



Master of International and Cross-cultural Negotiation

ABOUT MASNI

This Master's degree grooms future trilingual executives and decision-makers specialized on an international scale, who will be able to manage development projects for companies or organizations in a multicultural environment. It enables the acquisition of skills in various fields and the deepening of knowledge allowing the formulation of relevant international strategies.

International affairs management, in addition to core values of mobility, open-mindedness and adaptability to different standards, requires specific knowledge such as the mastering of management tools and the awareness of the influence of cultures in decision-making processes.

Founded in 1985 as a "Magistère's degree", turned into a Master's degree in 2004, this advanced program that is unique in France, bases its originality on acquiring and strengthening of a dual competence by students from a variety of fields, be it human, social or natural sciences.

The first of these skills is **cross-cultural competence**. Against all odds, globalization has not erased cultural diversity. Instead, cultures resist and are becoming a major issue in international relations. Cross-cultural competence is essential not only in business but in the fields of diplomacy and politics as well as communication between companies or even between individuals.

The second skill is **operational competence** in international and cross-cultural negotiation. Several seminars taught by lecturers and business professionals focus on the basics needed for mastering this competence.

Since 2004, emphasis is placed on developing information literacy. Several courses and seminars have integrated activities or contents that develop basic skills in **cross-cultural intelligence**.

The Master's degree in International and Cross-cultural Negotiation offers to students four separate specializations pertaining to the following cultural

regions:

- 1: Far East (China, Korea, Japan, Vietnam)
- 2: Arab World
- 3: Brazil and Hispanic America
- 4 : Turkey, India and other languages

The Master programme is fully recognized and accredited by the French Ministry of Higher Education. The programme of study lasts two years and gives a total of 120 credits.

This program has been selected from 2012 to 2015 to be classified in the SMBG ranking

Since fébruary 2014 the Master is certified for ISO 9001-2008



The curriculum consists of a main course of study, common to all cultural regions, and of specific linguistic and cultural courses of study depending on the chosen specialization.



Photo : [Anirudh Koul](#)

The program lasts two years, i.e. four semesters, most of the courses included in the program will be closed by a written or oral examination, and other courses may require continuous evaluation. The fourth semester will be dedicated to an internship, preferably





so in the studied cultural area. Graduation will be cleared by a *viva voce* in which the candidate will present their internship report and graduation thesis.

Languages taught within MASNI:

- ARABIC (A)
- CHINESE (A)
- KOREAN (B)
- HINDI (B)
- JAPANESE (A)
- BRAZILIAN PORTUGUESE (B)
- SPANISH (A)
- TURKISH (B)
- VIETNAMESE (B)

(A) : Languages requiring an advanced level

(B) Languages that can be started at a beginner's level

At the student's request, other languages taught at Aix-Marseille University can possibly be undertaken after approval.

Tuition fees

Registration fees are university fees (246 euros).

Programme

The first year (60 credits)

- International risk analysis
- Business Communications
- International Law
- General culture
- Geography of World Cultures
- Financial management
- International Human Resource Management
- Information and Decision
- International and intercultural marketing
- Professional training
- Global Trading
- Sustainable développement
- Professional project
- National information systems

The second year (60 credits)

- Interpersonal communication
- Techniques of international trade
- Conflict and Negotiation
- Labor law
- Project Management
- Knowledge acquisition and restitution
- General culture
- Multilingual business intelligence
- INTERNSHIP
- MASTER THESIS

ADMISSION

Admission to the Master of International and Cross-cultural Negotiation requires a selection and interview procedure for both 1st and 2nd year.

To gain acceptance into 1st year, the student must acquire a Bachelor's or any equivalent Degree, be it French or foreign.

To gain direct admission into 2nd year, the student must have completed a Master's degree's 1st year, be it French or foreign.

For non-French candidates, a C1 level in French is required.

The application form will be available online starting from February 2015. The deadline will probably be fixed on June 1st, 2015.

The complete application must be sent or handed in, without exception, at the address below.

Which procedure you follow to enter a French institution depends on your nationality, the country in which you reside, and your educational plans.

CEF procedure

The online "CEF" procedure is required in 33 countries <http://www.campusfrance.org>

CONTACT:

Denis PEGUIN, Director of Master's degree in International and Cross-cultural Negotiation

Philippe CASSUTO, Co-Director of Master's degree in International and Cross-cultural Negotiation (research referent)

Françoise DESRUES, Advisor

Address:	Secretary's office hours:
Aix-Marseille Université UFR ALLSH Master de Négociation Internationale et Interculturelle Bureau: A483 29, Avenue Robert Schuman 13621 Aix-en-Provence Cedex 01 France	On Mondays from 8:30 a.m. to 4:45 p.m. NON STOP From Tuesdays to Thursdays from 8:30 a.m. to 12:00 p.m. CLOSED ON FRIDAYS
Telephone: +33 (0)4-13-55-36-67 OR + 33 (0)4-13-55-36-94 Fax: +33 (0)4-13-55-33-35 E-mail: allsh-masni (at) univ-amu.fr	



<http://www.masni.fr>



Les parcours de formation, initiale et continue du MASNI sont certifiés ISO 9001-2008

Aix-Marseille Université – UFR ALLSH
Bureau des formations professionnelles A483
29 avenue R. Schuman 13621 Aix en Provence Cedex 01 - France