

# IAE CLERMONT AUVERGNE SCHOOL OF MANAGEMENT



## BACHELOR 3D YEAR OF BUSINESS ADMINISTRATION

**Organization:** IAE Clermont Auvergne - School of Management, University of Clermont Auvergne

**Entry level:** Year 3 of higher education

**Duration of study:** 1 year

**Location:**

- Pôle Tertiaire - La Rotonde, 26 avenue Léon Blum, 63000 Clermont-Ferrand (3 or 8 T2C bus stop Côte Blatin)



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# INTRODUCTION

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## OBJECTIVES

This unique bachelor program is the 3rd year of a 3-year undergraduate degree (BAC+3). This 3rd year is taught entirely in English and has a double specialism: “Management” and “Modern languages”. Students enter directly in the third year (after having studied the previous 2 years elsewhere). The third year consists of two semesters, which are taught in English. Foreign students will attend a “French as Foreign Language” course (20 hours per semester) to help them better integrate and appreciate French Culture.

Our goal is to provide students with the technical, analytical, evaluative, and communication skills needed for successful careers in Management with international exposure.

This program, incorporating Management and Languages is exceptional and innovative at the French national level. This multidimensional training allows students to achieve a level of excellence in modern languages, thus equipping them with an invaluable skillset for an international career. Before entering this 3rd year, students who are motivated, determined and career driven, must acquire in the first two years of their Bachelor Degree, a fundamental literacy in subjects such as: Economics, Management, Law and International business. Successful completion of this 3rd year program allows successful students to advance towards Masters of Management studies, with an international orientation.

The professional focus of this Bachelor is achieved through:

- A comprehensive series of courses and lectures given by speakers from the world of business, public bodies, international organizations, ...
- Internships or placements: corporate discovery internships are optional (with a management related focus), or internships abroad (which may be replaced by a study period abroad)
- The tailoring of individual career plans and the development of professional tools such as resumes, cover letters, professional pitch.
- Alumni connections and professional career placements.





## TARGETED SKILLS AND OBJECTIVES OF THE COURSE

- To educate globally literate and world-ready graduates with higher-level management and language skills.
- To achieve a recognized academic level enabling students to enter a large diversity of Master's degrees at the University of Clermont Auvergne or any other university internationally.
- To build a strong capability to work in companies demonstrated by experience in internships.
- To acquire global openness achieved through a secondary language requirement and study/visit abroad opportunities.

## ENTRY REQUIREMENTS

This program is available to students who have completed a 2-year higher education degree program and who have a B2 level minimum in English Language according to CEFR.

## APPLICATION

International students should first check that their country of residence belongs to the "EEF Etudes en France procedure countries" list established by Campus France:

**<https://www.campusfrance.org/en/application-etudes-en-france-procedure>**

In this case, application to the Bachelor's degree 3rd year and for the visa will be done through Campus France AND through the IAE Clermont Auvergne - School of Management admission procedure.

See instructions at the following link:

**<https://iae.uca.fr/international/incoming-students/degree-seeking-students>**

If the country of residence does not belong to the "EEF Etudes en France procedure countries", and only in this case, students should follow application instructions at the following link:

**<https://iae.uca.fr/international/incoming-students/degree-seeking-students>**

# CONTINUING STUDIES

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At the end of the bachelor study program, students can choose:

- To expand their knowledge in a Master's program, their fluency in at least two foreign languages will be a definite asset allowing integration into internationally oriented programs. An active orientation is conducted at the end of Semester 6 to introduce the various specialties of Master's degrees of the IAE Clermont Auvergne - School of Management.
- To enter the labour market to pursue a lucrative career.

# CAREER OPPORTUNITIES

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Growing opportunities exist for traditional and non-traditional careers in the field of management in domestic and international markets: for example in private companies, NGOs, consulting firms, global organizations...



# ADDITIONAL INFORMATION

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- The program is taught by professors in Accounting, Management, Marketing, Finance from the IAE Clermont Auvergne - School of Management, University of Clermont Auvergne, and researchers affiliated to the Center of Excellence in the field of Education, Research and Training for Accounting and Finance, Management, Marketing.
- Several guest professors from prestigious partner universities and professionals also teach in this 3rd year Bachelor's program.
- The University of Clermont Auvergne is located in a unique, natural setting at the crossroads of Europe. It is a multidisciplinary institution centred on the major fields of law, economics, management and sciences, and health-technology.
- The University counts approximately 40,000 students, 2000 professor-researchers and 40 laboratories or research centers.
- The university is regularly ranked amongst the best French universities.
- A very helpful and enthusiastic staff will welcome you and help you deal with all different issues including: housing, insurance...
- Situated in the Parc Naturel Régional des Volcans d'Auvergne, the university offers excellent conditions for study and work in a green region overflowing with a vibrant cultural and sporting life.



# STUDY PROGRAM

Bachelor 3rd Year in Management, Specialization Business Administration (1 Track to be chosen among the 3 offered Tracks at Semester 6)**		Lectures number of hours	Tutorials number of hours	ECTS	Weighting	Assessment Terms*	
<b>SEMESTER 5</b>							
Block A Fundamental Skills in Accounting, Finance, Management, Marketing (Fundamental Block)				18			Common to all Tracks
UE 1 b Fundamentals of Sales	20	10	3	3	EvC		
UE 2 b Social Issues and Trends	20	10	3	3	EvC		
UE 3 b Statistical Inference	20	10	3	3	EvC		
UE 4 b Managerial Accounting	20	10	3	3	EvC		
UE 5 b International Business Communication	20	10	3	3	EvC		
UE 6 b Corporate Strategy	20	10	3	3	EvC		
Block B 1 Skills in Relationship and Linguistics (Transversal Block)				6			
UE 1 b English Conversation and TOEIC Preparation		20	3	3	EvC		
UE 2 b Business Game		20	3	3	EvC		
Block C 1 CF M Complementary Skills in Accounting, Finance, Management (Complementary Block)				6			
UE 1 Project Management	20		3	3	EvC		
UE 2 Business Intelligence	20		3	3	EvC		
Block C LV Complementary Skills in Languages Applied to Economics and Management (Complementary Qualification)							
UE 1 Business English		15		3	EvC		
UE 2 c Other course (subject to approval) : open ONLY to and MANDATORY for French speaking students					3	EvC	
UE 2 d French Language Classes : open ONLY to and MANDATORY for non-French speaking students			10		3	EvC	
UE 3 c Other course (subject to approval) : open ONLY to and MANDATORY for French speaking students					3	EvC	
UE 3 d French Language Classes : open ONLY to and MANDATORY for non-French speaking students			10		3	EvC	
<b>SEMESTER 6</b>							
Bloc A 1 Skills in Accounting, Finance, Management, Marketing (Fundamental Block)				18			General Track
UE 1 b International Business Export	20	10	3	3	EvC		
UE 2 b International Marketing	20		3	3	EvC		
UE 3 b Customer Relationship Management	20	10	3	3	EvC		
UE 4 b Microfinance and Social Performance	20		3	3	EvC		
UE 5 b Financial Accounting	20	10	3	3	EvC		
UE 6 b Introduction to Quantitative Finance	20	10	3	3	EvC		Management Marketing Track
Bloc A 2 Skills in Management and Marketing (Fundamental Block)				15			
UE 1 b International Business Export	20	10	3	3	EvC		
UE 2 b International Marketing	20		3	3	EvC		
UE 3 b Customer Relationship Management	20	10	3	3	EvC		
UE 4 b Doing Business in Different Cultures	10	15	3	3	EvC		Accounting and Finance Track
UE 5 a Free Course Unit (UE libre)			3	3	EvC		
Bloc A 3 Skills in Accounting, Finance (Fundamental Block)				15			
UE 1 b International Business Export	20	10	3	3	EvC		
UE 2 b Microfinance and Social Performance	20		3	3	EvC		
UE 3 b Financial Accounting	20	10	3	3	EvC		General Track
UE 4 b Introduction to Quantitative Finance	20	10	3	3	EvC		
UE 5 a Free Course Unit (UE libre)			3	3	EvC		
Bloc B 2 a Skills in Relationship and Linguistics (Transversal Block)				6			
UE 1 Computing and Langue			3	3			
EC 1 - Computing and Digital Uses		18		1	EvC		General Track
EC 2 - Doing Business in Different Cultures	10	15		2	EvC		
Bloc B 2 b Skills in free course unit (Transversal Block)							General Track
UE 2 Free Course Unit (UE libre)			3	3	EvC		
Bloc C 2 CF M Complementary Skills in Accounting, Finance, Management (Complementary Block)				6			
UE 1 b Professional and Personal Project		20	3	3	EvC		
Cours au choix :							
UE 3 a French Language Classes : open ONLY to and MANDATORY for non-French speaking students		10	3	3	EvC		Common to all Tracks
UE 3 d Management de Projet : open ONLY to and MANDATORY for French speaking students	18	10	3	3	EvC		
Bloc C LV Complementary Skills in Languages Applied to Economics and Management (Complementary Qualification)							
UE 1 Doing Business in Different Cultures	10	15		3	EvC		
UE 2 c Other course (subject to approval) : open ONLY to and MANDATORY for French speaking students				6	EvC		
UE 2 d French Language Classes : open ONLY to and MANDATORY for non-French speaking students		10		6	EvC		Common to Management Marketing Track and to Accounting and Finance Track**
Bloc D Professional Skills (Internship)				15			
UE 1 Internship and Training (10 weeks to 12 weeks)**				15	15	EvC	

\* EvC = Continuous Assessment

\*\* If no internship is found before mid-December, concerned students will switch to General Track



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