

# INTERNATIONAL SCHOOL OF MANAGEMENT

PARIS | NEW YORK | NEW DELHI | SHANGHAI

**Master of Business Administration (MBA)**

International Business Management



2014



# MBA Program

## Master of Business Administration

### Overview

The Masters of Business Administration (MBA) program at ISM is a full-time, 18-month program based in Paris with a two week course of study in New York City. All students are required to complete 31.5 credits of coursework, as well as two Management Skills Assessment Evaluations, two academic writing modules, and a Master's Thesis. Coursework for the program can be completed within one year. Students may choose among three different tracks: the generalist track; a specialization track in entrepreneurship & innovation; and, a specialization in finance.

MBA seminars in Paris are typically 1.5 credits each while the two-week course in New York City, which consists of several individual seminars, is worth 5 credits. Each seminar is usually scheduled for three full days.

### Management Skills Assessment

As part of the MBA degree requirements, students must complete two Management Skills Assessments. The assessments take the form of two case study analyses and provide an opportunity to conduct in-depth research on an assigned company. In return, students receive a detailed assessment of their work that will contribute to setting personal academic standards for future coursework while at ISM. Students complete the first case analysis before starting their program and the second case analysis towards the end of their studies at ISM.

### Academic Writing Modules

All MBA students are required to complete Academic Writing Modules I and II.

### Thesis

The final requirement of the MBA program involves researching and writing a Master's Thesis under the guidance of the Dean of the MBA Program. The chosen topic must be original and pertinent to current international business theory and the student's current or future professional responsibilities. The purpose is to demonstrate the student's understanding of how conceptual knowledge or academic theory applies in specific contexts.

### Orientation For Full Time MBA Students

All MBA students are required to attend a one-day orientation at ISM Paris. Orientations take place three times a year and are held one to two weeks prior to the start of the program. During orientation, the MBA program resources, curriculum, academic policies, courses and expectations are reviewed to provide students with everything they need to know to get started in the MBA program.

### Summary

	<u>Credits</u>
Coursework	31.5
Management Skills Assessment I & II	1.5
Master's Thesis	20
Credits Required to Graduate	53
<b>Options for Coursework</b>	
<u>Generalist Track</u>	
Required Core Courses	12

Elective Courses with no Specialization	19.5
Total Coursework Credits	31.5
<i><u>Entrepreneurship &amp; Innovation Specialization</u></i>	
Required Core Courses	12
Specialized Courses	9
Elective Courses	10.5
Total Coursework Credits	31.5
<i><u>Finance Specialization</u></i>	
Required Core Courses (including 2 finance modules)	12
Additional Finance Courses	6
Elective Courses	13.5
Total Coursework Credits	31.5

<u>Types of Courses Offered</u>	<u>Credit value</u>
Three-day face-to-face seminars in Paris	1.5
Two-week intensive course of study in New York	5.0
E-Learning Modules	3



## MBA Seminar Guide 2013 - 2014

2013 Paris Seminars	Faculty	Dates	Credits
Academic Writing Skills I	Matthew Andrews	Sept. 25	0.0
Academic Writing Skills II	Matthew Andrews	Oct. 02	0.0
Executive Leadership	Joseph Santora	Oct. 07, 08, 09	1.5
Financial Statement Analysis	David Pollon	Oct. 24, 25, 26	1.5
Financial Management	David Pollon	Nov. 14, 15, 16	1.5
Corporate Finance	Robert Weigand	Nov. 28, 29, 30	1.5
International Finance	Martin Grandes	Dec. 16, 17, 18	1.5
2014 Paris Seminars	Faculty	Dates	Credits
Entrepreneurship and Innovation	Ken Kwong-Kay Wong	Jan. 06, 07, 08	1.5
International Business Law	Elizabeth Gilbert	Jan. 16, 17, 18	1.5
Human Resources Management	Ivonne Chirino-Klevans	Feb. 13, 14, 15	1.5
Business Statistics and Research Methods for Managers	Jose Gimenez	Feb. 17, 18, 19	1.5
Information Systems for Managers	Wim Van der Zande	Mar. 06, 07, 08	1.5
Management Decision Making	Robert Levasseur	Mar. 13, 14, 15	1.5
Supply Chain Management	Jose Gimenez	Apr. 03, 04, 05	1.5
E-Commerce	Elias Hadziliadis	Apr. 10, 11, 12	1.5
Negotiation & Conflict Resolution	Leslie Shaw	Apr. 24, 25, 26	1.5
International Marketing	Desmond Cooney	May 15, 16, 17	1.5
Advertising & Communications	Nathan Sambul	May 26, 27, 28	1.5
Change Management	Alessandro Biscaccianti	Jun. 05, 06, 07	1.5
International Business Strategy	Ramesh Bagla	Jun. 26, 27, 28	1.5

### New York July, 2014 Academic Calendar

	Business Ethics	TBA	TBA	1.5
	Business Policy	TBA	TBA	1.5
	Sales Management & Strategy	TBA	TBA	1.5

In certain seminars, MBA and Executive MBA sessions will be combined. A special seminar, titled *The Elements of Writing a Thesis*, will be organized and directed by Dr. Mark Esposito, Dean of the MBA Program and Thesis Supervisor, in the Fall, Winter, and Spring terms.



## Paris Faculty

### MBA Program



**Dr. Wim van der Zande** is a specialist in the area of Information Management both as a Consultant and as an auditor. Wim holds a MBA and a post-graduate degree (Registered EDP-auditor) from Tilburg University in the Netherlands. Wim earned the degree of Master of Information

Management at Washington University (St. Louis) and he got his PhD from the International School of Management (ISM). For 12 years he has been a part-time faculty member at Nyenrode Business School. Wim has worked for more than 20 years in the Financial Service Industry at the insurance company Interpolis, the Unico Banking Group and the Rabobank, the largest retail bank in the Netherlands. Over the years he held several management positions in the area of Information Management. He is the owner of the consultancy firm Unibro out of which he consults and teaches around the globe. Recently Wim taught in several countries of the former USSR as part of an assignment for the Worldbank.



international trade and related topics in over thirty countries. He is the author of *Export-Import Basics: The Legal, Financial and Transport Aspects of International Trade* (1997), a leading seller in its field. He has also published several articles in the business and popular press and has collaborated on the drafting of numerous international policy papers and model contracts. After working for eight years in Paris as Head of Division at the International Chamber of Commerce, he returned to the US, where he was recently appointed Professor of International Trade and Marketing at the State University of New York - F.I.T.



**Dr. Robert W. Van Cleave** has some thirty years of experience in higher education and industry. On the academic side, Dr. Van Cleave has taught Undergraduate, masters, and doctoral level courses covering a wide range of academic areas including business research methods, business statistics, Quantitative

methods, and information systems. His industry experience includes managerial positions in the U.S. Air Force, Medtronic, Inc., and the Federal Reserve Bank of Minneapolis. Dr. Van Cleave has a Ph.D. degree in Business Administration with an emphasis in Information and Decision Sciences from the Carlson School of Management, University of Minnesota. He also obtained his MBA degree from the Carlson School with a dual concentration in Quantitative Analysis and Information Systems. His undergraduate business degree is from the Fisher School of Management at The Ohio State University with a focus in Finance.



**Dr. John-Christopher Spender** is CEO & Chairman of KnowGo Corp., a New York based Knowledge management consultancy. He is a widely published lecturer on strategy, knowledge management, and organization theory. He has taught on four continents. His most recent book is *Eden, C., & Spender, J.-C. (Eds.). (1996). Managerial and Organizational Cognition*. London: Sage. He was previously a nuclear submarine engineer, computer salesman, and banker, and served as a Business School Dean for seven year

**Dr. Guillermo C. Jiménez** is a specialist in international trade and international business transactions. A graduate of Harvard University and University of California - Berkeley's Law School, Mr. Jiménez has lectured on

**Dr. Ilan Alon** is Jennifer J. Petters Chair of International Business and Executive Director of Rollins China Center. He is the author, editor, and co-editor of 10 books and over 80 published articles, chapters, and conference papers. His two recent books *Chinese Culture, Organizational*

*Behavior and International Business Management* (Greenwood, 2003), *Chinese Economic Transition and International Marketing Strategy* (Greenwood, 2003), and *Business and Management Education in China: Transition, Pedagogy and Training* (World Scientific, 2005) are widely distributed among key universities and researchers. Dr. Alon is a recent recipient of the Chinese Marketing Award, a dual award from the Tripod Marketing Association (China) and the Society for Marketing Advances (USA). He has taught courses in top Chinese MBA programs including Shanghai Jiao Tong University, Fudan University, and China Europe International Business School. He is also an international business consultant, with experience in China as well as other countries, and a featured speaker in many professional associations.



# Paris Faculty

## MBA Program



**Dr. James Kallman** holds a doctoral degree in Risk management and insurance from the University of Wisconsin, a Master's of Science degree in business from the University of Wisconsin, and a Bachelor of Science degree in finance from the University of Minnesota. He also has the Associate in Business

and Associate in Risk Management (ARM) designations. Dr. Kallman teaches professional education courses in risk management, risk control, risk financing, and financial management. Dr. Kallman is the owner of Kallman Consulting Services (KCS), providing practical applications of Enterprise Risk Management. Prior to opening KCS, Kallman was the Executive Vice President of the National Alliance in charge of the Certified Risk Managers International program and the Academy of producer insurance studies. He has also served as a full-time professor at St. John's University, the School of Risk Management (formerly The College of Insurance). His research focus is risk control and loss control project decision making. Dr. Kallman also writes materials for and teaches the RIMS Fellow in Risk Management courses and serves on the RIMS Professional Development Advisory Committee. He serves on various committees for the American Risk and Insurance Association and the Western Risk and Insurance Association.



**Dr. Martin Grandes** holds a Ph.D. in Economics from the "Ecole des Hautes Etudes en Sciences Sociales," Paris. Since August 2009 he has been Full Professor of Economics and Finance, Director of Research in Economics, Faculty of Social and Economic Sciences, and Director of

the Applied Research Centre at the Graduate Business School of the Pontifical Catholic University of Argentina (UCA). Before joining UCA he served as Executive Director the Center for Financial Stability, a Latin American think tank based in Buenos Aires, for about a year. From September 2004 to August 2008 he was Associate Professor of Finance and Public Policy and Dean of the Graduate School of Government at The American University of Paris (AUP), where he is currently on leave. Prior to joining the AUP Prof. Grandes served as an economist the OECD Development Centre (September 2000-September 2004), was Consultant to ECLAC-UN (2002-2003) and advisor to two deputy secretaries of state in the Ministry of Finance in Argentina (1999-2000).



**Dr. Amir Shoham** (PhD) holds degrees in Economics and Business Administration from Ben-Gurion University. He is currently on the faculty of the Department of Business Administration, College of Management and Department of Economics, Sapir Academic College, both

in Israel. Shoham teaches for Rutgers university EMBA program and Baruch college Executive MS programs. The courses he teaches include Managerial Economics, Introduction to Finance, International Finance, and International Financial Strategies. He sits on the Boards of Directors of two public firms. His research interests

include international finance and international economics and he has recently published articles in Journal of International Business Studies, The Global Economy Journal, International Journal of Business and Economics, and Peace Economics, Peace Science and Public Policy.

**Mr. Simon Stockley** is Director of the Full-Time MBA programme and a Teaching Fellow in Entrepreneurship at Imperial College Business School. He teaches courses in entrepreneurship on the MBA and other programmes as well as courses for the faculty of Imperial College's science and technology departments. His research interests include the development of entrepreneurial behaviour, the nature of opportunity and resource based competitive advantage. Simon's career spans oil exploration, corporate lending and business support. In the latter role he advised over 300 start-up businesses and 60 high growth ventures. He currently consults in both the public and private sectors and has an extensive executive education portfolio. He holds an MBA with Distinction from Aston Business School and is completing his PhD in strategic management at Imperial College. Prior to his appointment at Imperial College he was Tutor for Assessed Programmes at Cambridge University's Judge Business School.



**Dr. Chirino-Klevans** is an expert in Global Executive Education. She has held executive positions such as Assistant Dean of Executive Education for the Fuqua School of Business at Duke University (U.S.A) as well as Program Director for Duke Corporate Education. Her experience is in Program

Design, International Client Management, cross-cultural organizational environment assessments, international talent attraction and retention, compensation programs, training needs assessment, training management, and impact of training. She has consulted for clients such as Deutsche Bank, TRW, Ford Motor Company, among others. Her expertise in Higher Education includes as well leading a top MBA program in Latin America. Her work has been featured in CNN, Caribbean Business, Talent Management Magazine, among other publications. Dr. Chirino received her Ph.D. in Psychology from Universidad Iberoamericana, and also holds an MBA from Univesidad de las Américas, and a Masters in Psychology from Georgia College and State University. Earlier in her career, she also served as the psychologist for the Mexican national rowing team, and contributed to the team winning a silver medal at the 1991 Pan Am Games. She herself is a Pan American games medalist in gymnastics. She combines her experience as an executive, elite athlete and Psychologist to create action learning experiences in online and face to face learning communities.

## MBA STUDY PLAN

The MBA program at ISM can be viewed according to different components detailed below with an expected completion time of 18 months. This study plan outlines the general guidelines for completion. For more information, please consult the Program Guide.

Component	DESCRIPTION	CREDITS
Component I	<b>Professional Assessment I sent upon enrollment</b>	<b>.75</b>
	<i>If credit is not earned due to a late submission or inadequate score, an additional .75 credits of coursework must be completed to meet the credit requirements for graduation.</i>	
Component II	<b>MBA Core Courses</b>	
	<b>Required Core Seminars for all MBA students</b>	
	<b>Module</b>	<b>Format/Location</b>
	Academic Writing Modules I and II	Paris, face-to-face
	Financial Accounting & Financial Statements	Paris, face-to-face
	Financial Management I	Paris, face-to-face
	Human Resources Management	Paris, face-to-face
	Change Management	Paris, face-to-face
	Global Economics	Paris, face-to-face
	International Marketing I	Paris, face-to-face
	Advertising and Communications	Paris, face-to-face
	Business Statistics & Research Methods for Managers	Paris, face-to-face
		<b>Total credits required</b>
		<b>12</b>
Component III	<b>MBA Options: Generalist versus Specialization</b>	
	<b>Component III. Option 1: Generalist Track</b>	
	In addition to the required core seminars, students must validate credits from among any electives offered (see component IV below).	<b>19.5</b>
	<b>Component III. Option 2: Entrepreneurship Specialization</b>	
	In addition to the required core seminars, students must validate the four modules listed below for 9 credits plus accumulate 10.5 credits of electives.	
	<b>Module</b>	<b>Format/Location</b>
	Entrepreneurship & Innovation	Paris, face-to-face
	E-Commerce and Social Media	Paris, face-to-face
	Corporate Entrepreneurship for Competitive Advantage	E-Learning
	New Product Design and Development	E-Learning
	<b>Total credits for the Entrepreneurship Specialization</b>	
	<b>9</b>	
	<b>Component III. Option 3: Finance Specialization</b>	
	In addition to the required core seminars, students must validate the two face-to-face seminars listed below for 3 credits, one e-learning seminar in finance for 3 credits, plus 13.5 credits of electives.	
	Two required finance seminars from the core curriculum listed above	3.0
	Corporate Finance	Paris, face-to-face
	International Finance	Paris, face-to-face
	One e-learning module in finance such as Active Investment Management	E-Learning
	<b>Total credits for the Finance Specialization (including 3 credits from core modules)</b>	
	<b>9</b>	
Component IV	<b>MBA Electives</b>	
	<b>Paris face-to-face seminars (schedule runs from October to June)</b>	All seminars worth 1.5 credits unless otherwise indicated
	<b>New York face-to-face seminars (usually scheduled in July)</b>	Entire two-week program is worth 5 credits (consists of individual seminars)
	Total number of MBA course credits students must accumulate including core requirements, specialization, and electives	
	<b>31.5</b>	

<b>Component V</b>	<b>Professional Assessment II sent after obtaining 24 coursework credits</b>	<b>.75</b>
	<i>If credit is not earned due to a late submission or inadequate score, an additional .75 credits of coursework must be completed to meet the credit requirements for graduation.</i>	
<b>Component VI</b>	<b>Research Project Submission</b> <i>Must be submitted no later than 2 years after beginning the program. Minimum word count 25K words.</i>	<b>20</b>
<b>TOTAL MINIMUM CREDITS REQUIRED TO GRADUATE</b>		<b>53</b>





**INTERNATIONAL SCHOOL OF MANAGEMENT**  
PARIS | NEW YORK | NEW DELHI | SHANGHAI