



IUT2 
Université Grenoble Alpes

Program in Business Administration

Programme in Business Administration for the Autumn Semester – Year 3

Modules taught in English - 30 ECTS

The 30 ECTS “Business Administration” certificate has been designed for students who already have completed 1 year of business studies at university level. Its 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.***

**International
Business
Communication**
4 ECTS

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.

Entrepreneurship
4 ECTS

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.

**Innovation
Management and
Strategic
Management**
4 ECTS

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.

**International
Finance**
4 ECTS

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.

**Current Marketing
Challenges**
4 ECTS

The “Current 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.

**Creativity Tools
for Business**
4 ECTS

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.

**French Language
for foreigners**
3 ECTS

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.

French Culture
3 ECTS

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.

Programme in Business Administration for the Spring Semester – Year 3

Modules taught in English - 30 ECTS

The 30 ECTS “Business Administration” certificate has been designed for students who already have completed 1 year of business studies at university level. Its format includes 10-15 teaching hours per week over 12 weeks through individual and group work. ***This course session starts at the end of January***

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

French Language
2.5 ECTS

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.

French Culture
2.5 ECTS

This course is compulsory (except for students who already attended it in the Autumn semester)

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.

Global Perspectives on Management and Intercultural Team Communication
3 ECTS

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.

Geopolitics
3 ECTS

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

Sociology of Consumption
3 ECTS

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.

Module 2: International Management and Marketing (16 ECTS)

International Business and Purchasing *4 ECTS*

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 analyzed.

Business and Innovation *4 ECTS*

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..)

Human Resources *4 ECTS*

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.

Export marketing *4 ECTS*

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.

**Services
marketing
4 ECTS**

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.

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.

CONTACT

iut2-sri@univ-grenoble-alpes.fr

Instagram: [ri_iut2grenoble](https://www.instagram.com/ri_iut2grenoble)

Institut universitaire de technologie

IUT2 Grenoble

2 place Doyen Gosse

38031 Grenoble

