

INTERNATIONAL MANAGEMENT

Diploma: Bachelor in Management 2nd year

Description: The objective of the course is to give students the tools needed to adapt and perform successfully in other business and countries, through the understanding of:

- Cultural lenses (differences, stereotypes...)
- Values of a culture, national or company
- Define effective intercultural communication
- Written communication in English
- Verbal communication in English (interviews, presentations...)
- Finance (budget negotiation outside of France)
- Current events

Hours: 24

ECTS: 3

Level: beginner