



**BREST
BUSINESS
SCHOOL**

Studies are a journey!

INTERNATIONAL BUSINESS

MASTER OF SCIENCE

The Master of Science (MSc) in International Business is a 15-month English-taught program designed for high-potential students with little or no professional experience.

The objective of the program is to provide you with the technical and behavioural skills leading to a management career at the international level.

SCOPE

The Master of Science in International Business (MIB) is designed to train future international business managers and experts. The ambition of the program is to prepare learners to be successful in their future endeavors in international business. This will let you master not only the fundamentals of international business but also the technical procedures of export, import and other international business modalities. Company visits will allow you discover the real life of international business challenges and procedures.

Being a MIB student also means being part of a rich cross-cultural experience. We had the honor to train students from the five continents. In addition to multicultural students, MIB students have the privilege to exchange with professors from different national, cultural and professional backgrounds!

INNOVATIVE PEDAGOGY

The course is structured into three distinctive components including class-based lectures, field learning and an individual research experience.

FACULTY

A multicultural group of faculty members strives to continually deliver the best of international business teaching. Business executives also add their professional insights and expertise so the learning experience is complete. In the MIB program, we look at teaching as the art of knowledge sharing and career building.

THE SCHOOL

Brest Business School is one of the first business schools created in France back in 1962. BBS is a "human" size school favoring student-faculty proximity, proactive learning and individual tutorship.





ENTRY REQUIREMENTS

Three main requirements are necessary to join the MIB experience:

- Sound knowledge of English
- Hold a Bachelor's degree or equivalent
- Strong motivation to engage in multicultural team work and challenging projects

THE SCHEDULE

The program has two intakes: one in September and one in January and lasts for three semesters (≈15-18 months): two semesters for in-class learning and one semester for writing the Master Thesis.

PROGRAM CONTENT

As the program is entirely taught in English, no prior knowledge of French is required.

A course of French as a foreign language (Intermediate level French is required to carry out an internship in France) is available to help international students learn basic French so as to fully appreciate their French experience. The curriculum comprises 90 ECTS credits.

Themes and associated modules:

SEMESTER 1

- Research Methods in Management (6 ECTS-credits)
- Approach to Foreign Markets (6 ECTS-credits)
- Strategy and Company Export Development (6 ECTS-credits)
- Intercultural Management (6 ECTS-credits)
- French as a foreign language
- Job search techniques & coaching

SEMESTER 2

- International Operations Management (6 ECTS-credits)
- Emerging Markets in International Business (6 ECTS-credits)
- International Economic Environment (6 ECTS-credits)
- Leading Markets in International Business (6 ECTS-credits)
- International Business Negotiation (6 ECTS-credits)
- European Markets (3 ECTS-credits)
- Project Management (3 ECTS-credits)

SEMESTER 3

- Master thesis (30 ECTS-credits)
- Internship (optional)



TESTIMONIALS

« I learned the French business culture and was able to implement the business knowledge I gained from the school. I enjoyed the group ambiance and teachers' proximity. »

Mila (2010), Russia

« Exciting experience, one-to-one follow up and excellent group. »

Gohar (2011), Armenia

« A truly enjoyable and memorable academic and life experience. »

Jackson (2012), USA

« You should give it a try, you will not regret it! »

Jide (2013), Nigeria

« A road map to your business career. »

Maximilien (2014), France

« It's beyond the academic experience, it is a life experience! The team spirit, the group activities and the teachers are great. »

Vinay (2015), India

« A wonderful team and a gate to the professional world! »

Mehdi (2016), Morocco





HOW TO APPLY

Three steps to become a MIB student:

1. Apply online at <http://talentdays.brest-bs.com>
2. If you are eligible, have an interview with the Program Director
3. In the case of a favorable decision, confirm your application online to get your Conditional/ Unconditional Offer Letter

WANT TO LEARN MORE?

The school offers you the possibility to have a MIB trial class. Contact the International Office to book your seat.

ACADEMIC EXCELLENCE

You invest in knowledge and experience and we pride ourselves on your excellence! The school offers two scholarships for academic excellence.

INTERNATIONAL EXPOSURE

The MIB program provides students the possibility to be on a double-degree track with our international partners in Ireland and India. An annual study trip to Waterford, Ireland is part of the double-degree track.

10-15 students come to Brest Business School every year from our Indian partner, JAIN University.



JAIN UNIVERSITY
Declared as Deemed-to-be University u/s 3 of the UGC Act, 1956

HEAD OF PROGRAM

Yamen KOUBAA, PhD

Professor of Marketing,
 Distribution and
 Multivariate Data Analysis

Editorial board Asia
 Pacific Journal of Marketing and
 Logistics



HAVE A QUESTION?

Feel free to email Mickaël COLIN from the International office at mickael.colin@brest-bs.com or +33(0)22 900 6237 / +33(0)68 147 6923



Non-contractual document - september 2017



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