

# BIMB

## Parcours : Bachelor of International Management and Business

Formation Initiale - Parcours DU

### Objective

The goal of the BACHELOR of INTERNATIONAL MANAGEMENT and BUSINESS is to provide broad instruction in the different disciplines of business management (finance, auditing, marketing, etc.) with a specifically international orientation, for students desiring an international career.

### Knowledge and skills

The program closely integrates the acquisition of theoretical ideas and operational skills by developing the students' ability to think and apply acquired theory in real situations.

The courses of the principal option (Main Option) are taught entirely in English; they are intended for English speaking students (foreign or French) who want to further pursue fundamental and international business management, in a context of multicultural training, which is further enriched by the cultural diversity of the students in the program.

### Applications

Application forms should be done online on the IAE website.

The selection criteria are :

- Successful completion of two years of University course work (120 ECTS credits obtained) or validated equivalence.
- Justification of an adequate English level (in particular for members of non-English-speaking countries).



## Teaching program

Semester 1			Semester 2		
		30 Credits			30 Credits
<b>UE1</b>	MARKETING	5 Credits 36 h	<b>UE1</b>	INTERNATIONAL COMMUNICATION	5 Credits 36 h
<b>UE2</b>	CROSS-CULTURAL	5 Credits 36 h	<b>UE2</b>	INTERNATIONAL TRADE	5 Credits 36 h
<b>UE3</b>	FINANCE	5 Credits 36 h	<b>UE3</b>	HUMAN RESOURCES AND LAW	5 Credits 36 h
<b>UE4</b>	INTERNATIONAL ECONOMY AND STRATEGY	5 Credits 36 h	<b>UE4</b>	BUSINESS GAME	5 Credits 24 h
<b>UE5</b>	INTERNATIONAL NEGOTIATION AND SALES	5 Credits 36 h	<b>UE5</b>	SECOND LANGUAGE	5 Credits 30 h
<b>UE6</b>	SECOND LANGUAGE	5 Credits 30 h	<b>UE6</b>	PROFESSIONAL INTEGRATION / REPORT	5 Credits 36 h



## Career opportunities

- International Business Analyst
- Accounts Manager
- Sales or Purchasing Manager to consultancy and advisory roles in International Business.



## Associations IAE

