

## International Events



### SCHOOL

IAE School of Management



### CAMPUS

Saint-Serge



### LEVEL

2nd year Master's degree



### OPEN TO EXCHANGE STUDENTS

Yes



### SEMESTER

Fall (S1)

> **Degree course:** International Management and Marketing

> **Teaching unit:** UE 1-5 Cultural Management

> **Course language:** English

> **Duration (hours):** 16

> **ECTS:** 2

> **Teacher(s):** Frédérique Chedotel

#### > **Assessment:**

Continuous assessment

Final exam

#### > **Teaching methods:**

Lecture course                      hours

Tutorial course                      16 hours

Practical work                      hours

Case study

Project

## COURSE DESCRIPTION

Guest speakers will give lectures lasting 2 to 4 hours to MIM and IHRM students on topics of current interest to both courses. The speakers will change each year.

Assessment: Written presentation:

IHRM students will have to choose one of the topics and document it more before proposing a short written presentation (evaluated by Frédérique Chédotel ? only for IHRM students).

## OBJECTIVES

Each year, high-level conferences are organised on themes relating to new management trends, thanks to the participation of international HRM and marketing professionals

## PREREQUISITES

None

## SELECTIVE BIBLIOGRAPHY