MIEX MASTER IN INTERNATIONAL MANAGEMENT
ACADEMIC PROGRAM

Courses:

1st. year program
Università Cattolica del Sacro Cuore, Milano, Italy & ICN Business School in Nancy, France
- Economic and Financial Analysis
- International Banking
- Human Resources Management & International Business Organization
- International Marketing
- International Business Strategy & International Entrepreneurship
- Negotiation techniques
- Industrial Economics
Total Credits = 70

- International Economics
- International Finance
- Brand Management
- Legal System and International contractual Law
- Transportation and Logistics
- Field Work Research
- Field Research Report

2nd. year program
ECUST in Shanghai, China
- Chinese History and Culture
- Business Ethics
- Chinese Business Environment
- Chinese Business Law
- Research Methods
- Managerial Economics
- International Marketing Strategy
- Strategic Management
- Business Risk Management
- International Business consultancy
- Project Management
Total Credit = 60

- Leadership
- Project Work/Case Study
- Chinese Listening
- Chinese Speaking
- Chinese Reading
- Seminars in Business Topics & Business visiting
- Internship/Field Work
- Master Thesis

Universidad La Salle in Mexico City, Mexico
- Negotiation and Business Promoting in America
- Management Socially Responsible
- Legal Context in International Mexican Business Culture
- Mexican Consumer Behavior
- International Entrepreneurship Shop
- Research Methodology
Total Credits = 60

- 2 more lectures from the universe proposed on the Economic and Administrative Masters
- Study Case and Final Project
- Grade Exam and oral dissertation (in situ)
- Final Exam

MGIMO in Moscow, Russia
- Russian Language (intensive course)
- Geopolitical Aspects of Russian Development
- Legal Environment of Entrepreneurship in Russia
Total Credits = 60

- Modern Problems of Russian Economic Development
- Russia in Foreign Economic Relations
- Entrepreneurship In Russia
- Project Work
- Final Exam

Uppsala University in Uppsala, Sweden
- The International Firm in a Global Economy
- Managing the Multinational Corporation
- Internationalisation Strategy
- International Marketing (advanced)
Total Credits = 60

- Sweden’s Economic and social Development in the 19th and 20th Centuries
- International Financial Management
- Swedish Economy and Business Life
- Master Thesis