



MASTER GLOBALISATION ET STRATEGIES DES FIRMES

*International development
& corporate strategies*




Université
de Poitiers

Faculté
de Sciences
économiques

OUR MASTER FORMATION

Develops a twofold knowledge: theories, patterns and issues about globalization and corporate strategies whatever the companies' patterns as long as they face the global context.

- ✓ Is based on international economy/finance, industrial economy, management.
- ✓ Requires a familiarization with the companies' strategic tools (marketing, accounting, country risks...), the diagnosis and territorial attractiveness practices.
- ✓ Gives importance to the ability to communicate in English (two thirds of courses in English in first year and integrally in second year) and to the capacity to adapt to an international context (Erasmus period in an English speaking University).

“ Become economists, experts of corporate strategies, open to the world



GOALS

- ✓ The pedagogical objectives are to develop the ability to analyze the business economic environment, industrial and overall financial position as well as international firms in that game.
- ✓ Specifically, it seeks to understand the nature and contradictions of the current globalization, to understand the issues of global governance, to assess country risk in this new context.
- ✓ On these bases, the Master helps the student to grasp the concrete means of a global corporate strategy and in turn helps to define attractiveness of industrial policies for the territories.

PROFESSIONAL OPPORTUNITIES

- ✓ The Master is designed to prepare economists to work in companies oriented at the International, in public (national or local authorities) or private organizations promoting attractiveness and foreign direct investments, in consultancies in strategies business location.

PROFESSIONALIZING APPROACH OF THE MASTER

- ✓ Professional speakers and privileged partners
- ✓ Lecturers and researchers-teachers from the faculty of Economics share with the Institute of Business Administration the half of the teachings (2nd year of master). Other teachings are provided by professional speakers, experts of the subjects of the Master: CEO of consulting, industrial or public companies, economists from specialized institutes.
- ✓ Privileged partnerships have been build up, reinforcing the professionalizing approach of the master:



PROFESSIONAL EXPERIENCE: INTERNSHIP

Students have to realize an internship, optional one during the first year and compulsory during the second year.

PwC	Luxembourg-Luxembourg	Analysis and selection of innovative start-ups in Europe
Renault	Boulogne-B. - France	Market study, search for new partnerships, feasibility studies at the international level
Lectra	Cestas - France	Competitive and marketing intelligence.
Taiwan textile research institute	Taiwan - China	Market survey, research on the business model
Cci Aquitaine	Bordeaux - France	Identifying international key issues of a sector, economic analysis of regions and companies located in a foreign country
Credoc	Paris - France	Sectoral analysis, strategic marketing
BPI-France	Poitiers - France	Economic and financial analysis of companies (security and fundings files)
Cci franco-tchèque	Prague -Czech Republic	Country risks analysis, search for commercial partners in France

TEACHINGS DURING THE 1ST YEAR OF MASTER

✓ 1st SEMESTER: COURSES

UE1 : Fundamental courses (40 h Lect. – 15 h WS)

Globalization, theory and history
Business case study
Economie de l'innovation FR (economy of innovation)

UE2 : Specialisation (49 h Lect. – 45 h WS)

International corporate strategies
Territorial diagnosis
Stratégie marketing FR (marketing)

UE3 : Methodology and languages (8 h Lect – 30 h WS)

Analyse de données FR (data analysis)
English
Projets professionnels / Méthodologie de la recherche FR (career projects and method)

✓ 2ND SEMESTER: A STAY IN A FOREIGN UNIVERSITY PARTNER

Courses from the offer of the host University, connected with the formation. The learning program (corresponding to 30 ECTS) must be validated by the master board.

TEACHINGS DURING THE 2ND YEAR OF MASTER

1st SEMESTER: COURSES AND PROFESSIONAL TEACHINGS ✓

UE1 : Economics (Held at the Faculty of economics)

International finance
Territorial attractivity
Country risk analysis
Corporate international strategies

UE2 : Tools (Held at the Faculty of economics)

Professional WS
Préparation stages et mémoires FR (internships and thesis)
Techniques de communication FR (communication tools)

UE3: Management (Held at the Institute of Business Administration)

Management accounting and international aspects
Intercultural management business negotiation
International financial analysis
International Marketing

2nd SEMESTER : PROFESSIONAL PATH ✓

Internship in a company (from 4 to 6 months) in a private company or a public institution whose main activity is related with the master program. Possibility to achieve it in a foreign country and in english + Master thesis

CONDUCT OF THE ACADEMIC YEAR

Beginning of class: beginning of September
 Beginning of the Erasmus period: mid of January / February
 1st session of exams: mid-December and beginning of January
 Thesis defense: beginning of June

Beginning of class: mid-September
 Beginning of internship: February
 1st session of exams: mid-December
 Master thesis defense: 1st half of September

ACCESS MODALITIES

From the 2017/2018 academic year, the Master has a limited capacity:

✓ 25 places available in 1st year of Master

The admission procedure is based on the assessment of the file submitted and an individual interview. In any case, good knowledge of English (B2 level) is required.

The online registration process is open from March 20th and May 15th 2017.

From the 2017/2018 academic year, the Master has a limited capacity:

20 places available in 2nd year of Master ✓

The admission procedure is based on the assessment of the file submitted and an individual interview. In any case, good knowledge of English (B2 level) is required.

The online registration process is open from March 20th and May 15th 2017.

TEAM & PROFESSIONAL SPEAKERS



Philippe Norel

Founder of the Master



Marie Ferru-Clément

*Director of the Master
Assistant professor*



Olivier Coussi

*Assistant director of the Master
Associate professor*



Jacques Mathé

*CER FRANCE
Economist & Associate professor*



Franck Delpal

*French Fashion Institute
Economist & lecturer*



Emilie Bourdu

*La Fabrique de l'Industrie
Project manager*



Agnès Champalaune

*ADI
Manager Attractivness and installation*



Christine Oliva

*Business France
Regional delegate (for the Nouvelle
Aquitaine region)*



Catherine Légeron

*CCI International
Consultant in international
development*



TESTIMONIAL

Antoine Achard

Promo 2015

Why Economics ?

I always had a complete profile and I am very curious. For me, economics is a way to understand the world around us, to apply maths and also to continue learning (economic) history.

Why Poitiers ?

My parents lived in Angouleme, I got a part of my family in Poitiers. Then, people told me that the campus was great. It was a practical and emotional choice. I do not regret it for a second.

Why the Master GSF ?

The menu was tempting (Erasmus, trainee, course in English), but I also made the choice of consistency and continuity. I knew that to fully blossom I had to stay in this Faculty of Economics and I had a real attachment.

Why Aarhus in M1 ?

I went there to speak English (that is mastered by all the Danes, even the baker), for the very lifestyle of Nordic countries and because it was a challenge to succeed a semester in a very good business school.

Why a consulting firm ?

My director gave me a lot of autonomy from the beginning. I have made various missions, it was very challenging and interesting. And Brittany is not that bad for a while.

What does GSF bring you ?

Critical mindset. You always have to analyze the information you collect, an important flexibility and confidence in my abilities

And after the trainee ?

Enjoyed the Armor coast in the sun... Seriously I did not have time to be bored. I had my thesis to write, then the thesis defence and finally National championships with my little brother.

Which advices do you suggest to prepare the after GSF ?

Do not necessarily look for the stars, it is not always where it shines that the job is great. It is important to have a job we like, that enriches us (financially but also intellectually) because we have more than 40 years to work

MASTER DIRECTOR

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MASTER SECRETARIAT

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