

## Bachelor Economics and management

# Managerial economics for international markets 3rd year

## Presentation

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

[Version française](#)

## Registration and scholarships

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### 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 3<sup>rd</sup> year in the home university
- for countries where the Bachelor's degree is obtained in 3 years: the student must be enrolled in the 2<sup>nd</sup> year in the home university
- the student must provide the proof of the success of the 2<sup>nd</sup> year (or 3<sup>rd</sup> year) prior to entry
- English skills: B2 level certificate

[skin.odf-uga:SKIN\\_ODF\\_CONTENT\\_PROGRAM\\_CANDIDATURE\\_LABEL](#)

[Application dates and deadlines](#)

application open from May 25 to June 20, 2022

### Expenses

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).

## Further studies

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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 m [aster'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

## Practicals informations :

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- > Component : Faculté d'Economie de Grenoble (FEG), Institut universitaire de technologie (IUT2)
- > Duration : 1 year
- > Course type : Initial and Continuing Education
- > Location(s) : Grenoble - University campus

## Contacts

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### Program director

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### Program administration

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## Program

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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

<b>UE The socio-economics environment</b>	7.5 ECTS
- International business and economics	2 ECTS
- Environmental economics	2 ECTS
- International finance	2 ECTS
<b>UE Corporate strategies and business intelligence</b>	10 ECTS
- Forecasting tools in business and economics 1	3 ECTS
- Behavioral and experimental economics	3 ECTS
- Entrepreneurship	3 ECTS
- Entrepreneurial marketing challenges	3 ECTS
<b>UE Innovation</b>	7.5 ECTS

- Innovation economics	3 ECTS
- Innovation management and strategic management	3 ECTS
- Creativity tools for business	3 ECTS

<b>UE Elective courses</b>	5 ECTS
- Elective courses 1	1.5 ECTS

1 option(s) to choose from 3	
- French culture for international students	
- 2nd language	
- Advanced english for french students	
- Elective courses 2	1.5 ECTS

1 option(s) to choose from 3	
- French for foreign students	
- 2nd language	
- 3rd language	

#### Semester 6

<b>UE Consumption / marketing</b>	7.5 ECTS
- Services marketing	2 ECTS
- Export marketing	2 ECTS

- Forecasting in Business and Economics 2	2 ECTS
<b>UE International markets and firms</b>	7.5 ECTS
- European markets integration	3 ECTS
- Microeconomics of competitiveness	3 ECTS
- International business and purchasing	3 ECTS
<b>UE International challenges</b>	10 ECTS
- Geopolitics	3 ECTS
- European societies: cross cultural approach	3 ECTS
- European culture	2 ECTS
- International industrial organization	4 ECTS
<b>UE Elective courses</b>	5 ECTS
- Elective courses 1	1.5 ECTS
1 option(s) to choose from 2	
- Sociology of consumption or topics in economics	
- Topics in economics	
- Elective courses 2	1.5 ECTS
1 option(s) to choose from 2	
- French for foreigners	
- Advanced English	