

Managerial economics for international markets 3rd year

Bachelor Economics and management



Duration
1 year



Component
Faculté
d'Economie
de Grenoble
(FEG), Institut
universitaire
de technologie
(IUT2)



**Language(s) of
instruction**
English

Presentation

This program 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 program seeks to develop and strengthen intercultural awareness in students by mixing students from diverse French and international academic backgrounds.

[Version française](#)

International education : Internationally-oriented programmes

Admission

Access conditions

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

Candidature / Application

[Application dates and deadlines](#)

application open from May 25 to June 20, 2022

Fees

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).

And after

Further studies

The skills of the students at the end will be those obtained at the end of a degree in Economics and Management. Graduates of the Economics and Management degree can opt for a master's degree in Economics or Management.

Other master's degrees in France are also available to these students according to their professional project.

For more information, download the document: "Economy and management: from studies to employment" produced by the Orientation to Professional Integration (OIP) section

Targeted trades

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

Useful info

Contacts

Program director

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Program director

Carole TREIBICH

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Program administration

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Program administration

Manager MEFIM

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Course location(s) - City

📍 Grenoble

Campus

🏠 Grenoble - University campus

Program

Specifics of the program

The program is mainly resting on Managerial Economics and Management (50% of each area) with a focus on international markets (subject to vote at the CFVU)

Licence 3rd year

Semester 5

	Nature	CM	TD	TP	Crédits
UE The socio-economics environment	Teaching Unit (UE)				7,5 credits
International business and economics	SUBJECT	20h			2 credits
Environmental economics	SUBJECT	20h			2 credits
International finance	SUBJECT	20h			2 credits
UE Corporate strategies and business intelligence	Teaching Unit (UE)				10 credits
Forecasting tools in business and economics 1	SUBJECT	20h			3 credits
Behavioral and experimental economics	SUBJECT	20h			3 credits
Entrepreneurship	SUBJECT	20h			3 credits
Entrepreneurial marketing challenges	SUBJECT	20h			3 credits
UE Innovation	Teaching Unit (UE)				7,5 credits
Innovation economics	SUBJECT	20h			3 credits
Innovation management and strategic management	SUBJECT	20h			3 credits
Creativity tools for business	SUBJECT	20h			3 credits
UE Elective courses	Teaching Unit (UE)				5 credits
Elective courses 1	BLOCK	20h			1,5 credits
French culture for international students	SUBJECT	20h			
2nd language	SUBJECT	20h			
Advanced english for french students	SUBJECT	20h			
Elective courses 2	SUBJECT	20h			1,5 credits
French for foreign students	SUBJECT	20h			
2nd language	SUBJECT	20h			
3rd language	SUBJECT	20h			

Semester 6

Nature	CM	TD	TP	Crédits
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UE Consumption / marketing	Teaching Unit (UE)	7,5 credits
Services marketing	SUBJECT 20h	2 credits
Export marketing	SUBJECT 20h	2 credits
Forecasting in Business and Economics 2	SUBJECT 20h	2 credits
UE International markets and firms	Teaching Unit (UE)	7,5 credits
European markets integration	SUBJECT 20h	3 credits
Microeconomics of competitiveness	SUBJECT 20h	3 credits
International business and purchasing	SUBJECT 20h	3 credits
UE International challenges	Teaching Unit (UE)	10 credits
Geopolitics	SUBJECT 20h	3 credits
European societies: cross cultural approach	SUBJECT 20h	3 credits
European culture	SUBJECT 20h	2 credits
International industrial organization	SUBJECT 20h	4 credits
UE Elective courses	Teaching Unit (UE)	5 credits
Elective courses 1	BLOCK 20h	1,5 credits
Sociology of consumption or topics in economics	SUBJECT 20h	
Topics in economics	SUBJECT 20h	
Elective courses 2	BLOCK 20h	1,5 credits
French for foreigners	SUBJECT 20h	
Advanced English	SUBJECT 20h	