

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)



THE R A M M S O S

01 /

INTRODUCTION

- Objectives
- Targeted skills and objectives of the course
- Entry requirements

01

02

02

02 /

APPLICATION

02

03 /

CONTINUING STUDIES

03

04 /

CAREER OPPORTUNITIES

03

05 /

ADDITIONAL INFORMATION

03

06 /

STUDY PROGRAM

04

07 /

CONTACTS

05



INTRODUCTION

OBJECTIVES

This Business Administration 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 : internships are optional for students choosing General Track at Semester 6, they are mandatory for students choosing Accounting and Finance Track or Marketing and Management Track at Semester 6. Internships may be performed in France or 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

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

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

- 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*
SEMESTER 5					
Bloc A Fundamental Skills in Accounting, Finance, Management, Marketing (bloc fondamental)			18		
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
Bloc B Skills in Relationship and Linguistics (bloc transversal)			6		
UE 1 b Business Game		20	3	3	EvC
UE 2 b Languages			3	3	EvC
English Conversation and TOEIC Preparation		16		1	
Business and climate change		15		1	
Langue B		20		1	
Bloc C Complementary Skills in Accounting, Finance, Management (bloc complémentaire)			6		
UE 1 Project Management	20		3	3	EvC
UE 2 Business Intelligence	20		3	3	EvC
SEMESTER 6					
Bloc A 1 Skills in Accounting, Finance, Management, Marketing (bloc fondamental)			18		
UE 1 b International Marketing	20		3	3	EvC
UE 2 b Introduction to Portfolio Management	20	10	3	3	EvC
UE 3 b Customer Relationship Management	20	10	3	3	EvC
UE 4 b Microfinance and Green 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
Bloc A 2 Skills in Management and Marketing (bloc fondamental)			15		
UE 1 b Microfinance and Green Performance	20		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 Languages			3	3	EvC
Doing Business in Different Cultures	10	15		2	
Langue B		20		1	
One Elective course from the following list :					
UE 5 a Free Course Unit (UE libre)			3	3	EvC
UE 5 b Project Marketing Management		10	3	3	EvC
Bloc A 3 Skills in Accounting, Finance (bloc fondamental)			15		
UE 1 b Microfinance and Green Performance	20		3	3	EvC
UE 2 b Introduction to Portfolio Management	20	10	3	3	EvC
UE 3 b Financial Accounting	20	10	3	3	EvC
UE 4 b Introduction to Quantitative Finance	20	10	3	3	EvC
One Elective course from the following list :					
UE 5 a Free Course Unit (UE libre)			3	3	EvC
UE 5 b Project Accounting and Finance		10	3	3	EvC
Bloc B 1 Skills in Relationship and Linguistics (bloc transversal)			3		
UE 1 Computing and Langue			3	3	
Computing and Digital Uses		18		1	EvC
Doing Business in Different Cultures	10	15		1	EvC
Langue B		20		1	EvC
Bloc B 2 Skills in free course unit (bloc transversal)			3		
UE 2 Free Course Unit (UE libre)			3	3	EvC
Bloc C Complementary Skills in Accounting, Finance, Management (bloc complémentaire)			6		
UE 1 b Professional and Personal Project		16	3	3	EvC
Electives (1 elective to be chosen) :					
UE 2 d FLE pour Erasmus / Accords Bilatéraux		10	3	3	EvC
UE 3 Engagement Tutorat (annualisé)		20	3	3	EvC
UE 4 b Introduction à la recherche Management Marketing (annualisé)	8	8	3	3	EvC
UE 6 Management de Projet	18	10	3	3	EvC
UE 7 Fiscalité 2	20	10	3	3	EvC
Bloc D Professional Skills (Internship or Research Project)			15		
UE 1 Internship and Training (10 weeks to 12 weeks) or research project			15	15	EvC

* EvC = Continuous Assessment

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



CONTACTS

Program Direction

Fabien ROUX
+33 (0)4 73 17 77 58
fabien.roux@uca.fr

Mericia MATHOT
+33 (0)4 73 17 77 69
+33 (0)4 73 17 74 22
mericia.mathot@uca.fr

International Relations

Carine ESTIEU
+33 (0)4 73 17 77 27
carine.estieu@uca.fr

IAE Clermont Auvergne School of Management

11, boulevard Charles de Gaulle
TSA 10405
63001 CLERMONT-FERRAND
CEDEX FRANCE

+33 (0)4 73 17 77 00



“Thinking global, acting local”

**FOLLOW US ON OUR
SOCIAL NETWORKS!**



#ESPRIT
IAE