

Field of study **Management, Economy,
Communication**

Training available in

Apprenticeship

Initial training

Continuing education

Recognition of prior learning

How to apply :

<https://www.univ-gustave-eiffel.fr/en/formation/applications-and-enrolment/applications>

Course venue :

Campus Marne la Vallée - Serris - Institut Francilien d'Ingénierie des Services (IFIS) 6-8 cours du Danube 77700 Serris

Calendar :

Term starts at the end of September. Work-study programme: 1 week in a company / 1 week at the university. As part of their dissertation preparation, students must find a company for the placement periods of their work-study programme by 20 December.

Contacts :

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More information :

For further details :
<https://www.univ-gustave-eiffel.fr/international/etudiants-internationaux>

Service Information,
Orientation et Insertion Professionnelle (SIO-IP) :
sio@univ-eiffel.fr / Tel : +33 1 60 95 76 76



Bachelor's degree Economics and Management Management, Service Engineering and Digital Technology



Institut Francilien d'ingénierie des Services (IFIS)

Bachelor's degree L3

TO GET THERE

To enrol in the Management, Service Engineering and Digital Technology Licence degree, students must have passed second year of a Licence, an advanced vocational training certificate, a technical university diploma or an equivalent qualification (120 ECTS) in economics-management, communication, IT, MMI, etc. Recruitment is based on application and a motivation interview.

ACQUIRED SKILLS

At the end of the year, graduates are able to use current management methods and techniques to prepare and implement decisions in the information systems sector. Complemented by the Management, Service Innovation and Digital Technology Master's, which this Licence prepares students for, it helps build skills in the following areas:

- Designing and carrying out digital projects
 - Managing digital projects
 - Building cooperation between stakeholders
 - Coordinating managerial and digital activities
 - Working in a professional context and research environments
- (Excerpt from the Management, Service Innovation and Digital Technology course skills reference framework)

YOUR FUTURE CAREER

The Management, Service Engineering and Digital Technology Licence allows students to access positions as Assistant information system managers for digital projects, in liaison with IT teams, or in the field of digital communication (Assistant business-line project manager, Assistant service manager, Assistant front office manager, Marketing surveys officer, Assistant competitive intelligence manager, Assistant ITC sales engineer, Assistant support services manager (quality, back office etc.). The Licence primarily prepares students for the Management, Service Innovation and Digital Technology Master's, which opens doors to a wide range of professions related to the digital transformation of companies and service activities.

BENEFITS OF THE PROGRAM

The third-year general Licence in Management, Service Engineering and Digital Technology combines management and digital services. It trains students for a wide range of professions related to information systems and the services of the future. The teaching methods of the Management, Service Innovation and Digital Technology Licence prioritise practical experience and are mainly collaboration-based, with workshops, case studies and projects with professional partners.

More information



YEAR

MOBILISER LES EXPERTISES NUMERIQUES & MANAGERIALES

41- Analyser les processus métiers et les usages numériques (ECTS:6)

- Comptabilité et finance d'entreprise
- Diagnostic organisationnel et managérial
- Système d'information et organisation

42- MAILLER LES COMPOSANTES NUMERIQUES AU SEIN DES ORGANISATIONS (ECTS:5)

- Technologies numériques support au pilotage et à la communication Web
- Technologies Internet
- Réseaux
- Bases de données

AGIR EN SITUATION PROFESSIONNELLE & DE RECHERCHE

51-ELABORER ET REALISER DES PROJETS INNOVANTS (ECTS:3)

- DIGIBAT PROJECT

52- Problématiser, rechercher l'information, écrire et argumenter (ECTS:13)

- Méthodo travail univ
- Méthodologie de recherche et du MUP
- MUP, soutenance et séquence entreprise

53- COLLABORER, S'AUTO EVALUER, PROGRESSER PAR DES FORMATIONS COMPLEMENTAIRES ET/OU D'OUVERTURE (ECTS:3)

- ECO OBLIGATOIRE

CONCEVOIR & REALISER

11- Cadre un projet numérique (ECTS:3)

- Les acteurs et les méthodes de gestion de projet (conduite et négociation)

12- Innover et designer des services numériques (ECTS:2)

- Design de services

14- Organiser la veille et la prospective (ECTS:2)

- Veille et outil de veille

15- Bâtir la relation avec les clients et les utilisateurs (ECTS:3)

- Marketing, principes et outils

PILOTER

22- Appliquer une méthode et suivre les projets numériques (ECTS:5)

- Comptabilité analytique et contrôle de gestion
- Analyse des données : Statistiques et mobilisation des algorithmes

COOPERER

31- Manager les équipes et conduire le changement (ECTS:5)

- Droit du travail
- RH et diagnostic organisationnel

32- Communiquer en interne & en externe (ECTS:7)

- Communication et Expression
- Communication WEB
- SEO

33- Manager dans un contexte international et multiculturel (ECTS:3)

- Business English