

Master “Economie Internationale et Globalisation”

A programme focusing industrial economics and competition

The specialization relies on a Research Laboratory : Grenoble Applied Economics Laboratory (GAEL), where the professors and associate professors work on their research together with researchers (economists from INRA: National Institute for Agricultural Research), who also participate in some courses.

In order to obtain the Specialization Economiste d’Entreprise Master diploma, a student has to gain 60 “credits” according to the new “European Credit Transfer System”. It will be the case for Brazilian students as well.

In this framework, the design proposed consists in 80 hours in Grenoble, 24 hours in Aix en Provence and 21 hours in São Paulo. This will cater for 15 credits.

The remaining 45 credits will be gained in São Paulo (regular programme)

Main field of the programme

The programme is developed from three main fields:

1. Industrial economics and competition issues (alliances, market strategies, change management, intercultural management...)
2. Quantitative methods in order to grasp activity inside the firm and in its environment (econometrics data mining, statistical softwares...)
3. Project management is more of an introduction to this topic (aims and means, principle of implementation, first use of software...)

Programme

Five modules are listed :

European economy: sectoral outlook (30 to 40 h) (2 classes - 6 credits)

Intends to depict some great issues from a European view in industries of strategic interest on the ground of their fast moving traits in technology, organisation, market design and competition...

Such as Defense industries, steel industry, telecommunication, rail transportation, electricity, medicine products (drugs).

Each topic will be presented in a one day conference by a highly skilled professional of the field, among the following:

- *Defense Industries* : David Versailles - Head of the Economic Research Centre of the Ecole de l’Air
- *Telecommunication Industry* : Sidi Diop - Economic Evaluation Unit Agence de Régulation des Telecommunications (ART Paris, Telecom Regulation Agency: Div. of Economy and Prospective)
- *Steel Industry* : Christophe Rynikiewicz - Engineer economist working on the UE project “Ultra Low CO² Steelmaking”
- *Electricity market* : Alexandre Klein - Department of Economic Affairs – Electricité de France (the French National Company - Paris)
- *Railway transportation* : Bertin Lalanne - a specialist of international pricing in Europe at SNCF (the French National Railway Company Paris)
- *Drugs and Medicine industry*: Jérôme Dumoulin - researcher at CNRS (National Committee for Scientific Research), a specialist of the international aspects of the field.
- *French anti-trust regulation*: Elise Aloï - the Conseil de la Concurrence (French Competition Authority Paris)
- *European and French Anti-trust* : Eric Avenel (ESE-Economie Stratégies Entreprise).

Business intelligence and economic decision making (16 h) (1 class - 3 credits)

Aim: getting familiar with the practise of business intelligence through efficient research of relevant information, through critical reading of papers, through building accurate arguments, and communication.

Teachers: Eric Avenel, Francois Bel, Jean-Philippe Tropeano (ESE)

Strategic management of innovation and technology (12-16 h) (1 class - 3 credits)

This course explores the strategic management of innovation and technology. It targets management scholars and general practitioners who need to define the strategy, the organisation and the control at the business unit or corporate level. It may also be useful to policy makers and to managers of professional associations who aim at stimulating innovation and new technology adoption. This course presents the strategic games around technologies and innovation. It explores how technology and innovation can be managed.

Teacher: Vincent Mangematin, a French specialist in the field, also teaches at ESSEC Paris (Business School)

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Operational management of project (12-16h) (1 class - 3 credits)

Program: Introduction, main steps according to environment and organization, the planning of a project, principles of planning softwares, team management and basic rules of communication, project accompaniment of change in an organization.

Teacher : Christian Bernengo (ESE)

Euro Zone and Macro-Economics (4-8h)

Overview of the aspects of the Euro Zone and european economy

Teacher: To be confirmed

MODULE IN BRAZIL

Econometrics- 12 h

Date: november (date to be defined)

Teacher: Alexandre Sartoris, FIPE-USP

Visit to companies:

The participant will be able to visit companies in the region of Grenoble.

Assessment of knowledge gained by the students :

Insight gained in each class will be assessed through exams (written, or presentation in front of a jury, or continuous monitoring) in order to deliver the diploma.

International Partnership

The program is developed through a partnership between ESE-Grenoble and FIPE – Fundação Instituto de Pesquisas Econômicas.

It joins the tradition of ESE experience in the qualification in economics area in France, and the experience of FIPE in the qualification of executives from many business administration areas in Brazil.



Both ESE and FIPE add corporate experience to insertion in the academic environment, with a faculty composed of professors-researchers and of renowned specialists in the market.

International Agreement

FIPE maintains an agreement with UFR-ESE -Grenoble of Université Pierre Mendès France, at Grenoble/France, aiming to provide students with the international and cross-cultural dimension of Managerial Economics. UFR-ESE recognizes the program taught at FIPE and adds a course of studies undertaken in Brazil and in France, so as to meet the academic requirements of the French institution.

This module enables participants to obtain the diploma granted by UFR-ESE (the Master “Economie Internationale et Stratégies d’Acteurs”, Specialization « Economiste d’Entreprise”), recognized by the French Ministère de l’Education Nationale, in addition to the certificate granted by the Brazilian MBA course. It is a complementary activity that depends on the formation of a class to be offered.

Programme calendar:

BRASIL:

Econometrics(BRASIL)–12 hours
November 2009

FRANCE:

Master 80 hours

From 4 to 22 january 2010
Monday to friday
8.30 a.m. to 11.30 a.m.
13.30 p.m. to 16.30 p.m.

Grenoble – Isère – France

Maximum number of students :
28

Coordination Team

BRASIL:

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**Marco Antonio S. Vasconcellos
(FIPE/FEA-USP)**
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FRANCE:

**François Bel (ESE) responsable
relations internationales de la
Specialisation Economiste
d’Entreprise du Master
Economie Internationale et
Globalisation (EIG)**

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**Daniel Liena – Responsable de la
Specialisation Economiste
d’Entreprise du Master EIG**

<http://web.upmf-grenoble.fr/sceco/>

Extension: Change Management (Aix-en-Provence)

Introduction

This course focuses a fundamental aspect of Management in a constantly changing environment organisations are facing nowadays. This course is an important extension to the Master realized in Grenoble. The course “Change Management”, to be realized at the Institut d’Administration des Entreprises (IAE), of Aix-en-Provence, focuses on how to manage change in organizations. It shows the importance of having the right balance between an ability to manage down – to have the skill to use communication, motivation and participation, to mobilise and lead a group of people in a certain direction – and an ability to manage up – to have the team building and political skills to build coalitions and supports to achieve a result. It also teaches the necessity of managing the transition (which is a human, internal and psychological process) to make the change (which is more often organisational, external and situational) work and succeed.

MODULE IN BRAZIL

1 to 3 October 2009

Intercultural Management - 9 h

Prof. Veronique Moncada

Session 1: Culture, Culture Differences and Intercultural Stakes

Introduction

Notion and Definition of Culture –

Bicultural - Multicultural –
Intercultural

Culture differences: some models
(Edouard T. Hall - Kluckhorn and
Strodtbeck - Geert Hofstede)

The stakes of Intercultural: deficiency
or richness?

Who are the “French”?

Session 2: Communication and Intercultural Communication

Notion and definition of

Communication – Non-verbal
Communication.

Communication Styles.

Intercultural Communication.

How Brazilians are seen from all over
the world?

Session 3: Intercultural relations: Representation, Stereotypes & Prejudices – Emotion management. Key skills and competencies for working across culture

Our own representation of the world
Stereotypes & Prejudice: Construction
– Utility – Dangers

How to recognize and manage our
emotions.

Self-awareness of personal cultural
dimensions, Intercultural mindset,
Behaviour skills.

French and Brazilians interact

MODULE IN FRANCE

25 to 28 January 2010

Change Management - 24 h

Prof. R. Weizs

The four day seminar in France uses a mix of cases, discussions, exercises and a computer simulation to give the participants a clear understanding of the common reasons that organizational change efforts so often fail and to reinforce their change and transition management competences. We will discuss how to apply these findings and skills in different organizational contexts and to the personal situation of the participants.

This course will also have the participation of students from the MBA de MIT Politechnico de Milano

<http://www.mip.polimi.it/go/Home/English>,



Programme calendar:

Intercultural Management-9h

From 1 to 3 October 2009

Thursday-Friday – 19:00 – 22:00

Saturday – 9:00-12:00

São Paulo – Brazil

Change Management-24h

From 25 to 28 January 2010

Monday to tuesday

8.30 to 11.30

13.30 to 16.30 .

Aix-en-Provence (Paca)–France

**Maximum number of students :
28**

Coordination Team

BRASIL:

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