money by issuing equity, estimation of the cost of equity (Gordon-Shapiro model, capital asset pricing model),
- debt financing: main types of debt (bank loans, bonds, leasing), how to issue debt, calculation of the cost of debt (bank debt, bonds, leasing)
- the weighted average cost of capital

At the end of the course, the students should:

- understand the financial cycle, the importance and the consequences of investment and financing decisions
- be able to compound and discount interest and to calculate net present values
- be able to make various types of investment decisions (such as the launching of new product, equipment replacement, make or buy) using the discounted cash flow method.
- understand the differences between equity and debt, identify the main types of equity and debt and the way they are raised by companies
- be able to calculate the cost of equity, the cost of debt, and the weighted average cost of

International Financial Risk Management	Multinational firms, as compared to purely domestic ones have greater opportunities in terms of diversiBT/F1 c Tf1 0 0 1 196.37 747.5

Research Methods

The importance of competent, rigorous and contributive research is essential to the progress of both academic knowledge and decision making and evaluation processes in business and organisational application.

This module will introduce and practice students in the understandings of knowledge and theory and how to develop and refine lines of enquiry that contribute effectively to knowledge areas and organisational development.

Students will learn the essentials of organising a research project and the standard practices and methodologies of data collection for a specific purpose, organising and analysing the data and presenting logical conclusions and recommendations.

The following key aspects and areas of research will be introduced and practiced within the module:

Introduction to research. The theory of knowledge and the importance of good research in the decision making process. Key terms and theories of research
Developing Topics and Research Questions. Developing and framing a valid Research Question and/or identifying a hypothesis to test and Sample Frame and Population identification and access strategies -
Secondary Data Collection and Analysis Sourcing, reviewing and analyzing secondary data
Methodology and Research Des.21 33(f)6646.18 T374.09 34

	The following topics will be covered:	
	Leadership Perspectives	Intro session to set the stage for what leadership is, covering different perspectives and evolutions of leadership.
	Ecological Crises	We focus on how leadership addresses environmental issues at the interface of their organization.
	Social Crises	We focus on how leadership addresses issues pertaining to socio-economic issues (e.g., inequality, poverty, war) at the interface of their organization.
	Cultural Crises	We focus on how leadership responds to issues of diversity, focusing on marginalized groups at the interface of their organization.
Managing Global Teams	How to manage teams, especially in international context, is a critical challenge for managers. This module provides key tools and perspectives to manage the organisation and facilitate team	

would help the students to understand the impact of transactions and business decisions on the financial situation of the firms.

On completion of the module, student would be able to:

- Comprehend the main objectives of the financial accounting.
- Master the concepts, assumptions, principles, rules, and constraints in financial accounting.
- Understand the financial statements : balance sheet, profit & loss and cash flow statement and the relationship between business transactions and their impact on the financial statements.
- Mobilize different sources of accounting information as one of the relevant sources of information in firm decision making process.
- Calculate key ratios and interpret them in order to perform a

LANGUAGE (Either one)	
French	This course is designed for complete beginners. Students will learn the basics in French in order to allow them to deal with everyday situations. Additionally, the course will give students a broader understanding of the French social and cultural context. Following this course, students will be able to: introduce themselves and talk about what they do in life handle everyday situations talk about their home country purchase goods and ask for their prices - use the present tense
Chinese	A beginner's introduction to Chinese language and Chinese writing. The course will look at simplified Chinese characters. An introduction to Chinese culture will also be given. Pronunciation of Pinyin Rules relating to writing Chinese characters Basic grammar - How to introduce oneself

Final Dissertation

The final dissertation is one of the core components of the second year of the program. The academic dissertation asks students to understand and analyze a key business or managerial issue. Students first undertake an extensive review of our current knowledge of the issue through an in-depth literature review. Working with their tutor, students then identify an area that requires further exploration (Research Gap) and a methodology for filling that knowledge gap (Research Design). Students will undertake original research (Data Collection) to fill the pre-defined gap before writing up their findings and considering their personal contribution to the chosen research domain. This includes an analysis of the academic and practical / managerial implications of their research.