

MBA International Business

1. THE MBA DEGREE

CURRICULUM DESIGN

The MBA program is divided into two complementary parts:

- Phase I: Fundamental courses and core required courses (First Year)
- Phase II: Concentrations and MBA's projects (Second Year)

PROGRAM 1 ST YEAR (Tentative Program) | 60 ECTS

Phase I
UF1 Quantitative Tools of Management <ul style="list-style-type: none"> • Applied Mathematics for Business • Principles of Financial Accounting • Financial Statement Analysis I • Corporate Finance • Financial Statement Analysis II • Managerial Accounting
UF2 Business Economics <ul style="list-style-type: none"> • Fundamentals of Economics • Business Economics
UF3 French Business Culture <ul style="list-style-type: none"> • French Culture and Civilization • Foreign Languages • Discovery of French Business Specificities (visit)
UF4 Fundamentals of Management <ul style="list-style-type: none"> • Organization and Enterprise Management • Innovation Management and Digital Transformation • Humans Resources and Business Strategy
UF5 Marketing Concepts and Principles <ul style="list-style-type: none"> • Introduction to Marketing • Digital Marketing • Market Research and Analysis

Phase I
<p>UF6 Professional Culture I</p> <ul style="list-style-type: none"> • Workshop • Business English/Effective Business Writing • Business Communication • Seminars <p>UF7 Applied Computer Science</p> <ul style="list-style-type: none"> • Concepts and Methods • Information System Tools • Supply Chain Management <p>UF8 International Business Culture and Legal Frameworks of Business</p> <ul style="list-style-type: none"> • European Culture and Civilization • Discovery of international business specificities (visit) • Principles of Business Law • Labour Law • Contract and Commercial Law <p>UF9 Entrepreneurship</p> <ul style="list-style-type: none"> • Entrepreneurship Ecosystem • Business Plan Conception and Redaction • Project Management <p>UF10 Professional Careers I</p> <ul style="list-style-type: none"> • Internship • Internship Preparation Tips and Report Guide • Data collection methods in Business • Methods of data analysis in research

At the UCO MBA you spend equal time learning the fundamentals of management and learn from real-world experiences. The program is unique, challenging and rigorous. Students must be ready to transform strategy into actions at an early stage and to experience different cultures and habits in order to leverage in their future careers.

MBA1 /MASTER IN GLOBAL AND SUSTAINABLE BUSINESS MANAGEMENT				
	Credits	Hours	CTRL	Description
1UF1 Quantitative Tools of Management				
Applied Mathematics for Business	2	12h	CC/CT	This course examines mathematical tools and their business applications. It also includes the study of the main statistical techniques, an introduction to the factorial analysis and to operations research.
Principles of Financial Accounting	2	12h	CC/CT	This course summary the development of the main accounting concepts used for the administration and managerial decision-making.
Financial Statement Analysis I	1	12h	CC/CT	This course focuses provides the theoretical and practical tools necessary for corporate financial analyses, particularly emphasizing the evaluation of corporate financial structures, corporate activity and sales efficiency, using calculus and financial rates for financial analysis, while introducing risk
Corporate Finance	2	12h	CC/CT	Provides a thorough grounding in the theory and practice of financial engineering. The emphasis is on the application of derivatives pricing and hedging methodology to equity and volatility derivatives and to structured products. This course will also introduce the application of stochastic models to stock and derivatives pricing and risk management.
Financial Statement Analysis II	1	12h	CC/CT	This course the student will have the opportunity to combine the concepts and techniques obtained through all the courses in this topic (Accounting, Financial Statement Analysis I) and apply them to a real world accounting project.
Managerial Accounting	2	12h	CC/CT	This course proposes an overview of how to design and operate a cost management system. That is both a source of information and an efficient tool for decision-making. Topics cover strategic planning, budgeting and controlling responsibility centers. It includes transfer-pricing, return on investment and performance measures such as balanced scorecard.
Total UF	10	72		
1UF2 Business Economics				
Fundamentals of Economics	1	12h	CC/CT	This course provides students concepts and tools to identify and to solve business problems in using
Business Economics	2	18h	CC/CT	This course provides application support to the major economic theory and quantitative methods to analyze business enterprises and the factors contributing to the diversity of organizational structures and the relationships of firms with labour, capital and product markets.
Total UF	3	30		
1UF3 French Business Culture				
French Culture and Civilization	1	12h	CC/CT	A review of the culture and history of France, its geography, outstanding personalities, literature, art, architecture, economic and social problems, sciences, and education for international students.
Foreign Languages	1			Foreign languages provide a competitive edge in career choices or the local experience. It can be a great benefit of knowing a foreign language at work (France, German, Spanish...)
French		30h	CC	
Other				

Discovery of French Business Specificities (company visits)			OUI/NON	The students could participate in field trips to local industrial facilities. The trips cost are not covered by the University tuition fees.
Total UF	2	42		
1UF4 Fundamentals of Management				
Organization and Enterprise Management	2	12h	CC/CT	This course students will be able to understand the basic concepts of management, learn planning and decision making process and apply leadership skills and learn how to motivate employees.
Innovation Management and Digital Transformation	2	12h	CC/CT	This course the students are able to understand how to incorporate technology in the business. Likewise, the IT leader must also show precise focus to the application of establishing a systematic path that encourages interactions between digital and physical markets.
Humans Resources and Business Strategy	2	12h	CC/CT	This course includes human resources and development planning, recruitment and selection, training and development. It speaks about employee participation. It emphasizes on the importance of human resources management.
Total UF	6	36		
1UF5 Marketing Concepts and Principles				
Introduction to Marketing	2	12h	CC/CT	This course covers the key concepts of marketing from both a managerial and a consumer viewpoint. It includes the marketing mix variables products, prices, distribution and promotion.
Digital Marketing	2	12h	CC/CT	This course provides a framework to help you make the right decisions in an ever-changing digital marketing environment. Learn about our marketing map that covers the What, Who, How, Where, and When of marketing.
Market Research and Analysis	2	12h	CC/CT	This course introduces marketing research, and discusses key concepts, processes, and techniques, as well as their applications. Students gain an appreciation for the breadth and depth of the subject and its significance for a business enterprise, whether a start-up or an established company. Besides an overview of marketing research, the course covers research design, including qualitative and quantitative data, and quantitative methods used for analyzing research data to make decisions.
Total UF	6	36		
1UF6 Professional Culture I				
Workshop	2	15h	CC/CT	This workshop offers the opportunity to students to interact with real business projects for new product development projects in a practical, discussion based forums with organizational managers. The scope includes both the process of working for a real project management, as well as, the students should develop their insights and professional skills need to define, plan, and assign the work.
Business English/Effective Business Writing	2	12h	CC/CT	This course helps the student to communicate with others in practical, business-oriented situations and to express themselves in English with greater fluency, accuracy and confidence.
Opening Day		12h	OUI/NON	The students must be able to attend at least a seminar per semester that discuss subjects pertaining to Business Management or relative fields.

Business Communication	2	12h	CC/CT	This course propose to develop the skills for writing and oral business communication.. It includes writing papers such as letters, proposals, reports, research papers, and oral presentations.
Seminars	1	12h	OUI/NON	The students must be able to attend at least a seminar per semester that discuss subjects pertaining to Business Management or relative fields.
Total UF	7	63		
1UF7 Applied Computer Science				
Concepts and Methods	1	12h	CC/CT	This course helps the students to understand how they can effectively manage critical information technology resources by providing you with an experiential understanding of the fundamental infrastructure components of Information Technology that include; computing hardware, networking, operating systems, application software, applications development.
Information System Tools	2	12h	CC/CT	This course prepares students in understanding the basics about Information Management (database systems, data modeling/warehousing, relational databases), software Engineering, operating Systems, Net-Centric Computing and human Computer Interaction, Intelligent Systems.
Supply Chain Management	2	12h	CC/CT	The Supply Chain Management is a basic course in logistics, operations, planning, and sourcing, followed by a capstone course in Supply Chain Management Strategy. The Supply Chain Logistics course will cover transportation, warehousing and inventory, and logistics network design.
Total UF	5	36		
1UF8 International Business Culture and Legal Frameworks of Business				
European Culture and Civilization	1	12h	CC/CT	The aim of the courses is to provide students with an overview in cultural, ideological, cultural, economical, and institutional view of the European integration.
Discovery of international business specificities (visit)			OUI/NON	The students have the opportunity to visit an European company and discover the key patterns and trends about the enterprise industry, how competition takes place on industry level and how the complexity, unpredictability and changing dynamics of an industry can affect a company.
Principles of Business Law	1	12h	CC/CT	This course covers a wide range of legal concepts and business applications. It examines various topics closely linked with corporate activity: contracts, business agreements, impact of legal environment about managerial decisions and ethical aspects.
Labor Law	2	12h	CC/CT	The students will learn the foundations of the laws governing employees and employers. The law of agency, which underpins all employment relationships. After that, we look at a series of laws that provide workers with various rights, including the right to unionize and take collective action as part of a labor union.

Contract and Commercial Law	2	12h	CC/CT	This course will cover all of the elements of a valid contract: agreement, consideration, capacity, legality, and satisfaction of the statute of frauds. Students continue the discussion of contract law by focusing on the enforcement of agreements. They begin by examining who can enforce contracts, then discuss when contracts can be enforced in court, and end by looking into what types of awards courts will grant when a party has been the victim of a breach of a contract. Throughout this module, we will call special attention to different rules that apply to contracts for the sale of goods.
Total UF	6	48		
1UF9 Entrepreneurship				
Entrepreneurship Ecosystem	2	12h	CC/CT	This course covers the conception, design, organization, and management of new enterprises. The students have the opportunity to develop an entrepreneurial mindset and hone the skills you need to develop a new enterprise or new business ideas with potential for growth and funding.
Business Plan Conception and Redaction	2	12h	CC/CT	The students will learn to identify and communicate the nine key elements of a business model: Customer Segments, Value Proposition, Channels, Customer Relationships, Key Resources, Key Activities, Key Partners, Revenue Streams, and Cost Structure. The students will be a hands-on project. They have to present their case in both a one-page document and a 10-minutes presentation.
Project Management	2	12h	CC/CT	This course helps the student to understand the framework of project life cycle; the course covers various aspects pertaining to (i) project initiation, (ii) project planning and scheduling, (iii) project monitoring and control, and (iv) project termination. For planning and scheduling of projects, the use of project network and estimation of time and cost are covered in detail. Scheduling of projects with resource limitations is covered next.
Total UF	6	36		
1UF10 Professional Careers I				
Internship	6	70-180 days	CT	The MBA internship is structured to provide a context for students to integrate their studies and develop practical applications. The internship in MBA1 must be between 70 to 180 days (all students must gain their working experience). These days of internship could be done during the 4th term (January to June). They allow students to exercise effective responsibilities within an organization. The internship is an opportunity for the student to perfect his practice, to test the field of knowledge and to ask new questions. An agreement will then be signed between the organization, the UCO and the student. See deadline for submission of university forms. Students will stay in contact with their tutor to define their own strategy.
Internship Preparation Tips and Report Guide	1	12h	CT	This course includes a career planning course and an internship process. The second part is about the concretization of this project into the final internship or a venture creation in second semester. This course includes the coaching during the internship or the venture creation as well as the participation to the final presentations after the internship.

Data collection methods in Business	1	6h	CT	In this course, students will be able to define what business research is and identify the tools that are used. They will recognize the importance of secondary and internal research in the planning process. Also they will be able to identify constraints to help them to ask the right questions. Finally, they will be able to respond to a business research proposal.
Methods of data analysis in research	1	6h	CT	In this course, students will be able to define what primary research is and identify the various ways to conduct primary research. Also, they discuss various primary research methods for collecting data. They have to define what primary research is and be able to choose the appropriate method for their proposal. They will be able to consider various sampling and survey methods and even the less used observational method
Total UF	9	24		
Total	60	423		

2. MBA INTERNATIONAL BUSINESS: PHASE II

CURRICULUM DESIGN

The MBA is divided into four complementary parts:

- Phase I: Fundamental courses
- Phase II: Core required courses
- Phase III: Concentrations
- Phase IV: MBA project

PROGRAM 2 ST YEAR | 60 ECTS

3UE1 Common Courses
<ul style="list-style-type: none">• Human Relation
<ul style="list-style-type: none">• International Trade Techniques
<ul style="list-style-type: none">• International Marketing
<ul style="list-style-type: none">• Financial Statement Analysis
<ul style="list-style-type: none">• Foreign Language: French, Spanish, German
<ul style="list-style-type: none">• Seminar
<ul style="list-style-type: none">• Workshop
<ul style="list-style-type: none">• Career Planning and Internship Coaching
<ul style="list-style-type: none">• MBA Dissertation Guidelines
1 UE au choix
3UE2 – Alternative Option Global Management
<ul style="list-style-type: none">• Market Research and Analysis
<ul style="list-style-type: none">• Principles of Purchasing
3UE3 - Course Requirements in Finance
<ul style="list-style-type: none">• Financial Markets, Financial Institutions & Banking
<ul style="list-style-type: none">• Corporate Finance
4UE1 - Internship or Venture Creation
<ul style="list-style-type: none">• Internship or Venture Creation CC• Tutorship internship business creation• Internship or Venture Creation
4UE2 – MBA Business Research Paper
<ul style="list-style-type: none">• Tutorship Business Defence Research Paper• MBA Business Research

At the UCO MBA, student spends equal time learning the fundamentals of management and learns from real-world experiences. The program is unique, challenging, rigorous, and absolutely the right preparation for student future success working in an international environment.

Students must be ready to transform strategy into actions at an early stage need to experience different cultures and habits in order to leverage in their future careers.

MBA 2 International Business 2019 - 2020

Unité d'enseignement / Matière	Crédits	Evaluation	Hours	Description
3UE1 Common Courses				
Human Relation	4	1 CC/ 3 CT	33h	Upon completion of this course, the students will have been able to acquire: skills in human relations issues, practicing human relations situations with cases studies, get the right position facing human relations issues.
International Trade Techniques	4	1 CC/ 3 CT	33h	This course introduces students to international trade techniques. It analyzes the impact on decision making of key factors such as cultures, economic conditions political and legal systems, human resources and the different types of business climates. This course will be focused on international trade techniques and import/export.
International Marketing	4	1 CC/ 3 CT	33h	This course provides an explanation of the main marketing concepts in an international context. Case studies concern both consumer and industrial markets. It emphasizes on the student's ability to understand and solve marketing issues.
Financial Statement Analysis	4	1 CC/ 3 CT	33h	This course focuses provides the theoretical and practice tools necessary for corporate financial analyses, particularly emphasizing the evaluation of corporate financial structures, corporate activity and sales efficiency, using calculus and financial rates for financial analysis, while introducing risk analysis.
Foreign Language: French, Spanish, German	1	CC	20h	The students are should be proficient in at least one language in addition to english particularly if you want to work in a specific region or country.
Seminar	1	CC	6h	At the end of the seminar, students are expected to: 1.Be familiar with the basic issues in the functional areas of Business Administration. 2.be Able to address practical issues and problem areas in management. 3.Present a written seminar paper on any issue concerning small business management. 4.Be able to defend seminar presentations. 5.Develop skills in writing and presenting academic papers. The students must be able to attend at least a seminar per semester that discuss subjects pertaining to Business Management or relative fields.
Workshop	2	CC	20h	This workshop offers the opportunity to students to interact with real business projects for new product development projects in a practical, discussion based forums with organizational managers. The scope includes both the process of working for a real project management, as well as, the students should develop their insights and professional skills need to define, plan, and assign the work.
Career Planning and Internship Coaching	1	CC	9h	This course includes a career planning course and an internship/venture creation coaching process. The first part is about the students professional and personal project, the second part is about the concretization of this project into the final internship or a venture creation in second semester. This course includes the coaching during the internship or the venture creation as well as the participation to the final presentations after the internship (June).
MBA Dissertation Guidelines	1	CC	4h	As part of the degree formation you are expected to present a dissertation project. This course 1.The MBA Dissertation 2. Structuring the Research Proposal 3.Notes on Specific Aspects of the Dissertation 4.Some Other Considerations 5.Sources for Further Reading
TOTAL	22 Crédits		191	

1 UE au choix				
3UE2 – Alternative Option Global Management				
8				
Market Research and Analysis	4	1 CC/ 3 CT	33h	This course provides a comprehensive introduction to marketing research, and discusses key concepts, processes, and techniques, as well as their applications. Students gain an appreciation for the breadth and depth of the subject and its significance for a business enterprise, whether a start-up or an established company. Besides an overview of marketing research, the course covers research design, including qualitative and quantitative data, and quantitative methods used for analyzing research data to make decisions. This course provides students the main concepts and tools to manage procurement. The purchasing process as it relates to such topics as inventory control, price determination, vendor selection, negotiation techniques, and ethical issues.
Principles of Purchasing	4	1 CC/ 3 CT	33h	
TOTAL	8 Crédits		66	
3UE3 - Course Requirements in Finance				
8				
Financial Markets, Financial Institutions & Banking	4	1 CC/ 3 CT	33h	The content of this course will be comprised of mainly examining the structure of financial institutions: - Financial Intermediation, Credit Markets, and Financial Crises - Financial Markets and Price Formation - Banking Operations and Techniques - Commercial Banking Management - International Financial Management - Intermediate Financial Management
Corporate Finance	4	1 CC/ 3 CT	33h	Provides a thorough grounding in the theory and practice of financial engineering. The emphasis is on the application of derivatives pricing and hedging methodology to equity and volatility derivatives and to structured products. This course will also give an introduction to the application of stochastic models to stock and derivatives pricing and risk management.
TOTAL	8 Crédits		66	
TOTAL S3	30 Crédits		323	
4UE1 - Internship or Venture Creation				
Internship or Venture Creation	15	CC		The MBA internship is structured to provide a context for students to integrate and develop practical applications. The student can choose to prepare and to present an overall business plan
4UE2 – MBA Thesis				The MBA Thesis consists in a research paper (50 pages) closely linked with the topics of the internship or the venture creation. The structure of the MBA thesis would be spread across five chapters: 1) introduction 2) literature review 3) research methodology 4) research findings 5) conclusion 6) references
TOTAL S4	30 Crédits			
TOTAL S3 ET S4			323	

