

# Managerial economics for international markets 3rd year

Bachelor Economics and management



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



**Language(s) of  
instruction**  
English

## 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.

**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 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

## Candidature / Application

Application dates and deadlines 2020:  <https://ecandidat.univ-grenoble-alpes.fr/>

**application open from April 5 to May 9, 2021**


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

## Useful info

## Contacts

### Program director

ADELAIDE FADHUILE-CREPY

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### Program director

Ghislaine BEDEL

✉ [ghislaine.bedel@univ-grenoble-alpes.fr](mailto:ghislaine.bedel@univ-grenoble-alpes.fr)

### Program administration

IUT 2 - SALVAGIONE Valérie

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### Program administration

Manager MEFIM

✉ [scolarite-eco-licmefim@univ-grenoble-alpes.fr](mailto:scolarite-eco-licmefim@univ-grenoble-alpes.fr)

## Course location(s) - City

📍 Grenoble

## Campus

🏠 Grenoble - University campus

# Program

## Specifics of the program

The programme 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 Corporate strategies and business intelligence	UE				10 credits
Forecasting tools in business and economics 1	MATIERE	20h			2,5 credits
Behavioral and experimental economics	MATIERE	20h			2,5 credits
Entrepreneurship	MATIERE	20h			2,5 credits
Entrepreneurial marketing challenges	MATIERE	20h			2,5 credits
UE Elective courses	UE				5 credits
Elective courses 1	BLOC				2,5 credits
French culture for international students	MATIERE	20h			
2nd language	MATIERE	20h			
Advanced english for french students	MATIERE	20h			
Elective courses 2	MATIERE				2,5 credits
French for foreign students	MATIERE	20h			
2nd language	MATIERE	20h			
3rd language	MATIERE	20h			
UE Innovation	UE				7,5 credits
Innovation economics	MATIERE	20h			2,5 credits
Innovation management and strategic management	MATIERE	20h			2,5 credits
Creativity tools for business	MATIERE	20h			2,5 credits
UE The socio-economics environment	UE				7,5 credits
International business and economics	MATIERE	20h			2,5 credits
Environmental economics	MATIERE	20h			2,5 credits
International finance	MATIERE	20h			2,5 credits

### Semester 6

	Nature	CM	TD	TP	Crédits
UE Consumption / marketing	UE				7,5 credits

Services marketing	MATIERE	20h	2,5 credits
Export marketing	MATIERE	20h	2,5 credits
Forecasting in Business and Economics 2	MATIERE	20h	2,5 credits
UE Elective courses	UE		5 credits
Elective courses 1	BLOC		2,5 credits
Sociology of consumption or topics in economics	MATIERE	20h	
Topics in economics	MATIERE	20h	
Elective courses 2	BLOC		2,5 credits
French culture for foreign students	MATIERE	20h	
2nd foreign language	MATIERE	20h	
3rd language	MATIERE	20h	
UE International challenges	UE		10 credits
Geopolitics	MATIERE	20h	2,5 credits
European societies: cross cultural approach	MATIERE	20h	2,5 credits
European culture	MATIERE	20h	2,5 credits
International industrial organization	MATIERE	20h	2,5 credits
UE International markets and firms	UE		7,5 credits
European markets integration	MATIERE	20h	2,5 credits
Microeconomics of competitiveness	MATIERE	20h	2,5 credits
International business and purchasing	MATIERE	20h	2,5 credits