



BUSINESS ADMINISTRATION

- *International Management Option*
- *Business and Marketing Option*
- *Communication Option*

30 ECTS certificate





GRENOBLE CITY & IUT2

Welcome to IUT2, in Grenoble, France.

Grenoble is a city of 150,000 inhabitants, located in the heart of the Alps, close to many main ski resorts such as Chamrousse, l'Alpe d'Huez, les 2 Alpes, les 7 Laux. Apart from its beautiful location surrounded by mountains, Grenoble is also famous for the high standard of its universities, hi-tech research and production sites.

Whatever your interests, cultural, sports, or scientific, Grenoble will make your stay a pleasant one, with its cultural, sporting and social amenities and beautiful location with breath-taking views of mountain ranges.

Founded in 1966, IUT2 is the University Institute of Technology 2 in Grenoble. It offers affordable public education in a pleasant learning environ-

ment and a diverse range of university degrees including business administration and marketing.

IUT2 has a strong identity, due to its specific culture and to the strong commitment of its students, professors and supervising staff. University lecturers and researchers, professors and business professionals act together to offer industry-oriented programs. At IUT2, classes are small and professors truly know their students.

IUT2 is one of the 24 academic departments schools and institutes of the Université Grenoble Alpes. Created January 1st, 2016 the Université Grenoble Alpes brings together expertise in all academic disciplines and skilled leadership in higher education from :

**Université
Joseph Fourier**
Science, Technology,
and Health

**Université
Pierre-Mendès-France**
Humanities, Social
Sciences, Business, and Law

**Université
Stendhal**
Literature, Language,
and Communications

The UGA enjoys a unique opportunity to partner with this rich array of research facilities and with industry, producing cutting-edge research and innovative projects.



FACTS & FIGURES

- 1,500 graduates a year
- 3,200 students (45,000 UGA)
- Staff of 190 permanent teachers
- 400 professional business people



THE 'BUSINESS ADMINISTRATION' CERTIFICATE - International Management Option ; Business and Marketing Option ; Communication Option

Every year, at the beginning of February, IUT2 Grenoble welcomes international students for a semester (12-13 weeks) taught in English.

The purpose of this semester of study is to establish exchanges with our partner universities. This course can be integrated into your bachelor's programme and will entitle you to 30 ECTS (60 UK credits). You will have between fifteen and twenty five hours of teaching a week, allowing some time for research.

The teaching staff will consist of lecturers from IUT2, business professionals from Grenoble and guest lecturers from our partner universities. French students planning to study abroad will act as mentors to visiting students.

► SYLLABUS

Students will have core courses in Business Administration and a choice of three options in International Management, Business and Marketing or Communication.

The core courses consist of compulsory courses in French culture and in French language and three optional courses chosen from a list of seven courses dealing with business administration in Europe.

The International Management Option has been tailored to give students knowledge and understanding of the global business environment. The selected candidates will build knowledge and know how to develop and implement independent

business analysis and essential management practices in an international environment. The Business and Marketing option focuses on giving students the necessary theoretical background and skills for effective retail management. Strategically oriented, this option offers a range of operational and marketing courses adapted to our era of digitalized commerce.

The Communication Option gives the students some tools to communicate effectively in France and Europe. Students will gain multicultural awareness and an understanding of in-house communication and visual culture in western societies.

► ENTRY REQUIREMENTS

We welcome students from all our partner universities along with our own business students. The prerequisites for this course are general knowledge in management. French language competence is not required. For students of our partner universities the fees will be waived.



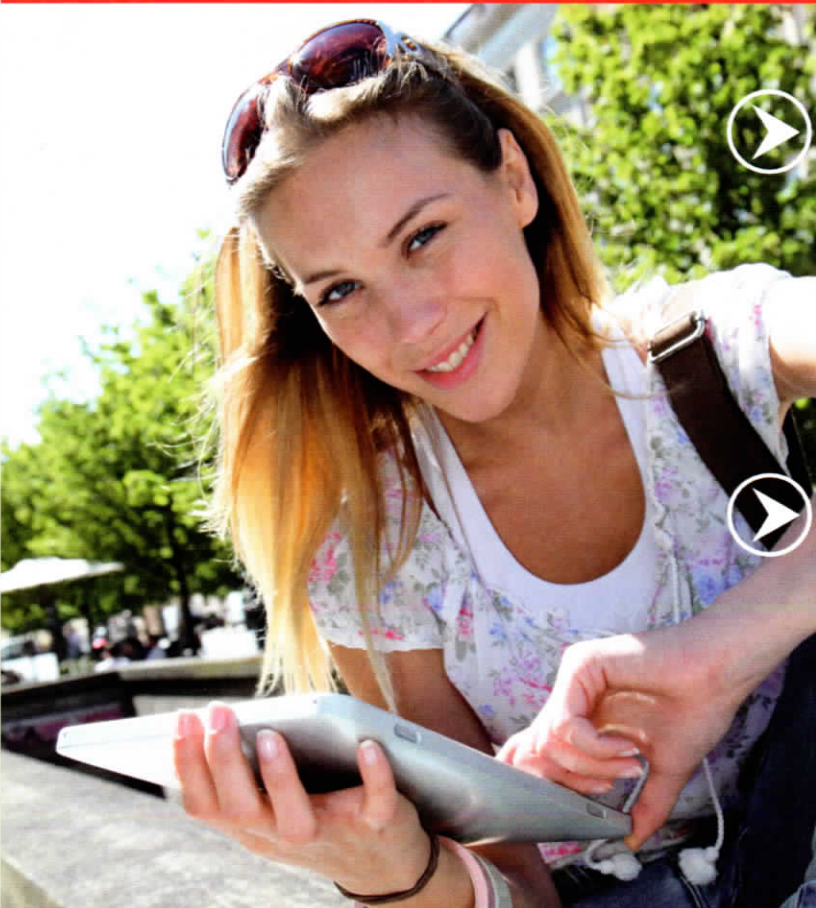
HOW to APPLY

To apply to the Grenoble 'Business Administration' certificate, you have to be selected by your university. Ask for more information at your international office.

ACCOMMODATION

We can guarantee accommodation in university halls of residence to a certain number of students.

The rent for an ordinary student room is 200-400 euros a month.



Core subjects (15 ECTS; choose from the list)

C 1

French language

3 ECTS

C 2

French culture

3 ECTS

C 3

European culture

3 ECTS

C 4

Project management

3 ECTS

C 5

Sociology of consumption

3 ECTS

C 6

Human resources

3 ECTS

C 7

Finance

3 ECTS

C 8

Economics

3 ECTS

C 9

Web Publishing I

3 ECTS

International Management (15 ECTS)

IM1

Business & Innovation

3 ECTS

IM2

Buying for business

3 ECTS

IM3

International business : opportunities and challenges

3 ECTS

IM4

Business case

3 ECTS

IM5

Geopolitics

3 ECTS

Business & Marketing (15 ECTS)

BM1

Multicultural Competencies : Learning Global Dexterity

3 ECTS

BM2

Marketing & Web marketing

3 ECTS

BM3

Customer relationship management

3 ECTS

BM4

Export marketing

3 ECTS

BM5

Strategic marketing

3 ECTS

Communication (15 ECTS)

COM1

Corporate Social Responsibility

3 ECTS

COM2

Case Study

3 ECTS

COM3

Media

3 ECTS

COM4

Web Publishing II

3 ECTS

COM5

Intercultural communication

3 ECTS

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