

GENERAL DESCRIPTION

The University of Limoges offers a University Diploma in Business Management to students interested in general management in an international context. The aim is to develop students' core competences in the context of cross-cultural mixing.

This Diploma is a leading program in France in the way that it allows students to access to courses exclusively in English. Courses will give an overview of key issues in Business Management, such as Marketing, Accounting or International Business.

This diploma is a one-semester exchange program between up to 12 French students and 12 students from foreign partner universities. All courses are taught by professors of the University of Limoges and partner Universities from mid-September to mid-December.

INNOVATIVE ASPECTS

Exclusively English-taught courses

Non English-speaking students will be given the opportunity to develop their skills in the international business language and English-speaking students will be able to study abroad in favorable conditions.

Graduating students with a double degree

Students will be offered the possibility to graduate with a Bachelor of the University of Limoges as well as credits from partner universities. Furthermore, a direct entry to the Master degree at the Institut d'Administration des Entreprises (Institute of Business Management) of Limoges is guaranteed to the graduated students.

Providing students with an international experience

International experience will enable students to develop awareness of new cultures, considered today as a differentiation-inducing factor on CVs.

CONDITIONS OF ADMISSION

This diploma is open to 24 candidates: 12 from French universities and 12 from foreign partner universities. The applicants must have completed a two-year university degree (equivalent to 120 ECTS for European students).

The admission is subject to a collaborative selective process between the University of Limoges and its foreign partners. The main criteria will be based on academic results and the synergy with the candidates' personal and professional project.



PROGRAM DETAILS

The diploma in Business Management is made up of seven 20-hour core unit courses. These courses aim at giving the students an overview of management in the corporate context.

Organizations and Management

This unit offers an overview of management approaches and allows students to apply theoretical concepts and models to business problems. It examines various key management theories in business strategy, leadership, human resources and corporate social responsibility.

Marketing

This unit gives a general perspective of the development of competitive marketing strategies, from marketing planning and marketing research to applied marketing, including aspects of product design, pricing, placing and promoting products.

International Business

This unit aims at exposing students to the international business environment to acquire skills in making effective decisions. Issues such as socio-cultural differences or different entry modes will be introduced.

European economics

The aim of this course is to give students an understanding of the main European economic issues in their political, institutional and financial context. An emphasis on monetary integration, internal market or competition policy will be placed on.

International Accounting Systems

This subject provides an insight into both the Anglo-Saxon and continental accounting systems. Students will face analytical approaches to help them better understand the differences between the two models.

European culture

The objective of this unit is to help students discover Europe and give them an overall view of its political, geographical and cultural particularities. This course will adopt a practical approach in using different media such as television, press or the Internet. Visits of local innovative companies will also be scheduled.

Team project

The idea is to mix students from different origins and make them work together in groups of four. The aim is to analyze the viability of their own company concept. Students will have to apply interdisciplinary skills such as marketing or accounting and test their competences in cross-cultural team management.

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