

THE AMERICAN
BUSINESS SCHOOL

PARIS

M.A in International Business Development

Emerging Markets: Corporate Project Development

Takeovers & Family Businesses - Social & Stand-Alone Entrepreneurship





International Business Development

International business activity is no longer the exclusive domain of large multinational corporations. Small and medium-sized firms are increasingly discovering that GLOBAL opportunities are not only possible, but often essential to their survival. Developments in MEDIA, TECHNOLOGY, TRANSPORT, and a growing number of trade agreements guarantee the expansion of international trade. Success in the world economy depends not only on cutting-edge knowledge about transglobal business civilizations, but also involves understanding people and human values across a variety of cultures.

Thus, corporate project managers are vital for international business development! The ability to take an original idea, develop it, gain the necessary funding and bring the resulting product or service to fruition is a talent necessary to thrive in an international environment and much sought after by companies today.

- **Corporate Project Development:** Set up a new business, service, line or sector within an already existing company. Corporate project managers are the driving catalysts behind this inter-company innovation: designing new product ranges, creating new industry sectors, negotiating mergers and ventures across the globe.
- **Company Takeovers & Family Businesses:** Develop and expand an existing company. Use your entrepreneurial spirit and transform existing companies through new management techniques and new marketing strategy. Become an instrument of change through innovation.
- **Social & Stand-Alone Entrepreneurship:** Set up sustainable social projects which are ultimately self-supporting as an individual or within a group or launch a new business venture as a classic individual entrepreneur.

The MA Business Program

The MA is a hands-on, comprehensive and all-inclusive program. Theoretical knowledge is consolidated through work-group projects and case studies carried out in 3-4 member teams.

Students not only learn how to carry out effective research, but they also acquire planning and reporting skills, essential for efficient project managers.

Taught entirely in English, the MA in International Business Development can be completed in a 1or 2 year cycle, depending on the candidate's academic history and professional background.

- From inspiration to final delivery: developing new product ranges or services - the life cycle of a business venture
- Putting it together: market studies, fabrication, logistics, promotion
- International business climate: outsourcing/offshoring/foreign takeovers/international mergers/joint ventures
- The art of persuasion - Gaining management and investor support: packaging and presenting concepts, plans and financial spreadsheets
- Business design and creation modes: corporate project development or social entrepreneur?

Student Portfolio-Business Ventures

- A consultancy firm for companies wanting to invest in, or penetrate the Russian market
- A corporate development project for LVMH: launching a line of luxury sports shoes for young men
- A corporate development project for a Romanian executive education and consulting firm looking to break-into the French market
- An international transportation company in Western Africa using former military vehicles
- A wedding planning company in Georgia
- A facilities management company in Eastern Europe to service incoming Western European companies.
- A business promoting Kenyan musicians throughout Europe and America
- A business exporting second hand motorcycles sourced from Western Europe to Poland
- A safari lodge in Angola
- Opening a vintage clothing store in Vienna, Austria



Program description

The academic coursework and research is articulated around a series of “checkpoints” where the students are assessed upon the work required for each particular checkpoint. Outside businesspeople and entrepreneurs are invited to sit on the panels to give feedback to the students.

Check-Point Progression

SEMESTER 1

BUSINESS DEVELOPMENT PROJECT

Check-Point 1	Business Idea
Check-Point 2	Business Model
Check-Point 3	Business Risk
Check-Point 4	Financial Model
Check-Point 5	Area Study Presentation

SEMESTER 2

BUSINESS DEVELOPMENT PROJECT

Check-Point 6	Personnel Plan
Check-Point 7	Financial Plan
Check-Point 8	Complete Business Plan
Check-Point 9	Venture Capital Proposal
Check-Point 10	Business Study Presentation
Check-Point 11	Final Presentation of Business Plan

SEMESTER 3

Company Placement	6-9 months in an international company with a specific mission/ consulting project to be carried out.
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Academic Progression

Core Knowledge & Research Projects

Emerging Economies & Micro Markets

- Review & Consolidate :
- Cost Accounting & Risk Analysis
 - Research Methodology & Data Analysis
 - Written & Oral Communication Techniques
 - Time Management Techniques
- Business Development
- partnerships & alliances
 - mergers & acquisitions
 - international legal environment

Round Table discussions with professionals

Area Study – research of business opportunities in a specific region or country

Core Knowledge & Research projects

Sustainable Development & Social Entrepreneurship

Supply Chain Management

Creative Thinking Seminar

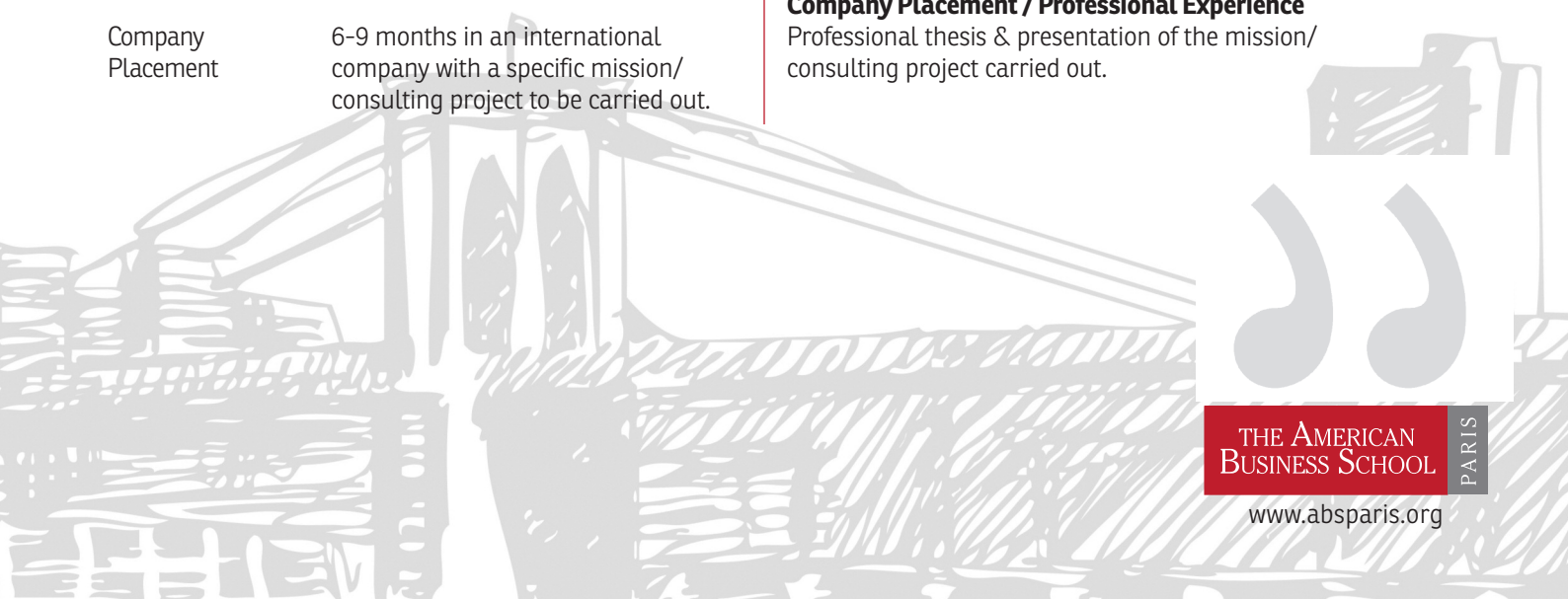
- Business Development
- financial forecasting
 - risk management
 - venture capital

Career Perspectives & Personal Branding seminars

Business Study - researching business opportunities in a specific industry or economic sector.

Company Placement / Professional Experience

Professional thesis & presentation of the mission/ consulting project carried out.





What the graduates say

Ina Dimitrova

MA 2009 " facilities management"
project for Eastern Europe

I started this program because I was interested in Entrepreneurship and I would like to run my own business eventually. I had a bachelor degree in Management from a French University and this program was a perfect supplement to my education. It is very practical which is important for a future career. It is close to real life and it helped me obtain important skills that I need in order to start my own business. It gives students important knowledge in finance, management and international business. The program is innovative because it allows students who have real projects to test them in a safe environment and even to create important networks in order to start their business.

Merel Graamans

MA 2007 PriceWaterhouseCoopers
in Amsterdam

The American Business School prepared me to be able to take on responsibilities and work efficiently, communicate with all levels in the organisation and achieve maximum results in a minimum amount of time. The faculty helped me most by constantly challenging me and asking me to go beyond my limits. Creative thinking, finding solutions quickly, and delegating are key skills developed in the program.

Program Calendar

MA program year 1:

Tailor made program with a minimum of 10 courses per student specifically adapted to their academic profiles and needs.

Fall 2011

- September 7-8 : Registration sessions
- September 9: General Meeting
- September 12: Beginning of classes
- November 1 & 11 : Public Holidays
- December 16: End of fall semester

Spring 2012

- January 26-27: Registration sessions
- January 27: General Meeting
- January 30: Beginning of classes
- March 17-25: Spring Break
- April 9: Public Holiday
- May 16: End of Semester

Tuition:

According to the number of courses required.

MA program year 2:

35 American credits / 70 European credits (a 450 hour program).

Fall/Winter 2011-2012

- October 17: Beginning of classes
- Dec. 17- Jan 3: Winter Break
- February 10: End of Fall/Winter semester

Spring 2012

- February 13: Beginning of classes
- March 17-25: Spring Break
- April 9: Public Holiday
- May 31: End of Semester

Tuition:

11 800 Euros

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