

SESSION 1 - Intake on May 21st, 2024

Course	Course description
1. Dynamic Public Speaking	The aim of this class is to help students be convincing while pitching for business purposes (theory and practice with a Shark Tank exercise).
2. Intercultural Communication	The aim of this class is to build awareness of cross-cultural experience and how to deal with communication in an international world.
3. International Marketing	This course will allow student to better grasp the important of strategic marketing tools in international business development. Students will be able to better understand international marketing with an insight into French brands like Hermès and their international strategies.
4. Sustainable Entrepreneurship	The course aims to raise critical awareness of the learners' own perceptions of the concept of sustainable entrepreneurship and confront these with a theory and practice-based understanding of sustainable entrepreneurship. It also aims to develop entrepreneurial ideas for sustainability-based start-ups.
OR	
4. Social Responsibility in a Digital Era	This course teaches students to identify and deal with the differences and barriers that they will face as managers or international team members.

SESSION 2 - Intake on June 18th, 2024

Course	Course description
1. Intercultural Negotiations	This course is an introductory course on understanding international negotiations, focusing on the fundamentals of negotiations. They will look at the theoretical elements of negotiation and apply them in class during several roles-plays organized by the teacher.
2. Managing Innovations	Students who complete this module will be able to understand the nature of innovation and its role in various types of organizations today. They will also understand various components of the innovation process, the specific features of each component, and how the components may be combined in various organizations. They will identify several ways in which innovation may be encouraged in different types of organizations, and the tools and techniques used to foster innovative behavior.
OR	
2. Sustainable entrepreneurship	The course aims to raise critical awareness of the learners' own perceptions of the concept of sustainable entrepreneurship and confront these with a theory and practice-based understanding of sustainable entrepreneurship. It also aims to develop entrepreneurial ideas for sustainability-based start-ups.
3. International Business	This course will help students understand brands and marketing and their international strategy. In group, they will analyze one of the Fortune 500 companies.
4. Sustainable Initiatives in France	In this course, students will discover local initiatives, sustainable urban development, and biodiversity strategies. This course will be based on teamwork.
OR	
4. Management of Organizations	This course will familiarise students with how organizations function regardless of whether they are global corporations, family businesses or start-ups. Students will learn the 7S Model that captures how the organizations operate: the strategies, structures, systems skills of management, staff, and shared values. They will apply the model in practical exercises, working out the plan of introducing an innovation into the organization.