

## Programme Description

### STUDY ABROAD

**Name of the programme:** Postgraduate International Business Innovation ONLINE

**Key information:**

Dates: 7 January to 14 May 2025 (exams included)

Duration: 19 weeks

Level: Level 7 (Postgraduate)

Total number of teaching hours: 169

ECTS: 30

Format: ONLINE

Assessments: All assessments will take place **ONLINE**

Prerequisites: Completion of Level 6/Undergraduate Year 3 of Business studies

Examination Board Date: 30 May 2025\*

Resit Exams Dates: 16 to 20 June 2025 (online)\* (apart for ESCE students, they will take place in their home school in France at a later date)

Resit Examination Board Date: 3 July 2025\* (apart for ESCE students, it will take place in their home school in France at a later date)

*\*The forecasted dates of the Examination Boards and the Resit Exams are indicated in your programme description, although they are subject to change based on circumstances*

**Programme Lead Name:** Valentina Vlasova

**Programme Advisor Name, Title and Institution:** Mary de Gendre, Programme Director, ESCE Paris / Monica Benzi, Deputy Director, INSEEC Grande Ecole France

### **Aims of the Programme:**

This semester of International Business Innovation focuses on developing student abilities to work and lead in multinational businesses or international start-ups. It will provide a foundation in business and management principles from a London and UK perspective, as well as addressing contemporary issues related to **technology internationalisation and globalisation**.

### **Programme Benefits:**

This programme offers students:

- Enhanced employability skills - students learn about and develop a wide range of skills that employers value, such as **leadership, motivation, strategy**, teamwork, communication skills, critical reflection, intellectual curiosity and project management.
- Perspective and experience - students relate their learning to **global megatrends** from both British and international perspectives, such as Digital Transformation, Blockchain, and Coding.
- A focus on **ethics** - students are challenged to consider the wider responsibilities that business has to society, in particular via the Ethics of AI & Big Data module.
- A distinctive, broad curriculum - students engage in experiential, experimental and collaborative learning through a variety of modules to prepare them for an organisational environment, including **the development of a start-up project**.
- A **valuable international education experience** – students broaden their international knowledge by submerging themselves virtually in all aspects of a foreign ecosystem and culture, particularly in the Intercultural Management module.
- Unique access to **industry experts across diverse sectors**.

### **Learning Outcomes:**

#### **Knowledge**

By the end of this programme, students will have demonstrated:

1. A broad and in-depth knowledge and understanding of current theory and techniques of the major key concepts underpinning innovation and its issues associated with developing and sustaining creative strategies within organisations.

#### **Skills**

By the end of this programme, students will be able to:

2. Critically reflect on leadership and teamwork skills for business decision making, including the consideration of ethical and sustainability implications for businesses.
3. Demonstrate an understanding of the techniques to communicate complex ideas orally and in writing by engaging in challenging discussion, debates, and presentations.
4. Apply critical evaluation and synthesis in a broad range of areas, in particular global perspectives and the UK ones.

#### **Values**

By the end of this programme, students will have demonstrated a commitment to:

5. Deeply engaging with the five values of OELS in line with the expectations of Postgraduate study.

**Programme Structure:**

<b>ACADEMIC PROGRAMME</b> <i>(subject to change)</i>	<b>Hours</b>	<b>ECTS</b>
<b>Innovation Management</b>		
Ethics of A.I. & Big Data	18	3
A.I. & Smart Cities	12	2
Innovation & Digital Transformation	18	3
International Experience Management	12	2
Blockchain (digital module)	1	2
Les Rendez-Vous de la Géopolitique (digital module)	6	1
Le Forum des Humanités (digital module)	6	1
<b>Entrepreneurship</b>		
Startups Pitch 4.0	24	4
Advanced Excel & Data Analytics	24	4
<b>Language &amp; Communication</b>		
Advanced English in Business	18	3
Mastering Public Speaking	12	2
Intercultural Management	18	3

**Approach to Learning:**

Modules are taught using a variety of approaches that are tailored to the subject material and the skills being developed. Students are expected to attend all classes/ workshops online and activities in their schedule and to work both alone and in collaboration with other students to complete the formative and summative assessments.

**Students must turn their camera on at every single session and must log in with their school account. If they fail to participate consistently, they will be marked as absent.**

Students are encouraged to take every opportunity to develop their English language skills by actively participating in one-on-one and group discussions. Additionally, and of critical importance, students are expected to be responsible for driving their own learning journey, spending time in independent study and immersing themselves in each subject via articles, books, podcasts, videos and other materials.

**Calendar:**

<b>January</b>	6 Jan - 11 Jan	<b>Tuesday: LONDON classes ONLINE</b> Wednesday, Thursday, Friday: no classes
	13 Jan -18 Jan	<b>LONDON classes ONLINE</b>
	20 Jan - 25 Jan	<b>LONDON classes ONLINE</b>
	27 Jan - 1 Feb	no classes
<b>February</b>	3 Feb - 8 Feb	<b>LONDON classes ONLINE</b>
	10 Feb - 15 Feb	<b>LONDON classes ONLINE</b>
	17 Feb - 22 Feb	no classes
	24 Feb - 1 Mar	no classes
<b>March</b>	3 Mar - 8 Mar	<b>LONDON classes ONLINE</b>
	10 Mar - 15 Mar	<b>LONDON classes ONLINE</b>
	17 Mar - 22 Mar	no classes
	24 Mar - 29 Mar	<b>LONDON classes ONLINE</b>
<b>April</b>	31 Mar - 5 Apr	<b>LONDON classes ONLINE</b>
	7 Apr - 12 Apr	no classes
	14 Apr - 19 Apr	<b>LONDON classes ONLINE</b>
	21 Apr - 26 Apr	<b>LONDON classes ONLINE</b>
	28 Apr - 3 May	no classes
<b>May</b>	5 May - 10 May	<b>LONDON classes ONLINE</b>
	12 May - 17 May	<b>Monday, Tuesday, Wednesday: LONDON exams ONLINE</b>