

DU International industrial and business management



Niveau de
diplôme
BAC +3



Durée
1 semestre



Langues
d'enseignement
Anglais

Présentation

The International and Business Management (IIBM) semester is aimed at students in the final year of their Bachelor degree and is only available in the autumn semester

(semester 5 : end of August to the end of December).

All of the subjects are entirely taught in English.

In today's competitive job market, graduates are required not only to be skilled within their specific field, but also to have a variety of other skills and knowledge which will enable them to work with others in a professional environment

Objectifs

By proposing subjects such as 'Business and Intercultural Communication' and 'International Management', the semester addresses these issues as well as teaching students the importance of key functions within a company such as 'Project Management', 'Quality Management', 'Supply Chain' and 'Business Information Systems'.

The links with local companies is also important, so students have the opportunity to participate in company visits to observe production process first-hand and also do a group project using real data. The management of a company's finances and how to manage innovation strategically is also studied.

Infos pratiques

Contacts

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Responsable pédagogique

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Campus

 Annecy / campus d'Annecy-le-Vieux

Programme

DU - International industrial and business management

Semestre 1

Technical skills	14 crédits
Financial risk management	2 crédits
Managing and monitoring projects	3 crédits
Supply chain management	2 crédits
Management and improvement using quality	2 crédits
Business information systems	2 crédits
Introduction to product design	3 crédits
Cross skills - management	16 crédits
Strategic innovation management	2 crédits
International issues in management	2 crédits
Intercultural communication & successful presentations	2 crédits
Consumer behaviour and cross-cultural marketing	2 crédits
French as a foreign language	4 crédits
Group project	4 crédits