

# Master / International Business Administration

ESDES Lyon Business School

Business developer training program

**FACULTY OF ECONOMIC SCIENCES AND MANAGEMENT**

Gain a solid perspective on the nature of business competitiveness and acquire skills to evaluate the complexity of the international business arena by mastering analytical tools for key decision-making processes.

It is taught 100% in English.

[French version](#)



**MASTER / INTERNATIONAL BUSINESS ADMINISTRATION**

## STUDY IN FRANCE

### PRESENTATION

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Studying at Master's level allows you to choose your specialization and become an expert in your chosen field. The MasterClasses chosen each semester offer advanced teaching to strengthen this expertise and clarify your professional objectives.

The International Business Administration specialization is full-time and 100% in English.

### OBJECTIVES

- To prepare being international business leader
- To offer a project-based learning process which combines theory and simulation
- To provide analytical tools for decision-making
- To acquire the ability to evaluate the complexities of international business

- To develop communication, leadership and teamwork skills

## HIGHLIGHTS

- Generalist program focused on international business
- Experiment management in an international context
- Class is gathering more than 10 nationalities worldwide.
- Manage intercultural relation on a daily basis

## CAREER OPPORTUNITIES

Careers open to international, within foreign companies in France or companies abroad

- Business Developer
- Market leader
- Marketing officer
- Management controller

**Degree:** Master in Management

**Duration:** 2 years

**Professional experience during the program:** Consultancy project and 6-month internship

**Good to know:** It is possible to obtain a double Master's Degree during the final year at one of our partner universities

## EFMD accredited

The Grande Ecole Program has been EFMD accredited since March 2020.



## OBJECTIVES

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### PROGRAM OBJECTIVES

- To master and apply the knowledge and skills required for functioning effectively in a specialized field of business.

- To adopt ethical, social and responsible behavior by engaging in activities that impact society
- To manage operations in companies or organizations within an international context
- To contribute to the collective performance of the group by being an effective team member.
- To work efficiently with people from different cultures and operate successfully in various environments.
- To develop professional hindsight to solve problems and make subsequent decisions.
- To acquire communication skills in order to engage with a wide range of audiences in at least two different languages.
- To contribute to the digital transformation of organizations through the development of a digital mindset and expertise.

## HIGHLIGHTS

- Ideal for students who want to study business in France and wish to follow a program taught in English.
- A balanced mix of academic and professional learning
- Acquire a solid and lasting foundation for an evolutionary career
- 2 years to become an expert in one of our 5 specializations
- Develop your managerial skills and reveal your leadership potential
- Benefit from an individualized path: MasterClasses, professionalization, internationalization
- It is possible to obtain a double Master's Degree during the final year at one of our partner universities

## DETAILED PROGRAM

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### Specialization Courses - Semester 1

Course Title	Hours	ECTS
<b>Fair Trade and Sustainable Development</b>	24	3
<b>Corporate Governance</b>	24	3
<b>Business Ethics</b>	24	3
<b>International Business Strategy</b>	24	3
<b>International Marketing</b>	24	3
<b>Leadership in international Management</b>	24	3
<b>Data Management</b>	-	-
<b>Financial Management</b>	-	-

### Specialization Courses - Semester 2

Course Title	Hours	ECTS
<b>International Taxation and Social Responsibility</b>	24	3

<b>Innovation, Creativity and Project Management</b>	24	3
<b>Global Supply Chain Management</b>	24	3
<b>Global Challenge BG</b>	24	3
<b>International Business Law</b>	24	3
<b>Managing cultural diversity</b>	-	-
<b>Strategy: Choices and Implementation-</b>	-	-

### Specialization Courses - Semester 3

<b>Course Title</b>	<b>Hours</b>	<b>ECTS</b>
<b>International Financial Management</b>	24	3
<b>Business Trends &amp; Communications</b>	24	3
<b>Big Data Management &amp; Techniques</b>	24	3
<b>Entrepreneurship &amp; Business Modelling</b>	24	3
<b>International Human Resources Management</b>	24	3
<b>Digital marketing</b>	24	3
<b>Business Strategy Game</b>	-	-
<b>Research Methodology</b>	-	-

### Semester 4

Internship

[Download the detailed course list](#)

### **ADMISSIONS & CONTACT**

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See admission procedure of [Master in Management by clicking here](#).

Do you have a question about ESDES? [Contact us!](#)

The international recruitment team will answer you as soon as possible

## **Benefits of this course**

**100% in English**

**100% of  
graduates are  
employed less  
than 6 months  
after graduation**

**Double degree  
options in only 1  
semester**

## **Head of program**

### **Huiyi GAO**

#### **HEAD OF INTERNATIONAL BUSINESS ADMINISTRATION PROGRAM**

Huiyi GAO grew up in China. Prior to her PhD from the University of Lyon, she worked as a CFO for the Chinese branch of a Japanese firm. Her academic areas are international strategic management, focusing on the practices of French multinationals and on the penetration of Chinese firms in Europe. Her publications bridge Western and Eastern strategic thinking, identifying the characteristics of a new generation of Chinese business leaders.

## Contact us

**+33 4 72 32 50 48**

9.00 am to 6.00 pm  
Monday to Friday

### **Campus Saint Paul**

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