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 programme 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: Faculty of Economics (campus) and IUT2 Grenoble (city-centre). 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.

Academic year 2019-20: each course session starts at the beginning of September.

Tuition fees for Degree-Seeking Students: €240 (€170 + €90).

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

Requirements and application

- Qualification for admission:
  - 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.
- Documents: Curriculum vitae, cover letter, transcripts of records or diplomas translated into French (certified by your university), copy of ID card or passport, digital photo.
  - For EU students, copy of the European Health Insurance card.
  - For non-EU students, birth certificate translated by a sworn translator.
- Application dates and deadlines 2019-20:
  - For Degree-Seeking students: the online platform is open from March 25th to May 15th.
  - For Erasmus or exchange students: nomination by the coordinator of home university before application. The deadline to apply online is May 15th.
- Contacts:
  - Partner universities of IUT2 Grenoble: sri@iut2.univ-grenoble-alpes.fr
  - Partner universities of the Faculty of Economics: natacha.collet@univ-grenoble-alpes.fr

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:** Definition-Identification-Understanding of factors/variables of market structures and competitiveness; characteristics of the business environment in order to enhance productivity, efficiency and social achievements; 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 taught 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.