



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.

Autumn Semester: 30 ECTS

International
Business
Communication

Entrepreneurship

Innovation Management
and
Strategic Management

International
Finance

Current
Marketing
Challenges

Creativity
Tools for
Business

French
Language
for Foreigners

French
Culture

Spring Semester: 30 ECTS

Core subjects (14 ECTS)

French
Language
for Foreigners

French
Culture

Sociology of
Consumption

Human
Resources

Finance

Business
and Innovation

European
Culture

International
Management
(16 ECTS)

- Creative Solutions for Internationalisation
- International Business and Purchasing
- Business Case
- Geopolitics

Business and
Marketing
(16 ECTS)

- Global Perspectives and Intercultural Team Communications
- Services Marketing
- Customer Relationship Management
- Export Marketing

Communication
(16 ECTS)

- Corporate Social Responsibility
- Internal Communication
- Media Economy and History
- Intercultural Communication