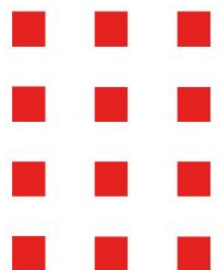


INTERNATIONAL AND EUROPEAN BUSINESS

A Programme Grande École degree offering dynamic courses in management, marketing, finance, and human resources with an international focus, preparing you for a global business career, and allowing you to specialize in one of three areas:

- *European Innovation and Transformation.*
- *Sustainable International Business and Trade.*
- *International Wine Business and Wine Tourism.*





The Specialization **International and European Business**

The program consists of 400 hours of taught classes and workshops (courses, conferences, seminars, case studies). The training is organized around Teaching Units (Unité d'Enseignement – UE –), with each unit awarding ECTS. To validate your PGE5, you must earn 60 ECTS.

Competencies & Skills

Ability to design and implement business strategies that are adaptable to both European and global markets, considering cultural, economic, and political differences.

Proficiency in leading and managing teams across different cultures, with a focus on effective communication and collaboration in international environments.

Ability to analyze and interpret financial data to make sound business decisions, with a focus on international finance and market trends.

Competence in managing international supply chains, optimizing logistics, and ensuring efficient operations across borders.

Expertise in international marketing, brand management, and customer relationship strategies, particularly in emerging markets.

Ability to think creatively and innovatively to identify business opportunities and create value in dynamic and competitive international markets.

Moreover, upon completing the IEB program, you will have the opportunity to gain specialized competencies in one of the following areas:

- Competence in managing digital transformation, innovation processes, and value-driven sales strategies to enhance organizational change and competitiveness in European and international markets.
- Ability to design and implement sustainable trade, sales, and marketing strategies that support ethical procurement and strengthen long-term customer relationships in global markets.
- In-depth understanding of global wine markets and the ability to develop strategies for promoting wine tourism and building wine brands internationally.



Learning

International Skills and Competencies: *international business expertise / international business negotiation / international soft skills essentials*

Principles of International Management: *financial Statement Analysis / international marketing / international finance / international supply chain management / international human resource management*

European Policies and Legal Innovations: *European Affairs / Artificial Intelligence and Intellectual Property Law*

Case study: *Research Methodology / Case-study Research Project*

Organizational Behaviour

3 Tracks to Choose for Specialization:

1. Sustainable international business and trade: *reverse marketing and sustainable procurement / sustainable sales management / international trade / sustainable customer relationship management*

2. European Innovation and Transformation: *information systems and digital transformation / managing innovation / entrepreneurial finance / value-based selling*

3. International Wine Business and Wine Tourism: *global wine markets / learning discoveries in wine marketing / contemporary issues in wine tourism / technology advances and innovation in wine tourism*





Additional Certifications offered by the Programme Grande École

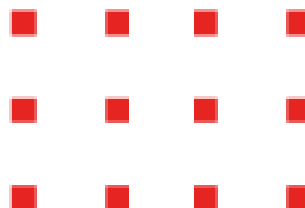
THE CLUE (**C**ross Cultural Skill, **L**anguage Excellence, **U**ncommun Activities, **E**uropean Leadership) validates the skills of Intercultural Management in a European Economic context by following European conferences and by visiting the European institutions. English classes are also a part of the evaluation criteria.

THE CforCSR Certification aims to train students to the mandatory ethical values of sustainable development and diversity (platform, conferences, debates).

THE Data Culture Certification aims to train students to the mandatory digital values. It introduces students to Data and Data Management without coding.

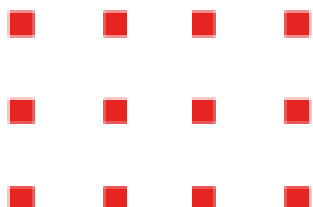
THE European Mindset teaches the students to develop their open-mindedness in a European context. Students will participate in classes and projects dedicated to European challenges.

THE Intensive Language Week during the second semester.



They are here to help you with your personal and professional projects!

THE CapCareer offers the students support for their professional and personal development. They help with the development of soft-skills for each student depending on their professional ambitions thanks to a personal coaching.





Student's testimony

« I joined EM Strasbourg in 2022 as a foreign student from Lebanon in the International and European Business program. The experience was incredibly enriching, providing me with valuable intercultural skills and teamwork abilities. The highly experienced professors went beyond academics, offering career guidance that helped me secure an internship and now a position in a leading consulting company. Thanks to EM Strasbourg, I'm on the best path! »

Elie M. student in 2023-2024

PGE Coordinators

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MASTER





Objectives:

- ✓ Train agile managers with the skills to lead and succeed in diverse international environments.
- ✓ Equip you with practical tools to apply international management concepts to real-world research and consulting projects.
- ✓ Provide a strong foundation in European and global business strategies to help you navigate and lead in both local and international markets.
- ✓ Prepare you to leverage digitalization with the skills to lead and excel in a technology-driven business landscape.
- ✓ Build a deep understanding of global industries and emerging markets, enabling you to identify and seize growth and innovation opportunities in diverse sectors.
- ✓ Convey a global vision of the business world to guide you in making informed career choices in the international arena.



Career Opportunities:

Entrepreneur/ International product manager/
Marketing manager/ Management consultant/
Director of business development/ International
sales manager/ Director of international operations/
International coordinator/ Digital transformation
manager / Trade policy analyst...

Duration:

A 1-year, full-time degree program.