

Bachelor's Degree in Managerial Economics for International Markets

Presentation

This programme aims at giving students the core knowledge in two complementary fields: economics and management. It provides students with an understanding of the major phenomena of our societies, such as the financial and real markets, entrepreneurial decision processes, the strategic interdependences among market players and between market players and regulators, and the environmental issues. The degree explores the conceptual foundations as well as the technical competences and application tools required for a relevant analysis of the international business and economic environment, with a special focus on the innovation phenomenon. Finally, the m seeks to develop and strengthen intercultural awareness in students by mixing students from diverse French and international academic backgrounds.

Brief overview

Bachelor's degree: 3-year degree in Economics and Management (*Licence 3 Economie-gestion, parcours "Managerial Economics for International Markets"*).

Faculties and sites: University Grenoble Alpes Faculty of Economics (campus) and IUT2 Grenoble (city-center). Students work in small groups for best study conditions.

Target groups for an optimum intercultural environment: balance between the number of French and foreign students.

Language of instruction: English.

Requirements and application

Qualification in Economics and/or Management for admission:

- for French students, License 2 level diploma;
- for countries where the Bachelor's degree is obtained in 4 years: the student must be enrolled in the 3rd year in the home university.
- for countries where the Bachelor's degree is obtained in 3 years: the student must be enrolled in the 2nd year in the home university.
- the student must provide the proof of the success of the 2nd year (or 3rd year) prior to entry.
- English skills: B2 level certificate.
- Application dates and deadlines 2019-20:
Online platform <https://ecandidat.univ-grenoble-alpes.fr/> is open from March 25th to May 15th.

The deadline to apply online is May 15th 2019.

For additional informations: [Link to the page Licence 3 "Managerial Economics for International Markets"](#)

Tuition fees for Degree-Seeking Students for French or our partner universities: €240 (€170 + €90).

For other foreigners, please see Univ Grenoble Alpes rules.

No tuition fees for Erasmus students (no diploma, just getting ECTS credits).

Academic programme

The programme is mainly resting on Managerial Economics and Management (50% of each area) with a focus on international markets.

Semester 5

UE1: The Socio-Economic Environment

International Business and Economics
Environmental Economics
International Finance

Skills: Understanding domestic/international economic issues and developing economic policies to deal with these issues.

UE2: Corporate Strategies and Business Intelligence

Forecasting Tools in Business and Economics
Behavioral and Experimental Economics
Entrepreneurship
Entrepreneurial Marketing Challenges

Skills: Developing knowledge in quantitative economics, forecasting processes and mastering information tools used within the decision process. Tackling marketing issues based on imperfect data, uncertainty, constantly changing environment, in an entrepreneurial approach.

UE3: Innovation

Innovation Economics
Innovation Management and Strategic management
Creativity Tools for Business

Skills: Thinking critically about the innovation phenomenon and its effects on economic evolution. Understanding and assessing the conditions for and the consequences of innovative activities and their management in the face of continuous changes in domestic and international markets.

UE4: Electives courses

Courses among: French for Foreigners, 2nd or 3rd Foreign Language
French Culture for Foreigners Students
French for Foreigners, 2nd or 3rd Foreign Language
Sport (bonus points can be awarded)

Skills: Communicating in everyday life, and understanding of French culture and society, in particular topics such as French history, French political institutions, the French economy, education in France, and the challenges facing France today.

Semester 6

UE5: Consumption/Marketing

Services Marketing
Export Marketing
Forecasting in Business and Economics 2

Skills: Understanding the rationale for marketing strategies in domestic and international markets through a critical multidisciplinary analysis of individual decisions.

UE6: International Markets and Firms

European Market Integration
The microeconomics of Competitiveness
International Business and Purchasing

Skills: Defining and identifying the relevant variables to analyze market structures and competitiveness; characterizing the business environment in order to enhance productivity, efficiency, social achievements, and strategies to improve competitiveness.

UE7: International Challenges

Geopolitics
European Societies: with a cross cultural approach
European Culture
International Industrial Organization

Skills: Opening up and broadening one's horizon, understanding and exploring different approaches to and perspectives on world politics, international relations and geopolitics today using a combination of thought theory and contemporary case study analysis.

UE8: Elective courses

Sociology of Consumption or Topics in Economics
French for Foreigners, 2nd or 3rd Foreign Language
Sport (bonus points can be awarded)

Skills: Understanding the evolution of consumer behavior or understanding domestic/international economic issues; Communicating in everyday life and understanding of French culture and society.