



Bachelor Certificate in International Business

IUT de Sceaux/Université Paris Sud

Bachelor Certificate in International Business

This new Certificate recently offered at the Institute of Technology is **fully taught in English**. It is organized every year during the Spring semester. Courses start in January and end in March. They are followed by a three-month internship in a French company. The courses are primarily aimed at Erasmus students from our partner universities, but they are also opened to French students who are willing to study entirely in English.

A - International Marketing (9 ECTS)

A.I - International Marketing (3 ECTS)

Objectives: the course provides an overview of international marketing issues, integrating theory and practice across a wide range of international business contexts including essentials of marketing, the international environment, deciding whether to go international: which markets to enter, how to enter the market, how to plan an international marketing program.

A.II - Business English (3 ECTS)

Objectives: to develop students' command of the language (skills and specialized vocabulary) through the study of the main theme of the module: globalization, with reference to aspects of international trade, international marketing and international management using press articles, case studies, extracts from Business English textbooks, extracts from documentaries, etc.

A.III - International Trade Techniques (3 ECTS)

Objectives: to permit students to reach a good standard in concepts and to master international trade techniques using e-learning process including business cases.

B - International Project (9 ECTS)

B.I - International Strategy (3 ECTS)

Objectives: to apply international strategic analysis and tools to corporate growth. Themes include international corporate growth, from export to Foreign Direct Investment, analysis of foreign markets evolution drivers (localisation, globalisation), cross cultural management, strategic watch and international environment.

B.II - Business Modelling and Planning (3 ECTS)

Objectives: to introduce the students to the concept of *business model* and to provide them with the knowledge and skills to build up a *business plan*. Students will learn how to define and describe the business model of a company (value proposition; value chain structure; revenue generation), to generate a business plan with its components (project overview, environmental analysis, market intelligence, strategic diagnosis, strategic planning, implementation and financial plan).

Students will be assessed on the following basis: team working on a three-month project, delivering an executive summary and a business plan report followed by a viva before a professional jury.

B.III - Bachelor Thesis (3 ECTS)

Objectives: to develop an international economic approach and to provide knowledge, skills and tools to better understand how recent economic changes impact firms (business environment analysis). Students will deliver a thesis followed by a viva before a professional jury. Students work in tandem groups to find a thesis topic in relation to international economy.

C - International Integration (12 ECTS)

C.I - French for Foreigners (3 ECTS)

Objectives: everyday French and professional skills (economics, marketing, communication, international business). Group Levels from absolute beginners to intermediate level.

C.II - Internship (9 ECTS)

Objectives:

- Introduce students to practical work assignments using different working methods,
- Apply business concepts and theories to real-world decision-making,
- Develop and improve business skills in communication, technology, and teamwork,
- Increase employment prospects in the field of international business,
- Expand network of professional relationships and contacts.