

Programme Description

STUDY ABROAD

Name of the programme: Postgraduate International Business Innovation

Key information:

Dates: 7 January to 4 April 2025 (exams included)

Duration: 13 weeks (holidays: 15-23 February 2025)

Level: Level 7 (Postgraduate)

Total number of teaching hours: 180

ECTS: 30

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

Pathways: Finance / Marketing

Examination Board Date: 20 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 comprehensive conceptual understanding of the principles and action steps of effective management in business and society with a British perspective, as well as addressing contemporary issues related to **technology, internationalisation and social enterprises.**

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 reflexion, intellectual curiosity and project management.
- Perspective and experience - students relate their learning to **global megatrends** from both London and UK perspectives, such as Digital Transformation, and Coding.
- A focus on **ethics, morals and sustainability** - students are challenged to consider the wider responsibilities that business has to society and the environment, in particular via the UN Sustainable Development Goals **index and B Corps** certification.
- 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 study-abroad experience - students develop their autonomy by living independently in a foreign country and **submerging themselves in all aspects of the local ecosystem and culture**.
- Unique access to **industry experts across diverse sectors**.
- The opportunity to choose between 2 pathways: **Finance and Marketing****.

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, techniques and key concepts underpinning innovation and the 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 technics 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, both global and British.

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:

ACADEMIC PROGRAMME <i>(subject to change)</i>	Pathways**	Hours	ECTS
Innovation Management			
Ethics of A.I. & Big Data		12	2
A.I. & Smart Cities		18	3
International Experience Management		12	2
Innovation & Digital Transformation		18	3
Entrepreneurship			
Startups Pitch 4.0		24	4
Advanced Excel & Data Analytics		18	3
Language & Communication			
Advanced English in Business		18	3
Mastering Public Speaking		12	2
Intercultural Management		18	3
Finance**			
Financial Markets: Theories & History	<i>Finance</i>	12	2
Corporate Finance & Trading Floor	<i>Finance</i>	18	3
Marketing**			
Fashion & Luxury Marketing in the UK	<i>Marketing</i>	12	2
Event Management Analysis	<i>Marketing</i>	18	3

****Programme Pathways:** 2 pathways:

- Finance
- Marketing

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 and activities in their schedule and to work both alone and in collaboration with other students to complete the formative and summative assessments.

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. Lastly, students will be encouraged to attend relevant seminars, conferences and events.