



# IUT2 Grenoble, in the French Alps

**IUT2**  
UNIVERSITÉ  
Grenoble  
Alpes

**BUSINESS  
ADMINISTRATION**  
30 ECTS or 60 ECTS certificate

# THE “BUSINESS ADMINISTRATION” (30 or 60 ECTS)

If you would like to study in Grenoble for one or two semesters as part of your degree in your home country, do apply for the Business Administration Certificate which takes place every year from September or from February at IUT2. Exchange students can choose from a wide selection of courses taught in English covering different areas of international business activities. The programme is designed to help students to develop their entrepreneurial skills in the fields of international management, international marketing and digital environment or intercultural communication. Students will also be introduced to the culture and language of their host country. Some classes may take place with French students. Studies at IUT2 are professionally oriented and include a lot of project and group work. You will have between fifteen and twenty five hours of teaching a week, allowing some time for research. Students usually appreciate the individual guidance from the teachers and the supporting staff of IUT2. Exchange students will be met on arrival by French students tutors who will help them to take care of the practicalities at the beginning of their stay and be introduced to IUT2 students, staff and academic and student life.

## 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.**

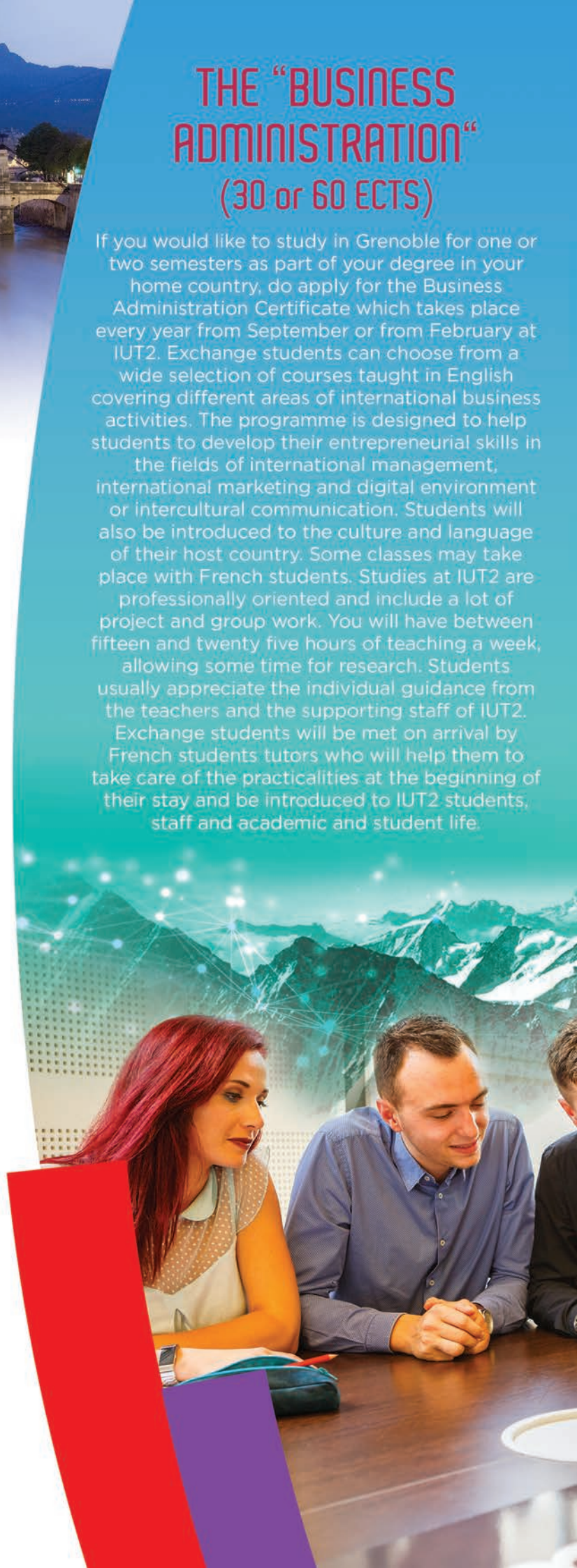
Whatever your interests, cultural, sports, or scientific, Grenoble will make your stay a pleasant one, with its cultural, sporting and social amenities and beautiful location with breath-taking views of mountain ranges.

Founded in 1966, IUT2 is the University Institute of Technology 2 in Grenoble. It offers affordable public education in a pleasant learning environment 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 23 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: Science, Technology and Health; Humanities, Social Sciences, Business and Law; Literature, Language and Communication..

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



# SYLLABUS

The core courses consist of compulsory courses in French culture and in French language for both semesters.

For the spring semester, students will choose three courses from a list of core cultural and management courses, then will choose between three modules : International Management, Business and Marketing or Communication.

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. Tuition fees amount to 3000 euros: fees are waived to students of our partner universities.

## 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.



## **Program in Business Administration for the Autumn Semester**

### **Modules taught in English - 30 ECTS - Semester 5**

The format includes 10-15 teaching hours per week over 12 weeks through individual and group work.

*\*This course session starts at the beginning of September.*

---

**LABA1M01**  
**International  
Business  
Communication**  
*4 credits*

The course intends to present different cultural dimensions relevant to developing optimal international business communication and teach tools allowing students to assess the behavioral differences between their own culture and the one of partners from various cultural origins. Students will also learn how to use effective methods of communication with partners from diverse cultural contexts.

---

**LABA1M02**  
**Entrepreneurship**  
*4 credits*

Who is the entrepreneur? How does he/she prepare his/her project? What do you know about entrepreneurship? Students will discuss the different entry modes and types of entrepreneurs (HBR). This course will also provide a case study for which students will develop a short business plan.

---

**LABA1M03**  
**Innovation  
Management and  
Strategic  
Management**  
*4 credits*

This course aims to provide students with an understanding of the importance of innovation management and strategic management. It is designed for students who are interested in examining the innovation management used by start-ups and SMEs, offering them the chance to apply several analytical, decision-making and planning tools that can guide the development of innovation strategy in a business. Case studies, hand-on practical exercises and oral presentations will take place in class in order to shift the participants' perspective and develop their innovative thinking skills applied to their future jobs in the real business world.

---

**LABA1M04**  
**International  
Finance**  
*4 credits*

The course provides a basic understanding of international finance from a business point of view. It offers an introduction to the roles and functioning of the foreign exchange markets, capital markets (banking, debt and equity), commodity markets, derivative markets and money markets. As part of the globalization process, financial institutions will be studied in a historical perspective.

---

**LABA1M08**  
**Entrepreneurial  
Marketing  
Challenges**  
*4 credits*

The “Entrepreneurial Marketing Challenges” class is a hands-on learning experience aimed at pulling together the various tools and concepts taught and used in a marketing curriculum: identifying and measuring customers’ needs and wants, selecting and targeting appropriate customer segments, developing a relevant marketing mix of product, pricing, promotion and distribution to attract, retain and develop customers. Students will work mostly in teams on real business cases.

---

This will allow each participant to tackle marketing issues based on imperfect data, uncertainty, constantly changing environment, in an entrepreneurial approach. Case studies will expose students to current frameworks and new theory developments, helping them form critical analysis skills and a reliable decision making process.

---

**LABA1M09**  
**Creativity Tools  
for Business**  
*4 credits*

This course aims at giving students collaborative and creativity tools for project management. It will be set up as a creative workshop allowing students to experiment various creativity techniques in order to solve a practical business problem in international teams (French and Erasmus students). The creativity techniques and tools aimed to support collaborative intelligence learnt during the module can be used by students in their future professional lives as well as to solve personal everyday life issues.

---

**LABA1M06**  
**French Language  
for foreigners**  
*3 credits*

**This course is compulsory.**

The basics of the French language will be taught through lectures and group work, and should enable students to communicate in everyday life, grasp a short article taken from the French press, report about the article orally and in writing, and make a short presentation on a chosen subject in front of a group.

---

**LABA1M10**  
**French Culture**  
*3 credits*

Lectures and group work will provide the student with an 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.

## Program in Business Administration for Spring Semester

### Modules taught in English - 30 ECTS - Semester 6

The 30 ECTS “Business Administration” certificate has been designed for students with a general knowledge of management. The programme is taught by guest lecturers, our own IUT2 faculty, and business professionals from the Grenoble area. The format includes 10-15 teaching hours per week over 12 weeks through individual and group work. Students can either choose the full 30-ects programme (in this case: 4 courses in the module 2 list of courses have to be chosen) or only a few courses. In all cases, the French Language and French culture courses are compulsory. *The next session starts at the beginning of February.*<sup>1</sup>

#### Module 1: Core cultural and management courses (14 ECTS)

---

**LABA2M01**  
**French Language**  
*20 teaching hours*  
*2.5 credits*

The basics of the French language will be taught through lectures and group work, and should enable students to communicate in everyday life, grasp a short article taken from the French press, report about the article orally and in writing, and make a short presentation on a chosen subject in front of a group.

---

**LABA2M02**  
**French Culture**  
*16 teaching hours*  
*2.5 credits*

Interactive teaching and group work will provide students with an understanding of French culture and society. In particular topics such as French history, political institutions, economy, education, business etiquette and the challenges facing France today will be tackled.

---

**LABA2M19**  
**Global Perspectives  
on Management  
and Intercultural  
Team  
Communication**  
*16 teaching hours*  
*3 credits*

This course in intercultural team communications will help students develop a wider global perspective so they can develop their international relationships and adaptive skills in today’s world. The purpose of this course is to make students aware of the intercultural dimension while dealing with a foreign partner in different situations: as a manager, a purchaser or as a team member. It will increase their knowledge of how and why other cultures do things differently, heighten their self- awareness and engage their curiosity.

---

**LABA2M15**  
**Geopolitics**  
*12 teaching hours*  
*3 credits*

The main objectives of this course is to explore different approaches to and perspectives on world politics, international relations & geopolitics today using a combination of taught theory and contemporary case study analysis

---

**LABA2M05**  
**Sociology of  
Consumption**  
*16 teaching hours*  
*3 credits*

How do people spend their money? Is there a European consumer? Do different social groups have different spending patterns? Who and what influences purchasing decisions? Sociology looks at how groups influence individuals and how individuals interact. Basic sociological concepts will be applied to the field of consumption. The structure of households and spending patterns in Europe will be presented. Various consuming strategies will be studied.

---

<sup>1</sup> For information and registration for this next session, contact the IUT2 international office:  
[sri@iut2.univ-grenoble-alpes.fr](mailto:sri@iut2.univ-grenoble-alpes.fr)

---

## Module 2: International Management and Marketing (16 ECTS)

---

**LABA2M18**  
**International  
Business and  
Purchasing**  
*16 teaching hours*  
*4 credits*

For most companies, well-driven sourcing and purchasing strategies are important factors aimed at increasing operating margins and profit. In this class, students will learn about the buying office's organization for B to B and B to C business. They will also learn about the buyer's philosophy, studied from the buyer's side, so they can better negotiate with providers and improve the quality of the business relationship of their company with its distributors. The growing influence of the web in international purchasing and "Amazon" business model will also be analysed.

---

**LABA2M16**  
**Business and  
Innovation**  
*16 teaching hours*  
*4 credits*

This course will explore how organisations can gain international competitive advantage through innovation by turning good ideas into commercial success. Innovations may concern new products, services, processes and business models. Business and innovation will be studied by following the specific adventure of Grenoble area from the invention of electricity to the birth of nanotechnologies without forgetting the rise of information technology. The programme will mix innovation management theory and practice. The visit of famous industries and research centres will give practical examples of famous innovative industries and research centres. (A. Reymond, CEA, Umanlab..)

---

**LABA2M06**  
**Human Resources**  
*16 teaching hours*  
*4 credits*

Understanding how to manage HR and personnel, getting an overview of the HR function and personnel management through lectures, group work, press reviews, videos and business cases' analysis are the targets of this module. After a HR and Management presentation, themes such as activities and legal issues, recruitment, training, and competencies management will be discussed.

---

**LABA2M24**  
**Export marketing**  
*16 teaching hours*  
*4 credits*

During this one-week seminar, you will work full-time on a project with coaching from lecturers and professionals from different countries. You will select a product or service which is little exported at the moment and choose a market for this product in a different country. Then you will devise a complete strategy, looking at adaptation requirements, culture, communication, distribution channels.

---

**LABA2M20**  
**Services  
marketing**  
*16 teaching hours*  
*4 credits*

This course is a practical study of marketing principles relating to aspects of Services Marketing. The course will focus on marketing drivers and specificities for the services area: Marketing Mix (7Ps), importance of customers' role, specific elements of positioning strategies, blueprinting models to assess service quality and the flower of Service.

---

### **LABA2M38 Introduction to wine (optional)**

---

This 4-hour optional course aims at giving students an understanding of the wine culture in France through theoretical tuition and workshops.