



Marketing & Management in an international context

Degree program in English language

Objectives

Give students from our partner universities abroad and from France the opportunity to attend a full, English-taught, curriculum which aims on giving understanding of the particular issues of management in international teams and companies or domestic enterprises which have business activities abroad.

Admission

Students nominated by our partner universities abroad are automatically admitted on the programme, within the limits of available places. Individual units of the curriculum may be selected also by students whose objective is a simple ERASMUS-exchange with validation of ECTS-credits and results by the sending university once the student returned from Lyon.

Number of students

The degree is conceived for a group of about 35 students.

Organisation

The program contains 15 modules of 5 credits each. Degree students need to select 10 modules of teaching (50 credits) and accomplish either a 8-week internship or lead a project in the field of management in parallel with the academic programme (10 credits).

Validation

Students who obtained 60 credits, correspondingly to the structure of the curriculum, will be awarded the degree "Marketing & Management in an international context ». Those who only selected teaching units will obtain the corresponding number of credits which may be validated by the home university.

Coordinator

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Enrolment

Students from our Erasmus partner universities are admitted on the program on non-fee-paying basis. Enrolment at our university will be organized after arrival at the IUT Lyon1.

CURRICULUM “ Marketing & Management in an international context”

Autumn semester (september – december)

modules, semester 1	contents, key-words	credits
TU1 Entrepreneurship	Entrepreneurship - Negotiations (internal / external)	5
TU1 Environment I	Territories, networks & global. - Quantitative tools for marketing	5
TU2 Finance I	Financial statements - Budgeting & Controlling	5
TU3 French language for foreign students I		5
TU3 Management	Intercultural management - Photo-based workshop - Globalisation	5
TU4 Operational management	International logistics - International risk management	5
TU4 Marketing	International sales - International Purchases	5

Spring semester (january – june)

modules, semester 2	contents, key-words	credits
TU1 Environment II	European Union	5
TU1 Human resources	International human resources - Knowledge Management	5
TU2 Finance II	M&A / evaluation of enterprises - International tax law	5
TU2 Strategy	International strategies - Business plan	5
TU3 French language for foreign students II		5
TU3 Economics	International economics - theorie / strategies	5
TU4 Marketing	International marketing of SMEs	5
TU4 Legal aspects of business	Internat. business law relating to goods & services, indiv. mobility	5
+ Professional Training	Internship or project	10

Place

IUT de Lyon 1, Site La Doua