



UFR Sciences Economiques et de Gestion

Capacité d'accueil : 25 to 30

FIELD Droit, Economie, Gestion

Course suitable for

Initial Education

Continuing Education

Recognition of prior learning

• How to apply :

- Procédure de candidature sur la plateforme "eCandidat" : <https://candidatures.u-pem.fr>
- Campus France

• Course venue :

Bois de l'Etang/Lavoisier et Copernic (cours de langues mutualisés)

• Calendar :

Foreign students : full time from September to March, followed by an internship of at least 2 months in France.

French students : full time from September to December, followed by a semester abroad.

• Contacts :

- Academic coordinator : BILLETTE de VILLEMEUR Sophie
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- Academic coordinator : JEANNEROD-DUMOUCHEL Nathalie
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# BACHELOR ECONOMICS AND MANAGEMENT

## Management international



BACHELOR L3

### ENTRY REQUIREMENTS

Students must have earned 120 ECTS or equivalent within the framework of a Bachelor's degree or equivalent diploma (BA/BSc honors or equivalent) in Economics, Management or Social Sciences. This program is designed for students fluent in English. The minimum level required is B2 (Common European Framework of Reference for Languages). An intermediate level in French is not compulsory, but will be appreciated though, as it is required to succeed in following courses taught in French.

### ACQUIRED SKILLS

Emphasis is placed on the development of analytical skills, critical thinking and written and oral skills. Development of cross-cultural skills. Career planning and guidance. The program is also designed to provide basic skills in the core areas of business administration as well as an understanding of concepts, techniques and professional applications in several disciplines of management (marketing, performance management, human resource management).

### YOUR FUTURE CAREER

The curriculum includes introductory courses which enable candidates to apply for a Master's degree in the field of Business and Management after graduation, if they want to refine their management skills. Graduates may also look for a job involving international managerial skills.

### BENEFITS OF THE PROGRAM

Programme taught in English (except one course in the second term). Diverse student make-up: French students, foreign free-movers and exchange students. French students study abroad in the second term. Foreign free-movers may complete an internship. Second foreign language or French as a foreign language compulsory.

• APPRENDRE • INVENTER • COMPRENDRE

# STUDY PROGRAM

## SEMESTER 5 INTERNATIONAL MANAGEMENT

### MANAGEMENT SCIENCE CONCEPTS: LEARNING AND ANALYSING MI 1

Management control  
Marketing research  
Human resources management  
History of management theories

### INTERCULTURAL SKILLS

Intercultural management

### DATA: MEASURING AND VALIDATING MI 1

Descriptive statistics

### SPOKEN AND WRITTEN COMMUNICATION MI 1

Business English

Foreign Language or French as a foreign Language

### POSITIONING IN RELATION TO A PROFESSIONAL FIELD MI 1

Career planning module 1  
Optional subject

## SEMESTER 6

### MANAGEMENT SCIENCE CONCEPTS: LEARNING AND ANALYSING MI 2

Organizational diagnosis and professional practice  
General management  
Finance  
Management case study

Business game

### SPOKEN AND WRITTEN COMMUNICATION MI 2

Business English

Foreign Language or French as a foreign Language

Optional skill (placement or course)

### POSITIONING IN RELATION TO A PROFESSIONAL FIELD MI 2

Career planning module 2

Professional practice analysis

### INTERNATIONAL MANAGEMENT SKILLS

Innovation management

Corporate social responsibility