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 Euro MBA (Paris) or Master in Wine and Management (Bordeaux)
Course Duration: One semester + Internship + Dissertation (60ECTS)
Fees: Students will pay tuition to Macquarie University
Course Commences: Euro MBA or International Business 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
  - Euro MBA
  - 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. 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**

» Semester runs from September to January.
» Students present final exam in January, unless the student stays for the Internship, in which case the final exam will take place in June.
» January to July is for the Internship, which can be done in Australia.
» Students need to do a dissertation.
» A one semester program usually includes the following subjects:
» International Negotiation and Purchases
» Competitive Intelligence
» International Marketing
» International Finance
» Business Ethics and Lobbying
» Emerging Countries and International Strategy Development
» Leadership and motivation

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

**Euro MBA**

» Euro MBA is fully taught in English and includes 5 core units plus electives in Human Resources, Finance, Marketing or Luxury industry. The program also includes an internship or research and a dissertation.
» Program runs from October to January. The internship or research goes until July.

» Core courses include:
  o International Strategic Management
  o Human Resources Management and Cross Cultural Management
  o International Strategic Management
  o International Economics and Analysing and Understanding Foreign Markets
  o International Business Law
  o Financial Accounting

» Electives courses include:
  o HUMAN RESOURCES:
    o Management of Human Relationships and International Communications
    o Management and Leadership
    o Corporate and social responsibility and international resources management: legal aspects
  o FINANCE:
    o Business Planning
    o Financial Management of International Business Management
    o Corporate Finance and International Tax Optimization
  o MARKETING:
    o International Advertising and marketing and Customer relationship management
    o International Trade and Brand and Luxury Management
    o Tourism Management
  o LUXURY
    o Management of products and brands in the luxury business followed by industrial and antitrust policies
    o Luxury marketing and communication
Master in Wine and Management-Bordeaux

- The program runs from January to March in Bordeaux, from April to July for an Internship.
- Students need to complete also a professional thesis.
- The program consists on core units plus electives.
- There are 5 mandatory courses:
  - 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
  - Packaging, Design Logistics and Purchasing
  - Launching and managing of new products
  - International Marketing, Advertising and Negotiation
  - Development of Foreign Markets.
  - Professional workshops wine testing, Oenology

How to apply!

For more information about INSEEC 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.