

MACQUARIE-INSEEC DUAL DEGREE PROGRAM

Partner University:



INSEEC School of Business

Course details at MQ:

Available to:

Macquarie students enrolled in a Master of Commerce in Business or Master of International Business

Course Details at INSEEC:

Program and Locations:

Master of Science in International Business (Paris) or Master in Wine and Management (Bordeaux)

Course Duration:

One semester + Internship + Dissertation (60ECTS)

Fees:

Students will pay tuitions to Macquarie University

Course Commences:

Master in International Business Strategy in September

Master in Wine and Management in Semester in January

Key Features:

The INSEEC Group is one of France's leading private education organisations fully accredited by the French government. INSEEC offers undergraduate and postgraduate studies in Business, Management, and Communication in three different locations: Paris, Bordeaux and Lyon.

INSEEC Graduate Business School has been one of the very first business schools to give an international dimension to its program and to offer a multicultural and multilingual education.

Requirements:

Entry Requirements:

Macquarie Students need to be enrolled in the Master of International Business or Master of Commerce in Business and have completed 16 cp of the program. Students also need to complete normal Macquarie requirements.

Program Overview and Structure:

- » Macquarie in collaboration with INSEEC, offer Macquarie students the opportunity to enrol in:
 - Master of Science in International Business
 - Master in Wine and Management

- » Students spend the first semester at Macquarie, then go to INSEEC for a second semester and the third part is to complete an Internship and Research Project. Internship and Research Project can be done in Australia or anywhere in the world. Except in the Master of Wine and Management. Students will then need to come back to Macquarie for a last semester.

- » The following is a sample of the programs only. For the most updated information please check at the end of each program the website with more information.

Master of Science in International Business Strategy (60 ECTS)

- » Semester runs from September to January.
- » Students also present a final case (6 ECTS) that can be done in Australia.
- » January to July is for the Internship (24 ECTS), which can be done in Australia.
- » A one semester program (30 ECTS) usually includes the following subjects:
 - Business Ethics followed by Sustainable Management
 - Business Research Methods
 - International Business Strategy
 - International Marketing, Purchasing and Strategic Watch
 - Conflict Analysis and International Relations focused on Emerging countries
 - International Finance
 - Intercultural Management including French Culture and Business Environment

<http://www.grandeecole.inseec-france.com>

Master in Wine and Management-Bordeaux (60 ECTS)

- » The program runs from January to March in Bordeaux, from April to July for an Internship. Students need to complete also a professional thesis (15ECTS)
- » The program consists on core units plus electives (45ECTS of Coursework).
- » There are 8 mandatory modules:
 - Personal development training and methods
 - International marketing and advertising
 - Management and Company Strategy
 - Research in Marketing studies and consumer behaviour
 - Launching and managing of new products
 - Merchandising and distribution policy
 - Direct marketing and sales promotion
 - Financial Management
- » There are 7 specialised modules:
 - The International wine economy and mergers and acquisitions in the wine Industry
 - Comparative approach to the legislation affecting the wine and spirits Industry
 - International strategy of the brands in the wine spirits sector
 - International negotiation
 - Packaging, design logistics and purchasing
 - Development of foreign markets.
 - Professional workshops

<http://www.wine-institute.com>