



UNDERGRADUATE COURSE OFFER

Bachelor in Management 3rd year only

.....
Grenoble IAE Graduate School of Management of Grenoble INP-UGA
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grenoble-iae.fr

GRENOBLE: EUROPEAN GREEN CAPITAL 2022



Whether you like to ski, cycle, hike, snowshoe or just take in an incredible landscape, Grenoble is the place for you! The ski capital and host of the 1968 Winter Olympics, Grenoble is home to virtually every sport, offering facilities for student athletes competing in world-class competitions.

A paradise for athletes and mountain lovers, Grenoble is also an exceptional innovation ecosystem: a concentration of brainpower, technologies and patents, with a combination of resources and collaboration between industries, services, research and education.



UNIVERSITE GRENOBLE ALPES (UGA)

Université Grenoble Alpes (UGA) is ranked among the top 150 universities in the world (QS 2022 ranking).



59 000
students

31
schools

82
research labs

WELCOME TO GRENOBLE IAE

Graduate School of Management
of Grenoble INP-UGA



WHAT IS GRENOBLE IAE ?

Grenoble IAE Graduate School of Management is one of the eight Grenoble INP Institute of Engineering and Management schools, a major UGA component.

Grenoble IAE embraces its position within an innovation-driven ecosystem and a world-class public university in its mission : **to reveal and connect talents for innovative management within local and global organisations.**

The school delivers business administration and specialized business degree at undergraduate and graduate level, including one EFMD Accredited Bachelor in Management, three professional Bachelor's, eleven Master's programmes with 27 specializations, an MBA and Executive MBA and a DBA.



BEING STUDENT IN GRENOBLE IAE

COURSES AND TEACHINGS

In Grenoble IAE, courses are divided in practical courses where the students work on exercices or practical cases (Travaux Dirigés or TD) and seminars (Cours Magistral or CM).

ATTENDANCE IS MANDATORY TO ALL COURSES

More than **two unjustified** absences for the same subject will result in a **mark of 0** for the subject.

- Students will have a lot of group work with the objective to develop their ability to work in multicultural teams. Attendance is therefore very important to ensure good working conditions for everyone.

JUSTIFICATION OF ABSENCES

In order to justify an absence, a medical certificate must be delivered to the administration within eight days.

In the event of the death of a relative, a death certificate will have to be provided.

Any other reasons is not accepted by Grenoble IAE



CHOICE OF COURSES

DIFFERENT TYPES OF COURSES

COMPULSORY COURSES

Courses that are compulsory for degree seeking students.

No limits of places

ELECTIVE COURSES

Courses that are elective for degree seeking students.

















Subjected to timetable conflicts and availability

PROVISIONAL COURSE OFFER

SEMESTER 1 - AUTUMN

Fundamentals - Basics in Management		
Cross Cultural Management		3
Organisation Theory		3
Corporate Social Responsibility		3
Marketing Specialization		
Etude de cas Marketing		3
International Marketing		3
Information Systems Management Specialization		
Concepts et outils de la GRC		3
Information systems and mobility		3
Finance Specialization		
Investment Decisions / Décisions d'investissement	 	3
Managerial Accounting and control		3
Resources Management specialization		
International Human ressources management		3
Management des ressources humaines		3
Supply Chain Management/ Management de la chaine logistique	 	3
Entrepreneurship & innovation		
IAE Starter	 	3
Buziness Digitalization		2
Tools		
Discovering France		1,5
French as Foreign language		3
Team Building		1,5

SEMESTER 2 - SPRING

Fundamentals - Basics in Management		
Strategic Management		3
International Economics		3
Business Game		4
Specialization		
Budgeting and control		3
International Business		3
International Trade		3
International Finance		3
Marchés financiers et systèmes bancaires		3
Droit spécifique des sociétés		3
Conception et réalisation de sites web		3
Commerce Electronique		3
Gestion de la relation à la marque		3
Tools		
Student involvement project/ Projet étudiant	 	1,5
French as foreign language		3
Positive psychology		3

COURSE DESCRIPTION

The courses below are listed by teaching units and semesters. It is recommended to take notice of any pre-requisite needed for the courses but an assiduous and serious student won't find it challenging.

For courses in French, prior knowledge of subject-specific vocabulary may be helpful.

SEMESTER 1

IN FRENCH

IN ENGLISH

FUNDAMENTAL IN MARKETING - BASICS IN MANAGEMENT - SEMESTER 1

Cross Cultural Management - 3 ECTS

The main goal of the course is to make students aware of the fact that there is not only one way of managing employees, and that management depends on culture.



Organisation Theory - 3 ECTS

This is the main aim of this course to provide you with the necessary cues to understand organizations using the core concepts of different theoretical perspectives. A second aim is to get to you to think critically about your own perspective of organizations so as to be able to challenge the implicit theories you use at a personal and professional level.



Corporate Social responsibility - 3 ECTS

This course is intended to provide the primary concepts of Corporate Social Responsibility to the students. From evolution to implementation of CSR in organizations along with the present rules and regulations are covered in the course. "Companies should take into account their solid impact on societal and environmental expectations, rather than sole focus on profit margin by integrating all the stakeholders of the business"-is the main theme on which the course is organized.



MARKET SPECIALIZATION - SEMESTER 1

Etude de cas Marketing - 3 ECTS

Pré-requis : bases en marketing appréciables

Ce module aborde la démarche marketing (Analyse, stratégie, Mix et Contrôle) au travers de différentes études de cas.



International Marketing - 3 ECTS

This course aims to build and implement successful marketing strategies from making strategic decisions and choosing market position and entry modes to developing a marketing and business plan.

It also aims to study the different notions of International marketing (targeting, segmentation, branding, pricing, identifying new segments with cultural similarities and differences, etc.) in order to motivate the companies to compete globally



INFORMATION SYSTEMS MANAGEMENT SPECIALTIZATION - SEMESTER 1

Concepts et outils de la GRC - 3 ECTS

Le principal objectif de ce cours est de comprendre les grands enjeux de la Gestion de la Relation Client aujourd'hui. L'accent est mis sur les aspects Systèmes d'Information de la GRC et le mouvement de digitalisation de la relation client. Les sous-objectifs sont:

- Obtenir les bases de la GRC
- Identifier les différents modèles stratégiques associés à la digitalisation de la relation client (multi- cross- et omnicanal)
- Comprendre le concept de parcours client, la place et le rôle des données dans l'utilisation de cet outil
- Appréhender l'utilisation des réseaux sociaux comme un outil de relation client
- Comprendre comment la GRC se met en oeuvre concrètement dans l'entreprise via le CRM

**Information systems and mobility - 3 ECTS**

This course aims at discussing practices and challenges related to information mobility.

After completing this course, students will be able to:

1. identify and describe the main information mobility practices
2. identify and analyse challenges related to information mobility



FINANCE SPECIALIZATION - SEMESTER 1

Investment decision / Décisions d'investissement - 3 ECTS**Pré-requis : basic mathematic knowledge**

This course aims to provide students with tools and decision-making practices that will allow them to evaluate any project in terms of profitability and risk.

After completing this course, students should be able to:

1. Explain and apply the main investment selection criteria (NPV, IRR, Payback ration, etc.)
2. Analyze the sensitivity (risk) of any project
3. Make optimal investment decisions based on profitability and risk

**Managerial accounting and control - 3 ECTS**

Cost and managerial accounting studies the preparation and use of cost accounting information for managerial decision-making and control purposes. This course provides students with the tools needed to understand and address the important problems facing management accountants today.



IN FRENCH

IN ENGLISH

RESOURCES MANAGEMENT SPECIALIZATION - SEMESTER 1**International Human Resource Management - 3 ECTS**

This course is an introduction to managing Human Resources in a global context. The focus will be to train Leaders with the knowledge to manage Human Resource contributions in an international setting. The course will take a global comparative approach by country to gain understanding of the cultural complexity and how it affects Human Resource Strategy.

**Management des ressources Humaine - 3 ECTS**

1. Comprendre ce qu'est la fonction RH en entreprise.
2. Comprendre les domaines d'interventions des RH en entreprise.
3. Découvrir les pratiques globales de GRH et les obligations légales.
4. Vous aider dans votre choix de Master en vous donnant un aperçu du métier de RH.

**Supply Chain Management/Management de la chaine logistique - 3 ECTS**

This course aims at discussing practices and challenges related to information mobility.

After completing this course, students will be able to:

1. identify and describe the main information mobility practices
2. identify and analyse challenges related to information mobility

**ENTREPRENEURSHIP AND INNOVATION - SEMESTER 1****IAE starter - 4 ECTS**

This course proposes to experiment with the postures necessary for entrepreneurship and innovation in order to train professionals who are open to the transversal reality of the company and its evolving character.

This course take the form of an intensive group project during 3 days.

**Business Digitalization - 2 ECTS**

Cycle of conferences on business digitalization.

By the end of this course the participants will be able to:

- Identify the trends of digital technologies.
- Comprehend how they are applied to realize the goals of organizations and contribute to their development.
- Recognize the differences between existing business models and new digitally enhanced business models.



IN FRENCH

IN ENGLISH

TOOLS - SEMESTER 1

French as Foreign Language - 3 ECTS

French language learning in different groups according to the student's level:

- Beginner - A1
- A2 - B1
- B2 - C1



Team Building and positive psychology - 1,5 ECTS

This course aims to help you integrate IAE by creating connections with other and French students but also to support you in getting the most out of this year and learn more about yourself.



Discovering France - 1,5 ECTS

- Discover Grenoble and France
- Get to know more about your new french environment (educational, administrative and professional)
- Get out of your confort zone



SEMESTER 2

IN FRENCH

IN ENGLISH

FUNDAMENTAL - BASICS IN MANAGEMENT - SEMESTER 2

Strategic Management - 3 ECTS

Pré-requis : basics in international economics

This module is concerned with understanding the theory and practice of strategic management and strategic analysis.



Business Game - 4 ECTS

Le principal objectif de ce cours est de comprendre les grands enjeux de la Gestion de la Relation Client aujourd'hui.



International Economics - 3 ECTS

This course allows students to know the great stylized facts of the international economy and gives them a solid economic culture, essential for management students who intend to continue their studies at a master level in management. The idea is to provide them with the frameworks of analysis and thus the theories necessary for understanding international economic phenomena.



SPECIALIZATION - SEMESTER 2

Budgeting and control

Pre-requisite : Managerial Accounting & Control during Semester 1

This course is the second level of the more comprehensive Management accounting discipline.



International Business - 3 ECTS

- Understand what international business is and why it is important
- Understand the different national and global contexts (economic, socio-cultural, institutional) in which international business practitioners operate
- Appreciate how those contexts create both strategic opportunities and challenges to practitioners
- Examine how firms conduct business internationally and what strategies matter



International Finance - 4 ECTS

This course is designed to provide students with an in-depth knowledge of:

- International financial markets,
- Exchange rates,
- Exchange rate risk,
- International financing,
- International capital budgeting.









International Trade - 4 ECTS

Pré-requis : basics in international economics

This course intends to teach the fundamentals of International trade, train students to be presenters and improve their academic/business communication and analytical skills.



CHOICE OF COURSE IN FRENCH SEMESTER 2

	IN FRENCH	IN ENGLISH
Marchés financiers et systèmes bancaires - 3 ECTS Prérequis : Notions d'économie Générale Ce cours a pour objectif de familiariser l'étudiant au fonctionnement du système financier (marchés de capitaux et secteur bancaire) et ainsi de lui permettre de comprendre le financement d'une économie.		
Droits spécifiques des sociétés - 3 ECTS Pré-requis : notions et règles principales de droit des contrats Ce cours de droit des sociétés se propose d'aborder les règles communes à toutes les formes de société : sa formation, ses différents acteurs, ses crises et son évolution.		
Conception et réalisation de sites web - 3 ECTS Given by your program admin officer or International relations Office with each semester's grades.		
Commerce électronique - 3 ECTS Ce module aborde la démarche marketing (Analyse, stratégie, Mix et Contrôle) au travers de différentes études de cas.		
Gestion de la relation à la marque - 3 ECTS Pré-requis : Assimilation des concepts de base du Marketing (marketing mix et marketing opérationnel, comportement consommateur) Présentation des principes fondamentaux du Management de la chaîne logistique et des métiers associés.		
TOOLS - SEMESTER2		
Projet engagement étudiant - Student involvement project Over a period of three consecutive days, the Hack ton Campus challenge consists in taking up a set of challenges around digital, environmental and civic responsibility issues.		
French as Foreign Language - 3 ECTS French language learning in different groups according to the student's level: - Beginner - A1 - A2 - B1 - B2 - C1		

CONTACTS

If you need more information or advices, feel free to contact us

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