

## M2 INTERNATIONAL BUSINESS & DIPLOMACY

Work-study program combining school and company

RNCP 28184 (National Register of Professional Certifications) title certified by the State (recognition of level I, and European level 7, and level 8)

*Risk Management has become a key process to assess, allocate and manage international risks in a context of increasing uncertainty : it has to take into consideration a large number of factors, for the account or under the control of various actors : companies, customers, governments, shareholders and stakeholders (NGOs). The first aim of this course is to provide a general understanding of risks, from both an economic and financial perspective, according to the levels of risks attached to corporate strategies and targeted countries. The second aim is to provide a comprehensive understanding of connections between such risks and a general methodology to assess and mitigate them.*

*This Master's program has been updated to address new issues such as the global impact of the health crisis and new visions of globalization, less centered on free trade agreements. It focuses on Diplomacy-Business synergies for economic development.*

**Courses and conferences are delivered in English.**

**Together with the M1 «International Strategy & Economic Development» of ESCE, the M2 delivers a double degree HEIP-ESCE (Grade de Master).**



**Program Director: Pierre Mourlevat**, with the participation of **Philippe Tauzin**, project adviser

*Mr. Mourlevat (Institut d'Etudes Politiques de Paris, Ecole Nationale d'Administration) is general auditor at the Ministry of Finance. He is a former economic and financial counsellor at the Treasury Department, Ministry of Economy and Finance. He served as economic counsellor at the French embassy in Seoul, Bangkok, Vientiane, Ankara, Tel Aviv, and as minister counsellor for economic affairs at the French embassy in Alger, Abu Dhabi (responsible for Gulf countries, Yemen, Irak and Iran) and Tokyo. He is also member of the French-Japanese economic forum. As general auditor he is specialized in public health policies.*

*Philippe Tauzin (Sciences Po Paris, master's degree in economics Paris II) is a specialist in international economic, financial and banking affairs. Since 2003, he has taught international economy and finance in various Institutions including HEIP, HEC Paris, Dauphine-PSL and Paris-Descartes, in Bachelor, Master and Executive programs.*

## TRAINING FREQUENCY

### 7 PROFESSIONAL SEMINARS

#### October 25<sup>th</sup> to 29<sup>th</sup> / Freeze frame : the lines of force in the global economy

This seminar focuses on the fundamentals of geo-economics: international financial institutions, the major powers (United States, China, Japan, European Union-EU) and the convergence/divergence of their economic interests, the place of emerging economies, the impact of crises, particularly the health crisis, while providing a method of analysis of the components of country risk. The seminar also addresses the major challenges for global economic equilibrium: energy resources, sustainable development, the major impact of demographics, in particular the ageing of populations, and the unprecedented increase in inequalities throughout the world.

#### November 15<sup>th</sup> to 19<sup>th</sup> / States' International economic strategies, using an economic intelligence approach

This seminar addresses the development strategies of states in terms of their international component, in particular agricultural, energy and industrial policies, and the role of economic stakeholders in asserting their interests within this framework (lobbying). It also covers crisis exit strategies (including the exit strategy for the health crisis), making it possible to fine-tune analysis of country risk (role of banks and rating agencies). In this context, the seminar focuses on the economic intelligence approach, through the example of 5G and the EU's positioning vis-à-vis China. It also discusses the new relationship between the EU and the UK and the consequences of Brexit for European companies.

#### December 6<sup>th</sup> to 10<sup>th</sup> / International economic cooperation for business, the threats of de-globalization, and the search for new

#### opportunities

International economic cooperation is multifaceted and concerns all public entities: the State, local authorities and development banks. It impacts all sectors and is increasingly involved in health policies. The regulation of international financial flows is a new priority, in the face of the emergence of new monetary units (bitcoin) and the rise of GAFAM. The policy of trade liberalization (WTO, free trade agreements) is now challenged by the return of the aspiration to sovereignty, including health sovereignty. The seminar also addresses the rise of «green diplomacy» and, more generally, the «soft power» of cultural, sports and tourism diplomacy.

#### January 4<sup>rd</sup> to 8<sup>th</sup> / Economic diplomacy: a driving force for the internationalization of companies

This seminar presents «business diplomacy», i.e. the strategies of companies to conquer positions worldwide, in all their diverse forms: commercial development, investments, public-private partnerships (PPP). It examines the support of economic diplomacy, with all its tools: political support and use of cultural «soft power», technical support, deployment of financial tools. There will be a particular focus on support for the internationalization of SMEs and ETI, leading to an understanding of the missions of Business France and the chambers of commerce in foreign markets.

#### January 24<sup>th</sup> to 28<sup>th</sup> / Economic diplomacy and support for innovation, the example of French Tech

This seminar addresses the impact of the COVID crisis on the acceleration of digital technology worldwide. The growing awareness of the importance of innovation is be-

coming a major dimension of the international economic strategy of States, as shown by the protection of patents or the emphasis placed on renewable energies. It is also a significant feature of economic diplomacy: the seminar analyzes the components of the French Tech initiative and its financial implications for Fin Tech. It reviews the impact of innovation on development policies, trade policies and international financial cooperation.

#### February 14<sup>th</sup> to 18<sup>th</sup> / France's attractiveness and how to boost it for major international industrial and financial players

This seminar addresses the overall concept of a country's economic attractiveness, and the galaxy of potential investors, including multinational companies, sovereign wealth funds, pension funds, and venture capitalists (VCs). It provides a better understanding of the tools used by economic diplomacy to enhance attractiveness, and the role of diplomatic «soft power» to achieve this. It also shows how an embassy organizes its work of boosting attractiveness.

#### March 7<sup>th</sup> to 11<sup>th</sup> / The convergence of economic diplomacy and business diplomacy in the service of intercultural management and crisis management

This seminar deals with intercultural management, both within teams and in relations with foreign entities, in order to study the ways to achieve successful negotiations and partnerships. It also demonstrates the importance of State-company synergies in overcoming international crises. Finally, it provides a general assessment of economic diplomacy and its contribution to the international influence of companies.

# ALTERNATING WORK-STUDY PROGRAMME

## FOUR OPTIONS FOR THIS YEAR

**Funded by a company or institution in the framework of:**

● **Apprenticeship contract:** the student is employed by a company on a permanent or fixed term contract

● **Professional Training Contract:** the student is employed by a company on a permanent or fixed term contract

**Funded by student,** time spent in the company is in this case an internship, there are two types of contracts:

● **Traditional internship agreement:** the student retains his/her student status and pays his/her own tuition fees.

● **'Convention Missions Entreprise École' (School - Company Training Agreement):** the student retains his/her student status and pays all or part of the tuition fees.

### AGENDA

**School start:** 4<sup>th</sup> october  
with a MASTER CLASS

**End of the school year:** 28<sup>th</sup> august

**Final exams :** september, 2022

## SCHEDULE

october	november	décember	january	february	march	april	may	june	july	august	september
MASTER CLASS	1 week of in-school training 2 weeks in the company				Full time in the company + e-learning						EXAMS

## PROFESSIONS / SECTORS

- Manager in a public agency involved in international issues
- Manager in the international department or in a office abroad-public or private company
- Expert on international issues in a consultancy firm
- Manager in a French chamber of commerce in France (international department) and abroad

## INFORMATION

**Prerequisites:** holder or in the process of obtaining a diploma validating 4 years of higher education (equivalent to 240 ECTS credits validated or in the process of being validated), Bachelor's degree (or equivalent) in the field of human, political, economic, legal and social sciences or communication.

**Admission procedures:** If a new student: the candidate obtains the results of the competitive examination 2 weeks after submitting his/her application. If a former HEIP student: the re-registration platform is open from 16 May 2021.

**Methods used:** lectures and tutorials in small groups / e-learning / continuous assessment + end of semester assessments.

**Pedagogy:** all our courses are delivered by university lecturers or professional consultants who are experts in their field.

**Location and accessibility:** the courses take place at 10 rue Sextius Michel 75015 PARIS - premises accessible to people with disabilities.

**Graduation rate:** 92%

**Graduate employment rate:** 86% six months after graduation.

**Fees:** €8,600 (€1090 deposit / €90 CVEC [student and campus life] tax for new students / €50 administrative fee), possibility of financing by the host company if the student finds a professional training or cooperative education contract.

## CONTACTS

### ADMISSION

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### REGISTRATION

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