

## IM Day Challenge and Events



### SCHOOL

IAE School of Management



### CAMPUS

Saint-Serge



### LEVEL

2nd year Master's degree



### OPEN TO EXCHANGE STUDENTS

Yes



### SEMESTER

Spring (S2)

- > **Degree course:** International Management and Marketing
- > **Teaching unit:** UE1-6 Cultural management
- > **Course language:** English
- > **Duration (hours):** 12
- > **ECTS:** 1
- > **Teacher(s):** Ronan Chardonneau and Frédérique Chédotel

#### > Assessment:

- Continuous assessment
- Final exam

#### > Teaching methods:

- Lecture course      hours
- Tutorial course      hours
- Practical work      12 hours
- Case study
- Project

## COURSE DESCRIPTION

Each year, the students of the MIM (international management and marketing) and IHRM (international human resource management) Master's study programmes will participate in high-level conferences and challenges, often with other Master's degree students from different IAE schools and/or different countries (Nuit de l'international, IAE France network, digital fresco, and other international case studies).

Teaching method: Participative course.

Assessment: Oral and/or written presentation.

## OBJECTIVES

To develop the ability to analyze a complex managerial situation, and to propose a solution in a multicultural environment

## PREREQUISITES

Participation in the following courses:  
- Collective intelligence and project management  
- HR innovation management

## SELECTIVE BIBLIOGRAPHY

None

## ADDITIONAL INFORMATION

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