

Master of Business Administration

Parcours : Digital Business et Innovation eLearning

Formation Initiale - Parcours DU



Objective

The MBA Digital Business & Innovation is a one-year graduate program at the University of Montpellier. The goal of the MBA is to provide broad instruction in the different disciplines of Business Management with a specific digital business, innovation and international orientation, for students wishing to follow an international career.



Teaching orientation

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

The courses are taught entirely in English; they are intended for English-speaking students (foreign or French) who wish to widen their fundamental and International Business Management experience in a context of multicultural training, enriched by the cultural diversity of the students in the program.

The courses are taught by a team of IAE teachers-researchers as well as guest lecturers from multinational corporations / Universities.

The program consists of two semesters of courses at IAE, based on lectures and small group work sessions. Some courses will be in the form of work seminars. Following this, the second semester includes also an internship and the writing of a thesis.



Applications

Application forms should be done online on the IAE website.

The selection criteria are:

- Successful completion of four years of University course work (240 ECTS credits obtained) or validated equivalence.
- Significant work experience.
- Justification of an adequate English level (in particular for members of non-English-speaking countries).
 - TOEIC: 820
 - TOEFL: 85
 - IELTS: 7



Teaching program

Semester 1		30 Credits
UE1	DIGITAL TECHNOLOGIES	5 Credits 36 h
UE2	TECHNOLOGIES MANAGEMENT	5 Credits 36 h
UE3	INTERNATIONAL BUSINESS	5 Credits 36 h
UE4	INNOVATION MANAGEMENT	5 Credits 36 h
UE5	INTERNATIONAL CULTURE AND FRENCH LANGUAGE	5 Credits 48 h
UE6	RESEARCH METHODOLOGY AND BUSINESS GAME	5 Credits 36 h

Semester 2		30 Credits
UE1	DIGITAL BUSINESS	5 Credits 36 h
UE2	PROJECT MANAGEMENT	5 Credits 36 h
UE3	PROFESSIONAL THESIS	20 Credits



Career opportunities

- International Business
- International Management
- Digital Business Management
- Management of Innovative Projects



Associations IAE



IAE MONTPELLIER
Université de Montpellier
Place Eugène Bataillon
34095 MONTPELLIER



<https://iae.umontpellier.fr>

