Courses taught in English available to SILC students:

Note that the courses in English language are only given during the second semester (from Frebruary to May) with the "Business Administration" certificate.

More information on :

http://www.iut2.upmf-grenoble.fr/international-/study-at-iut2-grenoble/i-wish-to-study-at-iut2/#.VRKSLY68psY

The "Business Administration" certificate is composed of a core curriculum and 3 modules. You will find enclosed a description of the courses.

The students will choose 15 ECTS from the list of core cultural and management courses. In these core courses, 2 are compulsory : "French language" and "French culture". For the remaining 15 ECTS, students will choose between the 3 modules : "International Management" and "Business and Marketing" and "Communication". Mixing subjects between 3 modules is not possible.

Module 1 : Core cultural (15 ECTS credits)

- French language (compulsory) - 3 ECTS

- French culture (compulsory) - 3 ECTS

- European culture - 3 ECTS

- Project Management - 3 ECTS

- Sociology of consumption - 3 ECTS

- Human resources - 3 ECTS

- Finance - 3 ECTS

- Economics - 3 ECTS

- Web Publishing 1 - 3 ECTS

Module 2a : International Management (15 ECTS credits)

- Business and Innovation - 3 ECTS

- Buying for Business - 3 ECTS

- International Business : Opportunities and Challenges - 3 ECTS

- International Business Analysis - 3 ECTS

- Business case - 3 ECTS

Module 2b : Business and Marketing (15 ECTS credits)

- Case study - 3 ECTS

- Marketing and Web-marketing - 3 ECTS

- Customer relationship management - 3 ECTS

- Retail Marketing - 3 ECTS

- Strategic Marketing - 3 ECTS

Module 2b : Business and Marketing (15 ECTS credits)

- International Business Communication - 3 ECTS

- Introduction to Photography - 3 ECTS

- Web Publishing 2 - 3 ECTS

- Media - 3 ECTS

- Internal Communication - 3 ECTS