

Head of Master program

Olivier MÉRIGNAC

Head of Master 2 Management and International Trade, Trade specialisation

Access to the program

In **Master 1**, the program is aimed at students holding a bachelor in Management, Economics, Administration, Languages specialised in management or a diploma deemed equivalent.

In **Master 2**, the training is aimed at students holding a first year Master of Management with an international dimension or a diploma deemed equivalent.

The course is a full-time continuous training (CIF, professionalization period...).



IAE PAU-BAYONNE
Graduate School
of Management

MASTER
International Management

Major International Trade

Information

IAE PAU-BAYONNE

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Application

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— 2018

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Objectives

The Master's degree in International Management specialisation International Trade is intended to train executives, who will be capable of initiating and supporting the international development and establishment of corporate companies on foreign markets, thanks to their analytical capacity (export diagnostic, international opportunity and market studies), their knowledge of management and trade technics (international strategy and organization, international marketing, transport and logistics, customs techniques), foreign languages, management and intercultural negotiation.

Opportunities

Graduates from this Master's degree take on responsibilities in small and medium sized export companies, companies opening to export, large groups or their international subsidiaries, international public administrations, diplomatic organizations, non-governmental organizations in jobs such as:

- Export Director / Manager
- Export Sales Assistant
- Export zone Manager
- Export sales administration Manager,
- Export Technical Sales Manager
- Key Account Manager
- Export Consultant, Export Business Manager
- International Development Consultant
- International Internal Auditor
- International Marketing Director
- International Director
- International Product Development Manager
- International digital web marketing, E-commerce manager, E-CRM manager
- Customs Officer
- Transit agent
- Transport Manager
- International Project Manager
- Intercultural Team Manager

Program of the training

The teaching staff of this Master's degree is composed of French and foreign academics, researchers and professionals of management and international trade (senior executives, international consultants, heads of professional organizations, experts of international affairs).

To develop student's participation in lectures, conferences, real-life case studies, simulation games, project achievements, seminars and professional testimonials, innovative teaching methods are used.



In Master 1, courses and seminars are mostly taught in French, but also in English, Spanish depending on the nationality of the speaker.



The Master 2 specialisation in International Trade Course is taught in English.

Program of the training

The 1st year of this Master's degree takes place in Bayonne, Campus de la Nive, and offers the following courses:

- Fundamentals of management
- The culture of international affairs
- International management techniques and practices
- Language skills with business English and Spanish as well as management courses in foreign languages.

The Master 1 also allows students to develop their professional project thanks to specific focuses (conferences, visits ...) on business management and international trade, a mandatory internship of 2 to 4 months completed at the end of the Master 1, preferably abroad.

Specific modules are offered to students in order to understand the strategies, techniques and practices of export, management and international trade. Specific projects are developed by the students during the Master 1 in connection with career paths in international trade and export.

The 2nd year of this Master's degree takes place over 18 months:

- **A semester in Bayonne** focused on the techniques, tools and practices of export and international business development: Export diagnosis, International Sales and Distribution Strategy, International Trade Negotiations, International Transportation, Exports techniques - Customs procedures, Financial risks in international Context, International Business Law, Intercultural Communication and Relations, Corporate Social Responsibility.
- **An Export Challenge** is offered to students: halfway between the simulation game and the junior company, the challenge puts the participants in the role of Export Consultants with the objective of proposing international strategic and operational development plans for a local company, partner of the game. From the reality of the company's field, the teams elaborate market and competition studies and develop an export business plan, an implementation strategy and an international MIX for a specific market targeted by the partner company.
- **A compulsory university semester abroad** in the framework of numerous cooperation agreements (Spain, Ireland, the Netherlands, Sweden, Finland, Denmark, Norway, Croatia ...) and international agreements (Canada, China, Australia, Malaysia, Thailand) , Russia ...),
- **A 6 month internship** in a company abroad or in France on with an international or intercultural dimension.

The master's degree can be prepared either as Professional Master or Research Master. As a research Master's degree, it offers specific modules dedicated to the processes, methods and tools of research in management sciences, requires the preparation and defence of a research dissertation and allows access to the preparation of the PhD in Management Science.