

International Business Strategy

The main emphasis of this module is to focus on why and how company managers have to develop and maintain a competitive advantage for their business and what to do in strategic terms to sustain or boost high performance.

The objectives will be to highlight conceptual frameworks as well as techniques that will help students to better analyze and apprehend the rationale for a company to set up a competitive strategy.

The course pays attention to the decision making process prior to the implementation of a strategy notably in an uncertain and highly competitive environment

It helps students to have a better understanding of the nature of business strategy and strategic decisions, strategic management, bases of strategic choice, strategic options, strategy implementation and strategy changes, management competitive advantage, pricing, strategic positioning, business modeling, vertical versus horizontal integration etc.

International Supply Chain Management

The course deals with the major issues in supply chain management such as its drivers, obstacles, metrics etc. It covers the designing of a supply chain network, the designing and planning of transportation networks, the sourcing and pricing, the trade-off between in-house production and outsourced production, the use of information technology in the supply chain, the logistics and the coordination of supply chain. Other themes will also be treated notably inventory and risk management procurement and supply chain contracting, product and process design.

International Business Law

International Business Law examines the legal framework of businesses in the global marketplace. It will provide students with a solid analysis of how social, political and economic issues do influence the law and legal institutions. It also deals with corporate finance and management issues in company law such as corporate management, directors' duties, raising capital, arbitration procedures, efforts to regulate foreign investment by the UN, the World Bank, the OECD and the WTO.

It also includes agency agreements, international contracts and administrations, regulations of exports and imports, technology transfers, regional transactions, intellectual property, product liability, and liquidation issues

Cost Accounting and Controlling

Familiarize students with financial statements as well as investing, financing and operating decisions.

The Financial Analysis class reviews financial statements and therefore is an accounting based class. Some of the topics that are covered are ratios, liquidity, profitability, income statements, cash flow statements, preferred, treasury, and common stocks, liabilities, margins, and growth rates. The class provides an in-depth analysis of company reports which are compared using financial ratios and analysis.

Research Methodology (Dissertation workshops)

These workshops provide students with a step-by-step approach in creating good dissertations.

They help MBA students to choose topics that can help them to succeed and also know how to check for potential difficulties before starting the dissertation, how to structure the work and how to lay down the main components of a dissertation. It is then a key step to writing a good dissertation.

International Financial Management

The transmission of the sovereign debt crisis across the Western world has created a volatile global marketplace. Therefore international versus multinational companies and the bank that operate on a worldwide basis have to withstand the effects of the debt crisis in foreign countries.

The course covers the fundamentals of international finance such as international cash management, foreign exchange markets, foreign exchange rates fluctuations and forecasting, interest rate parity and covered interest rate arbitrage techniques, the use of derivative and commodity markets as a key to hedging against risks, managing transaction exposure, economic and translation exposure.

International Taxation & Social Responsibility

In today's economic downturn in which sovereign states are coping with huge deficits and debt crisis, taxation has become a very sensitive issue to policymakers. Therefore international taxation affects international businesses and individuals as well

The course will focus on the basic methods of taxation in terms of source and residence countries, double taxation treaties, the OECD model which is the main framework, the physical presence in the country for individuals, the transfer pricing mechanism, international tax planning. Comparative taxation: the EU versus the US, tax heavens.

Global Challenge

It is a one-week international business strategy simulation game whereby students are divided into teams that represent companies competing each other. Different areas are covered such as: R&D, production, finance, marketing, logistics, investment, cost accounting etc.

The business simulation game focuses on helping students understand the challenging daily life of telecommunication companies and of their managers in terms of strategy implementation and

decision making process. In addition to these key features, it provides students with a solid comprehension of how and what to do in order to survive or make profit in a highly competitive environment.

It is a week-long online game made of daily decision rounds is followed by final team presentations in English to their fictitious General Assembly of shareholders.

Export/Import Management

The main aims of this course are to highlight the technical tools and procedures of international commerce used notably to secure export/import operations and the risks associated with.

It helps students to understand what to negotiate between exporter and importer, notably the right product, its price, payment procedures, the use of the right incoterms, with banks, freight forwarders etc.

It also deals with customs regulations and procedures for clearance of export/imports shipments.

Business Ethics

In a globalized and highly competitive economy, ethical issues have become a concern for many international companies.

As some suggest, ethical behavior from businesses can be rewarding in a long run as it can also be causing losses to the business. Business Ethics therefore poses moral issues in business

Hence, the main objectives of this course will be:

- to increase students awareness of a wide range of ethical challenges that can arise in business and mainly international business practices
- to enable students to test the strengths and weaknesses of various moral beliefs and ethical arguments relevant to business practices
- to reinforce their personal sense of fairness in the context of their future professional life.

Cross cultural Management and international HR management

The globalization of the world economy requires that firms develop cross cultural competence to be successful in dealing with international assignments, diverse clients, suppliers, partners and shareholders and in managing cross cultural teams.

Exposure to cultural differences has become a real challenge for many managers and employees around the globe.

The course seeks to provide students with a good understanding of effective cross cultural management and puts an emphasis on challenges that are likely to be encountered while working in the international arena and the solution that could be envisaged in a managerial perspective.

Some key aspects of culture and cultural differences will be covered such as: the effects of culture on attitudes and behavior, leadership and negotiation, human resource issues, nature and role of

stereotypes.

The course will cover the role of the human resource function within an international company that has different employees from different countries then cultures. It will also provide students with some key HRM tools such as: human resource strategy, planning, recruiting, selection, competencies, training, evaluation, performance management and organizational policies, description of assignment, and cross cultural issues.

French Language

There will be two levels in French:

- The Initial Level for student who cannot communicate or understand the spoken language. In the end of this lecture, the student can communicate in limited fields with words, group of words, read numbers ask simple questions for vital needs.
- While the A Level provides the student with some capacities in saying simple and short sentences, communicating in simple situations of the everyday life. In the end of the course, the students can use current and daily expressions, formulate an opinion.

Corporate Governance

This module aims to present how power is exercised inside companies and how the different stakeholders interact. It also demonstrates how governance has become a key in the analysis of the creation of value. The course will review the historical background, as well as, the different American and European models. It will analyze the different stakeholders, their goals and issues. The aim of the module is to raise the student's awareness about what an appropriate governance scheme should be so he or she can position himself or herself as a responsible member of the business community.

Leadership in International Management

Harsh global competition around the world between companies has led them to seek for high talented and performing managers to maximize their business potential within a sustainable and social responsible framework.

Thus if workers of all levels within a company or organization learn to trust one another and work together as a team, they can promote high quality and competitive products or services.

The module aims at developing and implementing a clear and inspiring vision of the company.

It will also provide our students:

- strong leadership skills for their future careers
- and a sense of good governance aspects as transparency, accountability and integrity.

MIBA Global Forum

It is a bunch of MIBA promotional and public relation events all along the first two semesters aimed at inviting speakers on specific themes dedicated to the world trade, to international business challenges, sovereign debt issues etc. The speakers with their expertise may be from international institutions such as the World Trade Organization (WTO), the International Chamber

of Commerce (ICC), the UE, or from businesses.

Fair Trade and Sustainable Development

The module is aimed at helping students understand how vital for the world trade and then economy is the promotion of sustainable development through better trading conditions. In addition, the module will also focus on analyzing and demonstrating how fair trade can alleviate poverty in developing and emerging countries, raise consumer awareness about social and environmental issues relative to international trade.

Innovation/Creativity/Project Management

The module explores tools, techniques used by companies to stimulate innovation and creativity. And as innovation depends on a complex set of variables reflecting individual, group, organizational and contextual factors, it also treats technical issues of project management, project selection, planning and schedules. The module will then show how crucial for a company to become innovate or creative in order to set up the basis for competitiveness, therefore sustainable profitability.

Country Risk Assessment

The module helps students to understand how strategic and vital for an international company to monitor countries where they are doing business and mostly help students get the techniques and a solid comprehension of what characterizes a country risk. And also how country risk assessment could be used as a screening device for companies or specialized institutions to avoid conducting business in countries where the risks are excessive.

In the end of the module, students will be able to assess a country risk situation with regard cross-border investment, profit repatriation, social and fiscal issues as well.

International sourcing, outsourcing and e-sourcing

The module covers topics such as sourcing processes, supplier selection, global sourcing performance and the use of IT tools promoted by international companies.

It also deals with strategic decisions surrounding products or services that could be provided in-house or outsourced by the company in a highly global and competitive environment.