MACQUARIE-NORMANDIE DUAL DEGREE PROGRAM

Partner University:

The Normandy Business School (NBS)

Course details at MQ:
Available to: Macquarie students enrolled in a Master of Commerce in Business, Master of International Business and Master of Commerce in Marketing

Course Details at Normandy Business Schools (NBS):
http://www.em-normandie.fr/

Program:
- Master of Science in Cross Cultural Marketing and Negotiation or
- Master of Science in Supply Chain and Logistic Management

Location:
- Cross Cultural Marketing in Caen Campus (France)
- Supply Chain in Le Havre Campus (France)

Course Duration:
- One year (75 ECTS)

Fees:
- Students will pay tuition to Macquarie University

Course Commences:
- Fall semester in France: September to December

Key Features:

The Normandy Business School (NBS) is a prestigious business school located in Le Havre and Caen, France. Students participating in the postgraduate dual degree program will attend the Le Havre Campus of NBS.

France's second port, Le Havre was founded in 1517 by Renaissance king François Ist. It is located at the mouth of the Seine river on the Channel, some 200 Km from Paris.

Requirements:

Entry Requirements:
- Macquarie Students need to be enrolled in a Master of Commerce in Business, Master of International Business and Master of Commerce in Marketing and have completed 16cp of studies.
- Students also need to complete normal Macquarie requirements.

Program Overview and Structure:

Macquarie in collaboration with the Normandy Business School, offer Macquarie students the opportunity to enrol in these Master degrees accredited by NBS.

The Msc in Cross Cultural Marketing and Negotiation is designed to develop students’ knowledge, skills and personal qualities necessary to communicate with partners of various cultures, and to manager or work well in multicultural teams. It also adds intercultural perspective to a business management education.
The following is a sample of the program only. For the most update information please go to http://www.ecole-management-normandie.fr/formation/MSc_Cross_Cultural_Marketing_and_Negotiation-56.html

Academic content:

- International Business
- Cross Cultural Issues and Skills in Human Relationship Management
- Marketing in Cross Cultural Contexts
- Negotiation in Cross Cultural Contexts
- Critical Analysis of Region Specific Issues
- Field Projects: Marketing in a cross cultural context and Negotiation in a cross cultural context
- Field Trips
- Internship (4 to 6 months) anywhere in the world
- Dissertation

The Msc in Supply Chain and Logistics Management focuses on the strategic role of distribution networks and transportation infrastructures, and the progression towards the management of high level integrated value chain solutions and business process.

The following is a sample of the program only. For the most update information please go to http://www.ecole-management-normandie.fr/formation/MSc_Supply_Chain_and_Logistics_Management-37.html

Academic content:

- FALL SEMESTER
- Value as a strategic Concept
- Supply Chains, Demand chains- The Value Chain
- Value Chain in Service Organisations
- Value Chain Management
- SPRING SEMESTER
- Demand Chain/Network Design and Management
- Supply Chain/Network Design and Management
- Strategic Distribution and Transportation
- Information Technology in Supply/ Demand networks
- Consultancy project 1 and 2
- Internship (4 to 6 months) anywhere in the world

How to apply!

For more information about Normandy Business School (NBS) and the program please contact the Macquarie Abroad Office by email at goexchange@io.mq.edu.au or visit our office:

Macquarie Abroad Office
U@MQ Building, level 1 between STA Travel and the Juice Bar.

The office hours are 10am – 4pm, Monday to Thursday during term time. Outside of term time the office can be opened on request.