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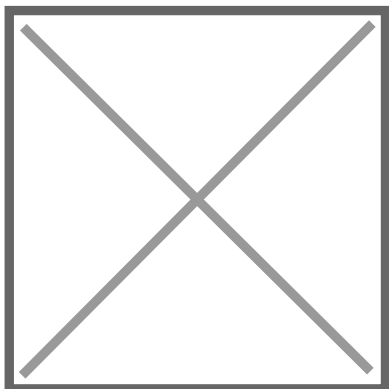
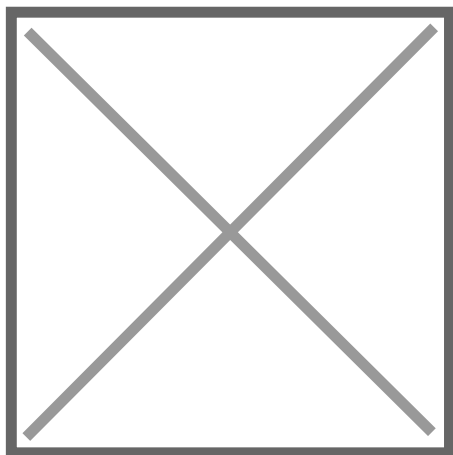
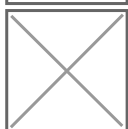
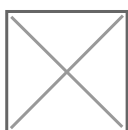
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Une erreur est survenue. Merci de réessayer ultérieurement

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Ajouter au comparateur

M1 International Business and Sustainability (MIBS)



Master

Mention Management Stratégique

Régime(s) d'inscription

Formation initiale Formation continue

Langue(s) d'enseignement

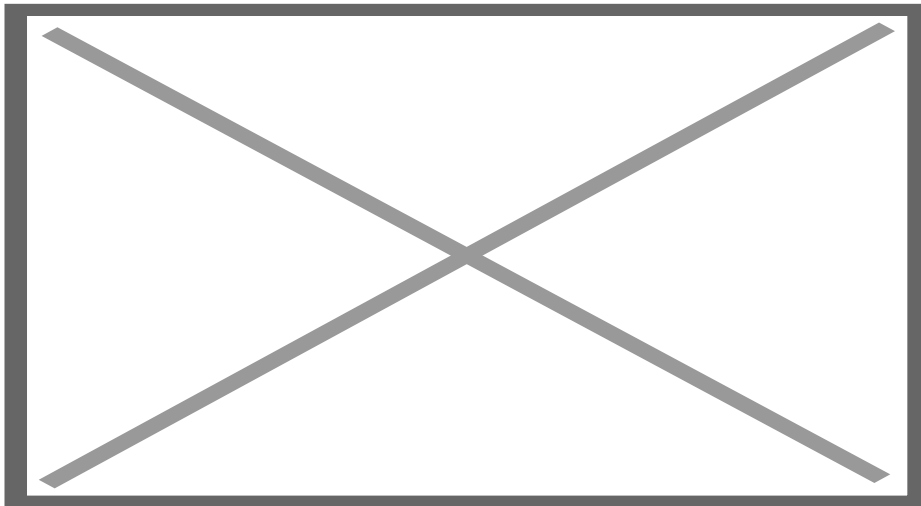
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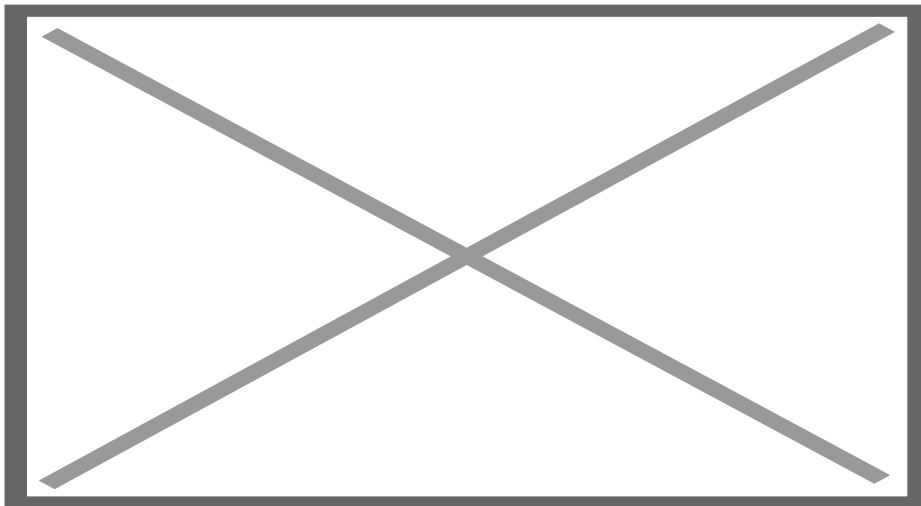
The Master of International Business and Sustainability (MIBS), taught in English, prepares professionals to work in a globalized context shaped by ecological, social, and technological transformations that no longer allow for “business as usual.” Benefiting from a strategic position within the University of Paris-Saclay, its academic networks, and corporate partners, MIBS relies on professional experiences that reinforce its relevance in the global job market.

The MIBS program takes place over two years, structured around a Master 1 (M1) and a Master 2 (M2). All courses are taught in English, reflecting the program's international dimension. FLE courses can be organized with the aim of obtaining a French certification at the end of the master’s degree.

[Télécharger la fiche détaillée](#)

[Je candidate](#)





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Informations

- [Présentation](#)
- [Admission](#)
- [Programme](#)

Présentation

Compétences

The MIBS program allows students to develop in-depth expertise in several critical areas for international businesses. Graduates acquire a comprehensive understanding of economic, political, and cultural environments, as well as mastery of management tools and processes adapted to international markets. They develop skills in strategic and operational management, marketing, finance, and supply chain, as well as leadership, negotiation, and intercultural communication skills, essential for managing complex projects in multicultural environments. All courses incorporate challenges related to ecological, social, and technological transformations. M2 is organized into four major areas of expertise:

- Develop an internationalization strategy and lead its implementation in an evolving environment
- Manage multicultural teams and develop leadership capacity
- Manage transformation projects and processes
- Manage digital transformation and master its tools
- Develop and address an applied research question in international business

Objectifs pédagogiques de la formation

The International Business and Sustainability program is designed to train executives and consultants specialized in the development of international activities, systematically integrating sustainability concerns into these activities. Within a truly multicultural learning environment, the program prepares students to understand and analyze the complex interactions between companies, markets, and international cultural and institutional environments.

The objective is to provide them with the concepts, methods, and tools needed to design and implement global strategies, lead multicultural projects, and adapt to the economic, geopolitical, ecological, and technological transformations of global trade. The aim is to develop:

- Good knowledge of business systems and processes at both strategic and operational levels;
- Strong understanding of the global business environment, and its recent major trends;
- Applied management skills in international settings;
- Comprehensive view of business functions (human resource management, marketing, operations, supply chain, and more);

In addition, the MIBS program provides students with cross-disciplinary skills such as excellent:

- Synthesis and analysis capabilities
- Organizing and project management skills

Methodological skills

Agenda

Début de la formation (date indicative)

01/09/2026

Fin de la formation (date indicative)

31/08/2027

Admission

Capacité d'accueil

Places

30

Public visé et prérequis

Le parcours MIBS est ouvert aux étudiants titulaires d'une licence ou d'un diplôme équivalent conférant le grade de licence, de préférence dans les disciplines du management, de l'économie, des études internationales ou des sciences sociales.

Une maîtrise de l'anglais à un niveau C1 minimum est requise, attestée par des certifications telles que TOEIC, TOEFL ou IELTS. Les candidats doivent également démontrer un intérêt marqué pour les problématiques internationales et de soutenabilité des activités économiques et avoir une capacité à évoluer dans des environnements multiculturels.

Le programme MIBS peut accueillir des étudiants anglophones en mobilité entrante à l'Université Paris-Saclay. Une maîtrise du français à un niveau A2/B1 minimum est requise sachant que ce niveau initial pourra être renforcé par des cours de FLE et faire l'objet d'une éventuelle certification, en fonction des besoins.

La sélection se fait sur dossier, généralement suivie d'un entretien.

Période(s) de candidature

Plateforme Inception

Du 15/01/2026 au 16/03/2026

Plateforme MonMaster

Du 17 février au 16 mars 2026

Pour connaître la plateforme sur laquelle vous devez candidater, vous trouverez plus de renseignements sur la page [Candidater à nos masters](#). Vous trouverez ci-dessous la liste des pièces justificatives demandées sur la plateforme Inception.

Pièces justificatives

Obligatoires

Copie du dernier diplôme.

Copie du passeport.

Lettre de motivation.

Tous les relevés de notes des années/semestres validés depuis le BAC à la date de la candidature.

Attestation de niveau d'anglais (obligatoire pour les non anglophones).

The program is taught in English in a French university. No prior knowledge of French is required to attend but candidates must demonstrate sufficient mastery in English (B2 level or higher, TOEIC 790, IELTS 5,5, TOEFL IBT 80 - CBT 213 – PBT 550).

Curriculum Vitae.

Facultatives

Lettre de recommandation (obligatoire pour les candidats non internationaux).

Lettre de recommandation d'un maître de stage.

Lettre de recommandation ou évaluation de stage.

Lettre employeur.

Pièce libre.

Dossier VAPP (obligatoire pour toutes les personnes demandant une validation des acquis pour accéder à la formation) <https://www.universite-paris-saclay.fr/formation/formation-continue/validation-des-acquis-de-lexperience>.

Document justificatif des candidats exilés ayant un statut de réfugié, protection subsidiaire ou protection temporaire en France ou à l'étranger (facultatif mais recommandé, un seul document à fournir) :

- Carte de séjour mention réfugié du pays du premier asile
- OU récépissé mention réfugié du pays du premier asile
- OU document du Haut Commissariat des Nations unies pour les réfugiés reconnaissant le statut de réfugié
- OU récépissé mention réfugié délivré en France
- OU carte de séjour avec mention réfugié délivré en France
- OU document faisant état du statut de bénéficiaire de la protection subsidiaire en France ou à l'étranger.

Programme

Bloc 1 - Elaborer la stratégie d'internationalisation et piloter sa mise en œuvre dans un environnement en mutations

Matières	ECTS	Semestre	Cours	TD	TP	Cours- TD	Cours- TP	TD- TP	A distance	Projet	Tutorat
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UE 4 - Global
Responsible
Marketing and
Sustainable
Development

4

Annualisé

18

10



UE 4 - Global Responsible Marketing and Sustainable Development

ECTS : 4

Semestre calendaire : Annualisé

Détail du volume horaire

Cours magistraux : 18

Travaux dirigés : 10

Langue d'enseignement

Anglais

Enseignement à distance

non

Prérequis

None

Programme / plan / contenus

Foundations of Global Responsible Marketing

- Introduction: Marketing, Globalization, and Responsibility
- Sustainable Development and Corporate Responsibility
- Cultural and Institutional Dimensions of Responsible Marketing

Tools and Strategies for Sustainable Marketing

- Rethinking the Marketing Mix (4Ps ? 4Cs/4Es)
- Brand Strategy and Corporate Purpose
- Communication Ethics and Greenwashing

Measuring and Managing Responsible Marketing

- Evaluating Impact and Performance Indicators
- Sustainable Consumer Behavior
- Innovation and Sustainability

Global and Future Perspectives

- International Frameworks and Stakeholder Engagement
- Ethical Dilemmas and Managerial Challenges

Objectifs d'apprentissage

- Analyze the challenges of marketing in a global context (examine the impact of marketing practices on consumers, society, and the environment internationally; identify cultural and institutional differences influencing the implementation of responsible marketing in various countries; and assess stakeholder expectations regarding

<u>UE 3 - Strategic Diagnosis</u>	3	Annualisé	14	7
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UE 3 - Strategic Diagnosis

ECTS : 3

Semestre calendaire : Annualisé

Détail du volume horaire

Cours magistraux : 14

Travaux dirigés : 7

Langue d'enseignement

Anglais

Enseignement à distance

non

Prérequis

None

Programme / plan / contenus

Introduction to Strategic Diagnosis

- Fundamentals of Strategy and Strategic Diagnosis
- Frameworks for Strategic Thinking

External Strategic Analysis

- Macro-environmental Analysis: PESTEL Framework
- Industry Structure and Competitive Forces
- Stakeholders and the External Ecosystem

Internal Strategic Analysis

- Resource-Based View and Internal Audit
- Organizational Structure, Culture, and Processes
- Performance and Value Chain Analysis

Integrating the Diagnosis

- Synthesizing the Strategic Analysis
- Generating and Evaluating Strategic Options
- From Diagnosis to Recommendations

Objectifs d'apprentissage

- Understanding strategic diagnosis (its role in the strategic management cycle: analysis, formulation, implementation; the normative, strategic, and operational levels of analysis; the managerial objective of strategic diagnosis in contexts of uncertainty)
- Conducting an external analysis (identifying and evaluating environmental factors, applying PESTEL methods, Porter's Five Forces, and strategic mapping of groups, identifying opportunities and threats, assessing stakeholder expectations and their influence on strategic positioning)

UE 2 -
International
Business and
Management in
France

3

Annualisé

14

7



UE 2 - International Business and Management in France

ECTS : 3

Semestre calendaire : Annualisé

Détail du volume horaire

Cours magistraux : 14

Travaux dirigés : 7

Langue d'enseignement

Anglais

Enseignement à distance

non

Prérequis

None

Programme / plan / contenus

Understanding France's Economic and Cultural Context

- Introduction to France's Economic System and Institutions
- Cultural Dimensions and French Identity
- Comparative Management and Cultural Theories

The Practice of Management in France

- Leadership and Organizational Structures
- Communication and Negotiation Styles
- Human Resource Management and Teamwork

Doing Business in France

- The French Market: Opportunities and Entry Strategies
- International Trade and Investment in France
- Corporate Responsibility and Sustainability in France

Intercultural Competence and Communication

- Intercultural Communication in French Workplaces
- Working Effectively in Multicultural Teams
- Presenting and Communicating in an International Context

Objectifs d'apprentissage

- Understanding the French economic, cultural, and institutional environment (the characteristics of the economic system and its positioning within the European and global economy, the influence of French culture on management practices, the role of public institutions)
- Understanding the specificities of management in France (management practices, decision-making)

UE 1 - European
Business Law
and Regulations

3

Annualisé

14

7



UE 1 - European Business Law and Regulations

ECTS : 3

Semestre calendaire : Annualisé

Détail du volume horaire

Cours magistraux : 14

Travaux dirigés : 7

Langue d'enseignement

Anglais

Enseignement à distance

non

Prérequis

None

Programme / plan / contenus

- Introduction to the EU and Its Legal Order
- Sources and Hierarchy of EU Law
- The Internal Market and Economic Freedoms
- The Internal Market: Principles and Objectives (Free Movement of Goods; Free Movement of Persons and Services; Free Movement of Capital and Payments)
- Sectoral Policies and Business Regulation (EU Competition Law; Consumer Protection and E-commerce; Data Protection and the GDPR; Intellectual Property and Digital Market Regulation; External Dimension and Critical Perspectives; EU External Trade Policy and International Relations; Ethics, Compliance, and Future Challenges)

Objectifs d'apprentissage

- Understanding the history, institutions, and sources of EU law
- Explaining the functioning of the internal market and economic freedoms (the free movement of services, goods, people, and capital)
- Understanding the EU's common foreign policy and applying it to economic and commercial activities (competition, consumer protection, e-commerce, GDPR, intellectual property, etc.)
- Developing a critical and practical approach to European business law (interpreting case studies related to European regulations, understanding the ethical and legal issues of regulating international trade in the European context)

Organisation générale et modalités pédagogiques

The European Business Law and Regulations course is structured around interactive sessions combining

Bloc 2 - Manager des équipes multiculturelles et développer son leadership

Matières	ECTS	Semestre	Cours	TD	TP	Cours- TD	Cours- TP	TD- TP	A distance	Projet	Tutorat
UE 8 - Conferences and Workshops	3	Annualisé	14	7							

UE 8 - Conferences and Workshops

ECTS : 3

Semestre calendaire : Annualisé

Détail du volume horaire

Cours magistraux : 14

Travaux dirigés : 7

Langue d'enseignement

Anglais

Enseignement à distance

non

Prérequis

None

Programme / plan / contenus

- Global Sustainability Challenges (how businesses respond to global environmental and social issues)
- Responsible and Inclusive Business Practices (focus on ethics, inclusivity, and sustainable governance)
- Innovation and Technology for Sustainability (Highlight how innovation and tech can drive sustainable change)
- Cross-Cultural and Interdisciplinary Collaboration (encourage intercultural awareness and teamwork in international contexts)
- Professional and Academic Engagement (these topics allow students to present or moderate discussions in realistic professional settings)

Objectifs d'apprentissage

- Develop active and collaborative participation skills (contributing to discussions, roundtables, and group work)
- Improve oral communication and professional presentation skills (presenting work, projects, or analyses to a diverse audience, using visual and digital aids, producing concise and structured reports of events attended)
- Develop networking and intercultural skills (interacting with participants from different cultures and professional backgrounds, identifying opportunities for collaboration and professional development through exchanges)

Organisation générale et modalités pédagogiques

Participation in conferences, seminars, and workshops led by academic and professional experts. These sessions provide opportunities to explore current topics through

Matières	ECTS	Semestre	Cours	TD	TP	Cours- TD	Cours- TP	TD- TP	A distance	Projet	Tutorat
<u>UE 7 - Business English or Français des Affaires 1</u>	3	Annualisé		21							

UE 7 - Business English or Français des Affaires 1

ECTS : 3

Semestre calendaire : Annualisé

Détail du volume horaire

Travaux dirigés : 21

Langue d'enseignement

Anglais

Enseignement à distance

non

Prérequis

A minimum C1 level of English proficiency is required, as demonstrated by certifications such as TOEIC, TOEFL, or IELTS.

Incoming exchange students at Université Paris-Saclay require a minimum A2/B1 level of French proficiency.

Programme / plan / contenus

1. Introduction to Business Communication
2. The Language of Meetings
3. Writing Professional Emails and Messages
4. Negotiation and Persuasion
5. Business Presentations
6. Describing Data and Trends
7. Writing Reports and Proposals
8. Telephone and Online Communication
9. Intercultural Communication
10. Branding and Corporate Image
11. Career Development and Professional Networking

Objectifs d'apprentissage

- Mastering professional vocabulary and expressions (using common vocabulary and expressions in an international business context)
- Communicating effectively in an international professional context (presenting ideas and arguments convincingly, actively participating in meetings, negotiations, and business discussions, adapting style and register to the context, audience, and professional culture)
- Writing and presenting professional documents in a structured manner (developing clear and professional presentations, reports, and business proposals, using visual and digital tools)
- Analyzing and interpreting intercultural business situations (adapting communication to cultural differences and specific professional practices in

Matières	ECTS	Semestre	Cours	TD	TP	Cours- TD	Cours- TP	TD- TP	A distance	Projet	Tutorat
<u>UE 6 - International Human Resources Management</u>	3	Annualisé	14	7							

UE 6 - International Human Resources Management

ECTS : 3

Semestre calendaire : Annualisé

Détail du volume horaire

Cours magistraux : 14

Travaux dirigés : 7

Langue d'enseignement

Anglais

Enseignement à distance

non

Prérequis

None

Programme / plan / contenus

- HR function missions, strategic alignment, and contemporary challenges.
- Processes, methods, diversity and bias, employer branding.
- Skills management, employability, and talent development.
- Performance appraisal systems, total compensation, equity, and motivation.
- Psychosocial risks, quality of work life, and transformations of work related to AI.
- Employee representative institutions, negotiation, and management of collective relations.
- Real HR case study: diagnosis, issues, and solutions.
- Presentation of an organizational HR situation analyzed through field interviews.

Objectifs d'apprentissage

- At the end of the course, students will be able to:
- Understand how HR strategy aligns with overall corporate strategy.
- Integrate CSR into HR strategy, act and make decisions in accordance with ethical principles.
- Identify and use key **HR management tools** (recruitment, training, talent development, compensation).
- Integrate employer branding and performance management into strategic HR policies.
- Analyze issues related to health, safety, and quality of work life, especially in the context of AI and digital transformation.
- Comprehend and engage in social dialogue and collective negotiation.

Matières	ECTS	Semestre	Cours	TD	TP	Cours- TD	Cours- TP	TD- TP	A distance	Projet	Tutorat
<u>UE 5- General Management</u>	3	Annualisé	14	7							

UE 5- General Management

ECTS : 3

Semestre calendaire : Annualisé

Détail du volume horaire

Cours magistraux : 14

Travaux dirigés : 7

Langue d'enseignement

Anglais

Enseignement à distance

non

Prérequis

None

Programme / plan / contenus

1. Introduction to Management
2. Organizations and Their Environment
3. Planning and Organizing
4. Leading and Motivating People
5. Leadership and Communication
6. Decision-Making and Conflict Management
7. Organizational Culture and Design
8. Strategic Management
9. Performance and Operational Management
10. Managing Change
11. Intercultural and Responsible Management

Objectifs d'apprentissage

The objective of this course is to provide students with a comprehensive and multidisciplinary understanding of organizations and their management:

- Understanding the fundamentals of management (major management approaches and theories; the main management functions – planning, organizing, leading, and controlling; the roles and responsibilities of managers in different organizational contexts)
- Analyzing organizations and their operations (organizational structure and culture and their impact on performance; key drivers of motivation, coordination, and leadership; interactions between the various stakeholders within the company)
- Implementing operational and strategic management tools (using diagnostic and planning tools, developing action plans and monitoring their implementation, understanding the challenges of performance, change, and quality management)
- Developing managerial, interpersonal, and leadership skills (effective communication within a

Bloc 3- Gérer des projets et des processus complexes

Matières	ECTS	Semestre	Cours	TD	TP	Cours- TD	Cours- TP	TD- TP	A distance	Projet	Tutorat
UE 11 - Global Finance and Accounting	4	Annualisé	18	10							

UE 11 - Global Finance and Accounting

ECTS : 4

Semestre calendaire : Annualisé

Détail du volume horaire

Cours magistraux : 18

Travaux dirigés : 10

Langue d'enseignement

Anglais

Enseignement à distance

non

Prérequis

None

Programme / plan / contenus

1. Introduction to Global Finance and Accounting
2. The International Financial Environment
3. Accounting Frameworks and Standards
4. Financial Statements and Analysis
5. Working Capital and Cash-Flow Management
6. Investment and Capital Budgeting
7. Financing Decisions and Capital Structure
8. Foreign Exchange Risk and Hedging
9. Multinational Performance Evaluation
10. Budgeting and Financial Planning
11. Strategic Financial Management

Objectifs d'apprentissage

- Understand the fundamental principles of international finance and accounting (International Financial Reporting Standards IFRS and GAAP and their application in different countries, key corporate finance concepts, including financial statements, balance sheet, income statement, and cash flow)
- Analyze and interpret global financial data (use financial analysis tools to assess the performance, solvency, and profitability of multinational companies; identify and manage financial risks related to exchange rate fluctuations, international markets, and cross-border investments)
- Plan and make strategic financial decisions (develop and monitor budgets and financial projections for international projects or companies; make investment, financing, and cost management decisions while considering international and sectoral constraints)
- Communicate and present financial information

Matières	ECTS	Semestre	Cours	TD	TP	Cours- TD	Cours- TP	TD- TP	A distance	Projet	Tutorat
<u>UE 10 - International Project Management</u>	5	Annualisé	18	10							

UE 10 - International Project Management

ECTS : 5

Semestre calendaire : Annualisé

Détail du volume horaire

Cours magistraux : 18

Travaux dirigés : 10

Langue d'enseignement

Anglais

Enseignement à distance

non

Prérequis

None

Programme / plan / contenus

1. Introduction to Project Management
2. The International Context
3. Project Life Cycle and Methodologies
4. Project Planning and Scope Management
5. Scheduling and Time Management
6. Budgeting and Resource Management
7. Risk and Quality Management
8. Intercultural Communication and Leadership
9. Stakeholder and Team Management
10. Monitoring and Controlling International Projects
11. Project Evaluation and Closure

Objectifs d'apprentissage

- Understand the fundamentals and challenges of international project management (specific characteristics of international and multicultural projects, the role of the project manager, and responsibilities related to overall coordination)
- Master project management tools and methodologies (application of traditional and agile methods for project planning, monitoring, and control; use of resource, risk, and budget management tools in an international context)
- Develop intercultural management skills (effective communication with multicultural teams and diverse stakeholders; conflict management; motivation and coordination remotely or in complex environments)
- Plan, execute, and evaluate international projects (development of detailed project plans integrating objectives, resources, risks, and performance indicators; project evaluation in terms of quality, deadlines, costs, and strategic impact; completion

Matières	ECTS	Semestre	Cours	TD	TP	Cours- TD	Cours- TP	TD- TP	A distance	Projet	Tutorat
<u>UE 9 - Sustainable Entrepreneurship</u>	3	Annualisé	14	7							

UE 9 - Sustainable Entrepreneurship

ECTS : 3

Semestre calendaire : Annualisé

Détail du volume horaire

Cours magistraux : 14

Travaux dirigés : 7

Langue d'enseignement

Anglais

Enseignement à distance

non

Prérequis

None

Programme / plan / contenus

1. Introduction to Sustainable Entrepreneurship
2. Understanding Sustainability and Innovation
3. Global Challenges and Entrepreneurial Responses
4. Opportunity Recognition in Sustainable Markets
5. Sustainable Business Models
6. Financing Sustainable Ventures
7. Stakeholders and Ecosystems
8. Measuring Impact and Success
9. Leadership and Ethics in Sustainable Entrepreneurship
10. Innovation and Technology for Sustainability
11. Scaling and Managing Sustainable Ventures

Objectifs d'apprentissage

- Understand the principles and challenges of sustainable entrepreneurship (economic, social, and environmental dimensions; key concepts related to sustainability and social innovation in an entrepreneurial context)
- Analyze the opportunities and challenges related to creating sustainable businesses (assess market needs and stakeholder expectations regarding sustainability; identify obstacles and levers for developing responsible and innovative business models)
- Develop skills in designing and managing sustainable projects (developing business models that integrate the principles of sustainability and social responsibility; integrating environmental, social, and ethical criteria into project planning and management)
- Strengthen strategic and critical thinking applied to sustainable entrepreneurship through real-world,

Bloc 4- Manager la transformation digitale et en maîtriser les outils

Matières	ECTS	Semestre	Cours	TD	TP	Cours- TD	Cours- TP	TD- TP	A distance	Projet	Tutorat
UE 14 - Information Tools and Skills 1	3	Annualisé	14	7							

UE 14 - Information Tools and Skills 1

ECTS : 3

Semestre calendaire : Annualisé

Détail du volume horaire

Cours magistraux : 14

Travaux dirigés : 7

Langue d'enseignement

Anglais

Enseignement à distance

non

Prérequis

None

Programme / plan / contenus

1. Introduction to Digital and Information Literacy
2. Mastering Office and Productivity Tools
3. Data Management and Analysis
4. Information Search and Evaluation
5. Digital Communication and Collaboration
6. Applied Project

Objectifs d'apprentissage

- Master essential digital tools and professional software (using office, data management, and analytics software for professional applications; applying advanced features to automate and optimize administrative and analytical tasks)
- Collect, organize, and analyze information (searching for relevant data from diverse and reliable sources; structuring and summarizing information to facilitate decision-making)
- Develop digital communication skills (creating clear and visually impactful professional presentations; collaborating on digital documents with local and international teams)

Organisation générale et modalités pédagogiques

The *Information Tools and Skills 1* course aims to develop the technical and methodological skills necessary for researching, analyzing, and presenting information in an international professional and academic environment. Students learn to use advanced digital tools for data management, competitive intelligence, online collaboration, and the production of professional documents.

The course is based on lectures and tutorials, guided

Matières	ECTS	Semestre	Cours	TD	TP	Cours- TD	Cours- TP	TD- TP	A distance	Projet	Tutorat
UE 13 - Change Management	3	Annualisé	14	7							

UE 13 - Change Management

ECTS : 3

Semestre calendaire : Annualisé

Détail du volume horaire

Cours magistraux : 14

Travaux dirigés : 7

Langue d'enseignement

Anglais

Enseignement à distance

non

Prérequis

None

Programme / plan / contenus

1. Introduction to Change Management
2. Models and Frameworks of Change
3. Organizational Culture and Change
4. Communication, Leadership, and Stakeholder Engagement
5. Overcoming Resistance and Sustaining Change
6. Methods, Tools, and Applications

Objectifs d'apprentissage

The objective of this course is to provide students with a cross-cutting and multidisciplinary view of organizations and their management, with a focus on change management issues. It considers organizations as complex, socially constructed systems interacting with their environment, and explores these different facets. In doing so, it will cover the fundamentals, concepts, and practices of change management. This includes:

- Understanding the foundations and challenges of change management (types of organizational change – strategic, structural, cultural, technological; impacts of change on individuals, teams, and the organization as a whole)
- Analyzing key success factors and resistance to change (assessing internal strengths and barriers to implementing change; identifying organizational, cultural, and human levers to facilitate buy-in)
- Developing and implementing change management strategies (designing change management plans adapted to strategic objectives and organizational culture; selecting and applying communication methods and tools; training and support)

Organisation générale et modalités pédagogiques

Matières	ECTS	Semestre	Cours	TD	TP	Cours- TD	Cours- TP	TD- TP	A distance	Projet	Tutorat
UE 12 - Digital Transformation Strategy and AI	4	Annualisé	14	7							

UE 12 - Digital Transformation Strategy and AI

ECTS : 4

Semestre calendaire : Annualisé

Détail du volume horaire

Cours magistraux : 14

Travaux dirigés : 7

Langue d'enseignement

Anglais

Enseignement à distance

non

Prérequis

None

Programme / plan / contenus

1. Foundations of Digital Transformation
2. Artificial Intelligence in Business Strategy
3. Designing a Digital Transformation Strategy
4. Implementing AI and Digital Projects
5. Leadership and Change Management in the Digital Era

Objectifs d'apprentissage

- Understand the challenges of digital transformation and artificial intelligence (major technological trends and their impact on business models, key concepts of artificial intelligence and their strategic application in companies)
- Develop digital transformation and AI integration strategies (analyze the opportunities and challenges related to digital transformation, define action plans for process digitization and value creation, design strategies adapted to operational needs and company objectives, understand the ethical, social, and legal implications of adopting AI and digital technologies)
- Develop analytical, decision-making, and digital leadership skills (decision-making on technological investments and AI projects, change management, and leading teams in a digital transformation context)
- Apply the concepts to real or simulated projects (conducting case studies or projects integrating digital tools and AI)

Organisation générale et modalités pédagogiques

The *Digital Transformation Strategy and AI* course

Bloc 5 - Elaborer et traiter une problématique de recherche appliquée en business international

Matières	ECTS	Semestre	Cours	TD	TP	Cours- TD	Cours- TP	TD- TP	A distance	Projet	Tutorat
UE 16 - Methods for Business Research and Master Thesis	10	Annualisé	8	14							

UE 16 - Methods for Business Research and Master Thesis

ECTS : 10

Semestre calendaire : Annualisé

Détail du volume horaire

Cours magistraux : 8

Travaux dirigés : 14

Langue d'enseignement

Anglais

Enseignement à distance

non

Prérequis

- Completion of a practical project within a company
- Research methodology course

Programme / plan / contenus

1. Introduction to Business Research
2. Theoretical and Conceptual Foundations
3. Research Design and Methodological Choices
4. Qualitative Methods
5. Quantitative Methods
6. Integrating Sustainability and International Business Dimensions
7. Writing and Presenting the Master Thesis

Objectifs d'apprentissage

This course aims to familiarize students with research methods applied to international business and sustainable development. It enables them to understand the theoretical and methodological foundations of research in management science, to develop a relevant research question related to the challenges of internationalization and sustainability, and to design a rigorous methodological framework combining qualitative and quantitative approaches. Students learn to collect, analyze, and interpret data in order to produce reliable and actionable results, while developing critical thinking and scientific rigor. Finally, they acquire the necessary skills to write and present a clear, structured Master's thesis grounded in contemporary issues of international business and sustainable development.

- Understand the foundations of management and business research (approaches and methodologies of scientific research adapted to business issues, key stages of the research process, from defining the topic to the final draft)
- Design and structure an academic research project

Matières	ECTS	Semestre	Cours	TD	TP	Cours- TD	Cours- TP	TD- TP	A distance	Projet	Tutorat
UE libre 1 ISM- IAE	3	Annualisé	21								
■											

UE libre 1 ISM-IAE

ECTS : 3

Semestre calendaire : Annualisé

Détail du volume horaire

Cours magistraux : 21

Langue d'enseignement

Français

Enseignement à distance

non

Nature de l'évaluation

Détail renseigné au niveau Élément Constitutif

[UE libre 2 ISM-
IAE](#)

3 Annualisé 21

■

UE libre 2 ISM-IAE

ECTS : 3

Semestre calendaire : Annualisé

Détail du volume horaire

Cours magistraux : 21

Langue d'enseignement

Français

Enseignement à distance

non

Nature de l'évaluation

Détail renseigné au niveau Élément Constitutif

[UE libre 3 ISM-
IAE](#)

3 Annualisé 21

■

Matières	ECTS	Semestre	Cours	TD	TP	Cours- TD	Cours- TP	TD- TP	A distance	Projet	Tutorat
■											

UE libre 3 ISM-IAE

ECTS : 3

Semestre calendaire : Annualisé

Détail du volume horaire

Cours magistraux : 21

Langue d'enseignement

Français

Enseignement à distance

non

Nature de l'évaluation

Détail renseigné au niveau Élément Constitutif

[UE libre 4 ISM-
IAE](#)

3

Annualisé 21

■

UE libre 4 ISM-IAE

ECTS : 3

Semestre calendaire : Annualisé

Détail du volume horaire

Cours magistraux : 21

Langue d'enseignement

Français

Enseignement à distance

non

Nature de l'évaluation

Détail renseigné au niveau Élément Constitutif

[UE libre 5 ISM-
IAE](#)

3

Annualisé 21

■

UE libre 5 ISM-IAE

ECTS : 3

Semestre calendaire : Annualisé

Détail du volume horaire

Cours magistraux : 21

Langue d'enseignement

Français

Enseignement à distance

non

Nature de l'évaluation

Détail renseigné au niveau Élément Constitutif

[UE libre 6 ISM-
IAE](#)

3

Annualisé 21

Matières	ECTS	Semestre	Cours	TD	TP	Cours- TD	Cours- TP	TD- TP	A distance	Projet	Tutorat
■											

UE libre 6 ISM-IAE

ECTS : 3

Semestre calendaire : Annualisé

Détail du volume horaire

Cours magistraux : 21

Langue d'enseignement

Français

Enseignement à distance

non

Nature de l'évaluation

Détail renseigné au niveau Élément Constitutif

[UE libre 7 ISM-
IAE](#)

3

Annualisé 21

■

UE libre 7 ISM-IAE

ECTS : 3

Semestre calendaire : Annualisé

Détail du volume horaire

Cours magistraux : 21

Langue d'enseignement

Français

Enseignement à distance

non

Nature de l'évaluation

Détail renseigné au niveau Élément Constitutif

[UE libre 8 ISM-
IAE](#)

3

Annualisé 21

■

UE libre 8 ISM-IAE

ECTS : 3

Semestre calendaire : Annualisé

Détail du volume horaire

Cours magistraux : 21

Langue d'enseignement

Français

Enseignement à distance

non

Nature de l'évaluation

Détail renseigné au niveau Élément Constitutif

[UE libre 9 ISM-
IAE](#)

3

Annualisé 21

Matières	ECTS	Semestre	Cours	TD	TP	Cours- TD	Cours- TP	TD- TP	A distance	Projet	Tutorat
■											

UE libre 9 ISM-IAE

ECTS : 3

Semestre calendaire : Annualisé

Détail du volume horaire

Cours magistraux : 21

Langue d'enseignement

Français

Enseignement à distance

non

Nature de l'évaluation

Détail renseigné au niveau Élément Constitutif

[UE libre 10 ISM-
IAE](#)

3

Annualisé 21

■

UE libre 10 ISM-IAE

ECTS : 3

Semestre calendaire : Annualisé

Détail du volume horaire

Cours magistraux : 21

Langue d'enseignement

Français

Enseignement à distance

non

Nature de l'évaluation

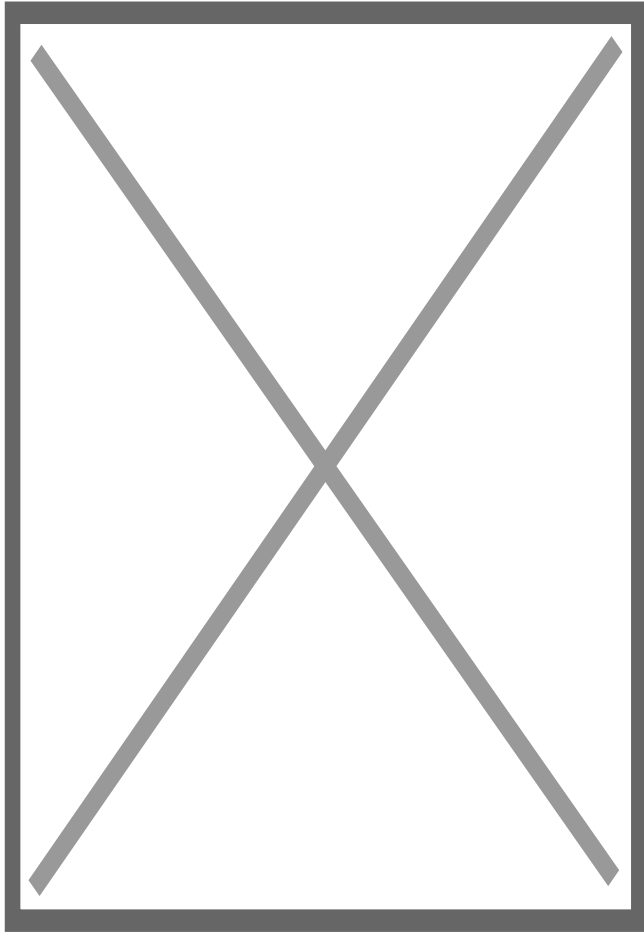
Détail renseigné au niveau Élément Constitutif

Lieu(x) d'enseignement

GUYANCOURT

Campus de la formation

Javascript est requis pour visualiser cette carte.



Saint-Quentin-en-Yvelines

Saint-Quentin-en-Yvelines

Bus 5103, 5150, 5198, 7807

RER C Saint-Quentin-en-Yvelines

[Voir](#)

Restaurant CROUS

Résidence étudiante

Bibliothèque

Contact(s)

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- **Christine JOLTREAU**

<http://www.jm.universite-paris-saclay.fr/formation/master/management-strategique/m1-international-business-and-sustainability-mibs>