

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

Training available in

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 - Champs sur Marne - Bâtiment Bois de l'Étang 5 Boulevard Descartes 77420 Champs-sur-Marne

#### Calendar :

Semester 5, mid-September to January (12 weeks) Semester 6, January to March (7 weeks); work placement from April

#### Contacts :

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Academic coordinator

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Office : B002

#### 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](mailto:sio@univ-eiffel.fr) / Tel : +33 1 60 95 76 76



## Bachelor's degree Economics and Management Business Management



UFR de Sciences Économiques et de Gestion (SEG)

Bachelor's degree L3

#### TO GET THERE

Second year of a Licence or equivalent (usually Technical University Diploma), i.e. 120 ECTS acquired.

#### ACQUIRED SKILLS

- Identifying and analysing the main function of a business, mastering the vocabulary and knowledge specific to management science and to managing organisations
- Analysing organisations from a qualitative and quantitative standpoint, using qualitative and statistical data
- Seeking and using pertinent information through advanced documentary research and differentiating management tools so as to develop the ability to analyse and advise on management
- Developing general culture through an analytical approach to managing organisations
- Creating a career plan and developing skills via a work placement
- Mastering business English.

#### YOUR FUTURE CAREER

The Business Management Licence 3 is a stepping-stone for the first-year Master's in Economics and Management, the first-year Data Analyst Master's and the IAE Gustave Eiffel programmes:

First-year Master's in Banking and Insurance

First-year Master's in Human Resources Management and Transformations of Work and Organisations

First-year Master's in Innovation, Design and Luxury

First-year Master's in Marketing and Management of Services

#### BENEFITS OF THE PROGRAM

A team of faculty members specialised in management and professional managers ensure this training provides a high level of theoretical grounding and offers indispensable managerial tools for working in business as well as a shorter second semester to enable students to do a 2- to 6-month work placement.

More information



# PROGRAM

## SEMESTER 5

**Concepts en sciences de gestion : apprendre et analyser 5**  
**Contrôle de gestion** (ECTS:4.5)  
**HPM et théorie des organisations** (ECTS:4.5)  
**Etude de marché** (ECTS:6)  
**Ressources humaines et diagnostic opérationnel** (ECTS:6)  
**Commerce et négociation** (ECTS:6)  
**Initiation au marketing** (ECTS:3)  
**Droit du travail** (ECTS:3)  
**Données : mesurer et valider 5**  
**Statistiques descriptives 3** (ECTS:3)  
**Communiquer à l'écrit et à l'oral 5**  
**Anglais** (ECTS:2)  
**Developper une vision pluridisciplinaire 5 (1 matière au choix)**  
**Langues des Signes Françaises** (ECTS:3)  
**C2i** (ECTS:3)  
**Prévision des ventes** (ECTS:3)  
**Culture générale** (ECTS:3)  
**Espagnol** (ECTS:3)  
**Chinois** (ECTS:3)  
**Coréen** (ECTS:3)  
**Russe** (ECTS:3)  
**Italien** (ECTS:3)  
**Japonnais** (ECTS:3)  
**Allemand** (ECTS:3)  
**Portugais** (ECTS:3)  
**UE Libre** (ECTS:3)

## SEMESTER 6

**Concepts en sciences de gestion : apprendre et analyser 6**  
**Diagnostic organisationnel** (ECTS:6)  
**Finance d'entreprise** (ECTS:3)  
**Etude de cas** (ECTS:3)  
**Communiquer à l'écrit et à l'oral 6**  
**Anglais** (ECTS:2)  
**Communication orale et écrite** (ECTS:3)  
**Positionnement vis-à-vis d'un champ professionnel 2**  
**Recherche et suivi de stage** (ECTS:3)  
**Analyse de la pratique professionnelle** (ECTS:9)