

INTERNATIONAL MASTER'S IN BUSINESS ADMINISTRATION

Concentration: Corporate Management

Main Language of Instruction:

French ☒ English ☐ Arabic ☐

Campus Where the Program Is Offered: CFDSS

OBJECTIVES

This program is a triple-degree offering awarded by three prestigious universities: *Université Paris-Dauphine* – PSL, IAE Paris – Sorbonne Business School, and the Saint Joseph University of Beirut. It is designed to meet the needs of working executives in an increasingly complex and competitive world, providing a springboard for advancement to key positions in major national and international organizations.

PROGRAM LEARNING OUTCOMES (COMPETENCIES)

- The program aims to develop a set of managerial and strategic skills suited to a complex and competitive international environment.

Students will be able to:

- Lead and manage organizations in a global and multicultural context;
- Make strategic decisions based on a thorough understanding of international economics and corporate finance;
- Master modern management tools, particularly in marketing, human resources management, governance, and corporate social responsibility;
- Develop analytical skills in management control, information systems, and performance management;
- Strengthen leadership, communication, and negotiation skills, as well as change management;
- Leverage previous experiences and transform them into levers for professional advancement;
- Lead a structured professional project, supported by faculty from partner universities.

ADMISSION REQUIREMENTS

To be eligible for the program:

- Applicants must have at least three years of professional experience after graduation.
- They must hold at least a Bachelor's degree.

Selection is based on two main criteria:


- Professional profile and experience.
- Motivation, assessed during an individual interview.

PROGRAM REQUIREMENTS

120 credits: Required courses (120 credits)

Required Courses (120 Cr.)

Corporate Finance (7 Cr.), Human Resource Management (7 Cr.), Accounting Management (7 Cr.), Management Control and Information Systems (7 Cr.), International Economic Environment (7 Cr.), Operational and Strategic Marketing (7 Cr.), International Organization and Strategy (7 Cr.), Process and Performance Steering (7 Cr.), Group, Leadership and Intercultural Management (7 Cr.), Cross-Cutting Management: Governance and CSR (7 Cr.), Professional Project (30 Cr.), Big Data and Quantitative Techniques (4 Cr.), Business Negotiation (4 Cr.), Commercial and Business Law (4 Cr.), Entrepreneurship in Organizations (4 Cr.), Business Game (4 Cr.).



SUGGESTED STUDY PLAN

Semester 1

Code	Course Name	Credits
008FINAB1	Corporate Finance	7
008MARHB1	Human Resource Management	7
008MCOMB1	Accounting Management	7
008NECOB1	Business Negotiation	4
008BDTQB1	Big Data and Quantitative Techniques	4
	Total	29

Semester 2

Code	Course Name	Credits
008CGSIB2	Management Control and Information Systems	7
008ECCIB2	International Economic Environment	7
008MOPSB2	Operational and Strategic Marketing	7
008OSTIB3	International Organization and Strategy	7
008EDLOB2	Entrepreneurship in Organizations	4
008PIPPB2	Process and Performance Steering	7
008DCDAB2	Commercial and Business Law	4
	Total	43

Semester 3

Code	Course Name	Credits
008GLMIB3	Group, Leadership and Intercultural Management	7
008MTGRB2	Cross-Cutting Management: Governance and CSR	7
008BUGAB3	Business Game	4
	Total	18

Semester 4

Code	Course Name	Credits
008PRPFB4	Professional Project	30
	Total	30

COURSE DESCRIPTION

008CGSIB2	Management Control and Information Systems	7 Cr.
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This course presents the main concepts and tools of performance management in order to understand the major challenges of cost management and performance measurement in organizations. Beyond a technical understanding of tools, the course examines their managerial implications for decision-making and organizational management, drawing in particular on case studies of corporate practices in this area and analysis of research articles aimed at putting performance management methods into perspective.

008BDTQB1	Big Data and Quantitative Techniques	4 Cr.
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This course introduces students to the fundamentals of Big Data and large-scale data analysis. It explains how massive data can support decision-making, from collection to visualization. Students will learn to distinguish between different quantitative methods and evaluate their impact on results. The course covers data collection, preprocessing, analysis, and visualization using tools such as Excel, TweetBeaver, and Tableau Public, while addressing ethical and privacy issues.

008DCDAB2	Commercial and Business Law	4 Cr.
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This course explores the main aspects of business law as they relate to the legal structures and forms of contemporary businesses. It analyzes the evolution of the institutional framework and new contractual forms inspired by both continental and Anglo-Saxon systems, with an emphasis on business relationships, governance, and unconventional mechanisms introduced into modern commerce.

008MOPSB2	Operational and Strategic Marketing	7 Cr.
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This course provides an understanding of the strategic role of marketing in creating value for stakeholders. Through an approach combining strategic marketing, product definition, and integrated communication, students will analyze consumer behavior, manage a product portfolio, and design omnichannel branding and communication strategies. Practical case studies and hybrid seminars anchor the learning in professional practice.

008MCOMB1	Accounting Management	7 Cr.
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This course aims to provide non-accounting managers with the tools they need to understand and interpret financial and management information. It covers both general accounting (production of financial statements, standards, measurement of results) and management accounting (cost calculation, budgets, performance). The course also addresses contemporary issues such as intangibles and consolidation of accounts.

008PIPPB2	Process and Performance Steering	7 Cr.
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This course develops an in-depth understanding of operations and their strategic role in organizational performance. Students will analyze and design processes, master project management tools (PERT, critical path), optimize logistics and the supply chain, and apply lean management principles. The approach is practical and integrated through real-world case studies and group work on operational strategy.

008OSTIB3	International Organization and Strategy	7 Cr.
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This course provides the conceptual and practical foundations of strategic management. Students will acquire the vocabulary and tools of internal and external strategic diagnosis, learn to formulate and evaluate strategic choices, and manage organizational performance using balanced scorecards and Six Sigma. This course prepares students to articulate strategic thinking and operational implementation in a complex and uncertain environment.

008FINAB1	Corporate Finance	7 Cr.
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The finance course trains students in financial analysis, planning, and decision-making. It develops their ability to assess a company's financial strength, interpret its financial statements, measure profitability and solvency, and evaluate value creation. It also covers investment selection, cost of capital calculation, and valuation methods (DCF, IRR, ROI), combining analytical rigor with managerial relevance.

oo8EDLOB2	Entrepreneurship in Organizations	4 Cr.
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This seminar guides students through the entrepreneurial process, from generating ideas to designing a comprehensive business plan. It covers creativity, building business models, SME marketing strategy, and sources of financing. Students will work in teams to design a business project, drawing on the skills they have acquired in innovation, financial planning, and strategic marketing.

oo8ECCIB2	International Economic Environment	7 Cr.
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This course provides an in-depth understanding of global economic dynamics and the transformations of contemporary globalization. It presents theories of specialization and international trade, the successive phases of globalization since the post-war period, as well as their recent crises and changes. Emphasis is placed on the mechanisms regulating trade, financial and monetary flows, and international competition in a context where multilateralism is being called into question.

Case studies and sectoral analyses are used to examine the growth models of emerging countries and the economic impact of climate change.

oo8MTGRB2	Cross-Cutting Management: Governance and CSR	7 Cr.
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This course provides students with a critical understanding of sustainable development (SD), corporate social responsibility (CSR), and their strategic and managerial implications.

It covers the economic, sociological, and strategic foundations of SD and CSR, then explores their practical applications in organizations: integration into corporate strategy, legitimacy and competitive differentiation, new business models derived from the circular economy and functionality.

This course also particularly highlights CSR performance management and measurement tools, social impact assessment, and non-financial reporting frameworks (CSRD, ESG, ESRS).

It alternates between theoretical input, case studies, group work, and analysis of current events.

oo8MARHB1	Human Resource Management	7 Cr.
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This course enables students to understand and analyze human resource management (HRM) policies and practices in a changing organizational context. It addresses issues related to attracting, motivating, developing, and retaining talent, as well as change and skills management.

Emphasis is placed on the relationship between business strategy and HR strategy, the contribution of HRM to overall performance, and contemporary challenges related to diversity, social responsibility, and the digitization of work.

Through case studies, role-playing, and organizational diagnostics, students will develop their skills in human management, communication, and responsible leadership.

oo8GLMIB3	Group, Leadership and Intercultural Management	7 Cr.
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This course aims to develop the managerial and interpersonal skills necessary for leading teams in multicultural contexts. Students will analyze group dynamics, leadership styles, and mechanisms of influence and communication through intercultural approaches.

The course focuses on managing cultural differences in international organizations, conflict resolution, intercultural negotiation, and mobilizing teams around common goals.

Simulations, self-assessments, and real-life case studies help strengthen the emotional intelligence, active listening, and adaptability of future leaders.

oo8PRPFB4	Professional Project	30 Cr.
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The professional project is a central theme of the program, allowing students to link theoretical learning to the concrete challenges of their career development.

Supervised by an instructor, students will define a professional goal, conduct a personal and organizational assessment, and develop a realistic and coherent action plan.

This work leads to the creation of a portfolio that integrates the dimensions of leadership, change management, and skills development.

The evaluation is based on the relevance of the assessment, methodological rigor, and the consistency of the proposed action plan.

008BUGAB3	Business Game	4 Cr.
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This course puts students in charge of running a business through an integrated management simulation. Teams make strategic and operational decisions (marketing, production, finance, human resources) in a dynamic competitive environment.

The objective is to mobilize all the knowledge acquired in the program, strengthen collective decision-making, and experiment with interactions between business functions.

Students will develop skills in strategic analysis, teamwork, leadership, and responsiveness to uncertainty.

008NECOB1	Business Negotiation	4 Cr.
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This course explores advanced negotiation strategies and techniques applied to business contexts. It enables students to master the preparation, conduct, and conclusion of agreements in complex environments. Emphasis is placed on analyzing interests, managing objections, and building lasting agreements.







