

# EXCHANGE STUDENTS COURSE OFFER

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2026  
2027

# BACHELOR IN MANAGEMENT

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.

Fall semester : end of August until mid-December

Spring semester: beginning of January until mid-April

## SEMESTER 1 (FALL SEMESTER)

### FUNDAMENTALS

#### Cross Cultural Management

3 ECTS - JJEG5M17  
(ENG)

This course intends to make students aware that there not only one way of managing employees and that management depends on culture.

#### Organization Theory

3 ECTS - JJEG5M15  
(ENG)

This course aims to equip students with the conceptual frameworks necessary to analyze and understand organizations through a range of theoretical perspectives. It further seeks to develop students' critical reflection on their own understanding of organizations, enabling them to identify and challenge the implicit theories that shape their thinking and practice in both personal and professional contexts.

#### Corporate Social responsibility

3 ECTS - JJEG6M41  
(ENG)

This course introduces the core concepts of Corporate Social Responsibility (CSR), covering its evolution, implementation within organizations, and the current regulatory framework. It emphasizes the role of organizations in addressing social and environmental responsibilities by integrating stakeholder interests beyond a sole focus on profit maximization.

### MARKETING SPECIALIZATION

#### International Marketing

3 ECTS - JJEG5MC8  
(ENG)

This course focuses on the development and implementation of international marketing strategies, from strategic decision-making and market entry modes to the design of marketing and business plans. It examines key concepts of international marketing, including segmentation, targeting, branding, pricing, and the management of cultural similarities and differences in global markets.

#### Introduction au webmarketing

3 ECTS - JJEG5MC5  
(FR)

This course is entirely taught in French and explores the main dimensions of digital marketing, highlighting recent developments and their implications for marketing practices. It combines theoretical concepts with their application to operational marketing and examines the opportunities and challenges digital transformation presents for organizations, depending on their level of digital maturity.

#### Market Research

3 ECTS - JJEG5MC6  
(ENG)

This course introduces quantitative marketing research methods and emphasizes the role of experimentation in marketing decision-making. It aims to develop an understanding of how quantitative approaches support marketing analysis and strategy.

<b>Etude de cas Marketing</b> 3 ECTS - JJEG5MC7 (FR)	This course is fully taught in French. It introduces the core stages of the marketing process, including analysis, strategy, marketing mix, and control. Basic knowledge of marketing is recommended but not required; additional readings are provided to support students with no prior background. The course combines lectures with case study analysis.
<b>FINANCE SPECIALIZATION</b>	
<b>Investment decisions</b> 3 ECTS - JJEG5MB9 (ENG)	Prerequisite: Basic knowledge of mathematics. This course provides students with analytical tools to evaluate projects in terms of profitability and risk, enabling them to apply key investment appraisal methods and make informed decisions based on risk analysis.
<b>Décisions d'investissement</b> 3 ECTS - JJEG5MB7 (FR)	Fully taught in French. Prerequisites: Basic math skills and Excel functions. This course aims to help students understand simple and practical investment decision-making tools.
<b>Managerial accounting and control -</b> 3 ECTS - JJEG5MBA (FR)	This course introduces cost and managerial accounting, focusing on the use of cost information for managerial decision-making and control, and equips students with practical tools to address key managerial accounting challenges.
<b>RESOURCES MANAGEMENT SPECIALIZATION</b>	
<b>International Human Resource Management</b> 3 ECTS - JJEG5MEA (ENG)	This course introduces human resource management in an international context, focusing on global HR practices, cross-cultural differences, and their impact on human resource strategy.
<b>Management des ressources humaines</b> 3 ECTS - JJEG5ME8 (FR)	Entirely taught in French. This course provides an overview of the human resources function in organizations, its main areas of responsibility, global HR practices, and the associated legal framework, while offering insight into careers in human resource management.
<b>Supply Chain Management -</b> 3 ECTS - JJEG5ME9 (ENG)	This course examines key practices and challenges related to information mobility, enabling students to identify, describe, and analyze major issues in this field.
<b>Management de la chaîne logistique</b> 3 ECTS - JJEG5ME7 (FR)	This course introduces the fundamental principles of supply chain management and presents the main professional roles associated with this field.

## ENTREPRENEURSHIP AND INNOVATION

**Business Digitalization -**  
2 ECTS - JJEG5M33  
(ENG)

This course consists of a conference series on business digitalization and explores major digital technology trends, their application within organizations, and their impact on traditional and digitally enabled business models.

**IAE Starter**  
4 ECTS - JJEG5ME7 (FR/  
ENG)

This course introduces key entrepreneurial and innovative mindsets, preparing students to engage with the cross-functional and evolving nature of organizations. It is delivered as an intensive, project-based group course over three days.

## ELECTIVE COURSES

**French as a Foreign  
Language - 3 ECTS -**  
JJE15M41 (FR)

This course offers French language instruction in level-based groups, ranging from beginner (A1) to advanced (C1), according to students' proficiency.

**Advanced English - 3**  
ECTS - JJE15M40 (ENG)

This course prepares students for a semester of study or an internship abroad by developing confidence in English-speaking environments. It focuses primarily on oral communication and listening skills, while also providing guidance on reading comprehension and strategies for identifying and learning from language errors.

**Team Building - 1.5 ECTS**  
- JJY05M10 (ENG)

This course aims to support students' integration into IAE by fostering connections with French and international peers, helping them make the most of their academic year, and encouraging personal development.

**Discovering France - 1.5**  
ECTS - JJY05M11 (ENG)

This course invites students to discover Grenoble and France, gain a better understanding of their academic, administrative, and professional environment, and step outside their comfort zone.

## SEMESTER 2 (SPRING SEMESTER)

### FUNDAMENTALS

**Strategic  
Management**  
3 ECTS - JJEG6M40  
(ENG)

Prerequisites: Basic knowledge of international economics.  
This course introduces the main concepts and tools of strategic management and strategic analysis.

**Business Game**  
3 ECTS - JJEG6M42  
(FR)

Prerequisites: General knowledge of strategy, marketing, logistics, financial accounting, and budgeting.  
This seminar is a capstone course for Bachelor's or Master's students and contributes to their international academic experience.

**International  
Business**  
3 ECTS - JJEG6M51  
(ENG)

This course explains what international business is and why it is important. It examines global and national contexts and how firms operate internationally and develop strategies.

## ELECTIVE COURSES

<b>Budgeting and Control</b> - 3 ECTS - JJEG6M50 (ENG)	Prerequisite: Managerial Accounting and Control (Semester 1) if possible. This course builds on core management accounting concepts at an advanced level.
<b>International Finance</b> 3 ECTS - JJEG6M59 (ENG)	This course provides an overview of international financial markets, exchange rates, exchange rate risk, international financing, and international capital budgeting.
<b>International Trade</b> 3 ECTS - JJEG6M58 (ENG)	Prerequisite: Basic knowledge of international economics. This course introduces the fundamentals of international trade and develops presentation, communication, and analytical skills.
<b>Marchés financiers et systèmes bancaires</b> - 3 ECTS - JJEG6M52 (FR)	Taught in French. Prerequisite: Basic knowledge of economics. This course explains how the financial system works, including capital markets and the banking sector, and how an economy is financed.
<b>Conception et réalisation de sites web</b> - 3 ECTS - JJEG6M55 (FR)	Taught in French. This course introduces the basic concepts and tools needed to create a website.
<b>Gestion de la relation à la marque</b> - 3 ECTS - JJEG6M57 (FR)	Taught in French. Prerequisite: Basic knowledge of marketing (marketing mix, operational marketing, consumer behavior). This course focuses on key factors in building and managing brand relationships.
<b>Positive Psychology</b> 1.5 ECTS - JJY06M10- (ENG)	This course helps students meet others, reflect on their personal development, and integrate into student life at IAE Grenoble.
<b>Student involvement project</b> 1,5 ECTS - JJEG6M71 (ENG)	Over three consecutive days, students work in teams to address digital, environmental, and civic responsibility challenges.
<b>French as a Foreign Language</b> - 3 ECTS - JJEI5M41 (FR)	This course offers French language instruction in level-based groups, ranging from beginner (A1) to advanced (C1), according to students' proficiency.
<b>Advanced English</b> - 3 ECTS - JJEI5M40 (ENG)	This course prepares students for a semester of study or an internship abroad by developing confidence in English-speaking environments. It focuses primarily on oral communication and listening skills, while also providing guidance on reading comprehension and strategies for identifying and learning from language errors.
<b>Sports</b> - 3 ECTS - JJMK8M3E * <i>places are limited</i>	This module allows students to practice a sport. A small additional fee is required.

# MASTER PROGRAMS

For reasons of prerequisites, we strongly advise coming for the first semester or the whole year, and to avoid coming only for the second semester.

Most Master programs' second semester focuses on research and/or internship - make sure to check their program before applying.

## MASTER 1 PROGRAMS - ALL FRENCH ONLY

A B2 level in French is required. All applications will be studied by our program directors. Course list is available online.

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|---|--|
| • <u>COMPTABILITÉ, CONTRÔLE, AUDIT</u>                | • <u>MARKETING, VENTE</u>                          |
| • <u>CONTRÔLE DE GESTION ET AUDIT ORGANISATIONNEL</u> | • <u>MANAGEMENT DES SYSTÈMES D'INFORMATION</u>     |
| • <u>MANAGEMENT DE L'INNOVATION</u>                   | • <u>FINANCE</u>                                   |
| • <u>ENTREPRENEURIAT ET MANAGEMENT DE PROJET</u>      | • <u>GESTION DE PRODUCTION, LOGISTIQUE, ACHATS</u> |

## MASTER 2 PROGRAMS - ALL FRENCH ONLY

A B2 level in French is required. All applications will be studied by our program directors. Course list is available online.

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|---|--|
| • <u>COMPTABILITÉ, CONTRÔLE, AUDIT</u>                | • <u>FINANCE QUANTITATIVE</u>                        |
| • <u>CONTRÔLE DE GESTION ET AUDIT ORGANISATIONNEL</u> | • <u>INTELLIGENCE DES DONNÉES</u>                    |
| • <u>DESIGN DES TRANSITIONS</u>                       | • <u>INGÉNIERIE MARKETING DES MARQUES</u>            |
| • <u>ENTREPRENEUR</u>                                 | • <u>FINANCE D'ENTREPRISE ET GESTION DES RISQUES</u> |

# MASTER 2 PROGRAMS - FULL ENGLISH

## M2 APPLIED CORPORATE MANAGER

The Master in Applied Corporate Manager is a graduate programme fully taught in English, designed for students with no prior background in management who wish to develop essential managerial knowledge and skills in a multicultural environment. It is the English-taught version of the MAE Master 2 programme.

### FALL SEMESTER

Managing Organisations in their environment		
Strategy	2 ECTS	JJBA9M1C
Marketing	2 ECTS	JJBA9M17
Business Law	1 ECTS	JJBA9M1A
Managing Financial Performance		
Accounting and taxation	2 ECTS	JJBA9M24
Financial Analysis	3 ECTS	JJBA9M28
Management control	2 ECTS	JJBA9M26
Managing projects 1		
Project Management Basics	2 ECTS	JJBA9M3C
Self Awareness	1 ECTS	JJBA9M3MB
Case Study	3 ECTS	JJBA9M3D
Leadership	2 ECTS	JJBA9M39
Professional development		
Career Practicum	1 ECTS	JJBA9M4C
Intercultural Management	2 ECTS	JJBA9M37
Business Creation	2 ECTS	JJBA9M4E

### SPRING SEMESTER

Managing Organisations		
Human Resources Management	2 ECTS	JJBAXM12
Labour law	1 ECTS	JJBAXM13
Organization Management	2 ECTS	JJBAXM14
Purchasing	1 ECTS	JJBAXM15
Managing Information		
Business Intelligence	1 ECTS	JJBAXM25
Information Systems and ERP	2 ECTS	JJBAXM26
Supply Chain Management	1 ECTS	JJBAXM27
Managing projects 2		
Innovation	2 ECTS	JJBAXM32
Business Game	3 ECTS	JJBAXM36
Professional development 2		
Managing Transitions in Organisations	2 ECTS	JJBAXM4B
Sports	1 ECTS	JJBAXM4C
Elective courses (chose 1)		
Business Development (ENG)	1 ECTS	JJBAXM41
Gestion des PME (FR)	1 ECTS	JJBAXM4D
Management des projets agiles (FR)	1 ECTS	JJBAXM4E
Marketing digital (ENG)	1 ECTS	JJBAXM45

Fall semester: Begins at the end of August  
Ends mid-January

Spring semester: Begins at the beginning of January  
Ends end of April / beginning of May.



## M2 ADVANCES IN FINANCE AND ACCOUNTING

The Advances in Finance and Accounting (AFA) Master's programme is fully taught in English and prepares students for careers in banking, insurance, corporate finance, accounting, auditing, consulting, and financial institutions.

**It also provides a strong foundation for doctoral studies and research-oriented careers.**

The programme offers advanced training in financial markets, corporate finance, banking, insurance, auditing, and accounting, with a strong focus on analytical and quantitative tools.

**Coming for the Spring semester only is not advised.**

### FALL SEMESTER

Data Analysis		
Databases & programming for finance and accounting	5 ECTS	JJFS9M10
Econometrics for Finance and accounting	5 ECTS	JJFS9M11
Fundamentals of Finance and Accounting		
Portfolio Theory and Management	4ECTS	JJFS9M233
Accounting information and Financial Markets	6 ECTS	JJFS9M28
Advances in Finance		
Fixed Income Management	3 ECTS	JJFR9M24
Derivatives	3 ECTS	JJFR9M45
Advanced Corporate Finance	4ECTS	JJFS9M30

**The courses below will count for the Spring semester but are all taught in the Fall semester**  
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Advances in accounting, banking and insurance		
Empirical Finance, Banking & Insurance	5 ECTS	JJFSXM10
Governance and Auditing	5 ECTS	JJFSXM12

### SPRING SEMESTER

Term Paper		
Litterature Review and Research Problem	2,5 ECTS	JJFSXM20
Methodology and Analysis	2,5 ECTS	JJFSXM21
Defense	2,5 ECTS	JJFSXM22
Master Thesis		
Master Thesis	10 ECTS	JJFSXM31
Thesis Defense	2.5 ECTS	JJFSXM30

Fall semester: Begins at the end of August  
Ends mid-December

Spring semester: Begins at the beginning of January  
Ends end of April / beginning of May.



## M2 RESEARCH & DATA INTELLIGENCE FOR MARKETING

The Master 2 "R&DIM" is a flagship programme of Grenoble IAE, recognized for its strong reputation among marketing research professionals.

It trains specialists in marketing and data analysis, preparing graduates for a wide range of roles in the market research sector.

The programme offers two tracks: a Professional Track (available only to full-year students) and a Research Track.

**Coming for the Spring semester only is not advised.**

### FALL SEMESTER

<b>Methodological Foundations of Marketing Research</b>		
Quantitative Data Collection and Analysis	5 ECTS	JJLQ9M10
Qualitative Data Collection and Analysis	5 ECTS	JJLQ9M11
<b>The Marketing Research Toolbox</b>		
Social Media Listening, Text Mining and Data Visualization	2,5 ECTS	JJLQ9M20
Introduction to Scientific research	2,5 ECTS	JJLQ9M21
Programming for Big Data	2,5 ECTS	JJLQ9M22
Anthropological Approach to Field Research	2,5 ECTS	JJLQ9M23
<b>Tools and skills for relationship Management in Marketing research</b>		
Managing a Market Research Project : from Genesis to Customer Insights	2,5 ECTS	JJLQ9M30
The Life Design Challenge (Elective)	2,5 ECTS	JJMI9M32
Sport IAE (Elective)	2,5 ECTS	JJMI9M32
<b>Entrepreneurship and Innovation</b>		
Innovation, Design Thinking and Creativity Methods	2,5 ECTS	JJLQ9M40
Leadership Skills	2,5 ECTS	JJLQ9M42

### SPRING SEMESTER

<b>Advances in Consumer and Marketing Research</b>		
Persuasive, Social and Societal Communication	4 ECTS	JJLQXM51
Responsible Consumption	4 ECTS	JJLQXM52
Digital Marketing and Connected Consumers	4 ECTS	JJLQXM53
<b>Sorft Skills and research in Marketing</b>		
Innovation and Business Marketing	4 ECTS	JJLQXM22
Advances in Big Data and Artificial Intelligence	2 ECTS	JJLQXM55

Fall semester: Begins at the end of August  
Ends mid-January

Spring semester: Begins at the beginning of January  
Ends end of April / beginning of May.

## M2 ADVANCED RESEARCH IN MANAGEMENT OF INFORMATION SYSTEMS

The Advanced Research in the Management of Information Systems (ARAMIS) is a one-year, fully English-taught programme focused on advanced research methods and theoretical foundations in information systems and data intelligence. The curriculum combines specialized coursework, elective options aligned with students' objectives, and a research-oriented Master's thesis.

**Coming for the Spring semester only is not advised.**

### FALL SEMESTER

Knowledge and Information Management for organisations and society		
Knowledge Management	2.5 ECTS	JJSR9M14
Strategic Scanning	2.5 ECTS	JJSR9M13
Business Models for Digital Organizations		
Cyber Security	1 ECTS	JJSR9M2A
Information Systems, business intelligence and ERP	2,5 ECTS	JJSR9M29
IT and Business Models	2 ECTS	JJSR9M27
Project Management for Digital Adoption and Transformation	2 ECTS	JJSR9M28
Methods and Concepts for Research		
Organization Theory	2 ECTS	JJSR9M37
Qualitative Methods	3 ECTS	JJSR9M34
Quantitative Methods	5.5 ECTS	JJSR9M3B
Research Design and Literature Review	3 ECTS	JJSR9M3A
Text and Graph Mining	3 ECTS	JJSR9M39
Entrepreneurship and Innovation		
Innovative Research Project 1	3 ECTS	JJSR9M42

### SPRING SEMESTER

Information Systems Auditing		
Information Systems Auditing	2.5 ECTS	JJSRXM12
Information Systems Consulting	2.5 ECTS	JJSRXM13
Big Data, Artificial Intelligence and Machine Learning for Business and Society		
Artificial Intelligence and Machine Learning in Organizations and Society	2,5 ECTS	JJSRXM23
Big Data and Artificial Intelligence in the Supply Chain	2,5 ECTS	JJSRXM22
Professional Skills		
Creativity and Communication Skills for Research	2 ECTS	JJSRXM33
Thesis	10 ECTS	JJSRXM34
Thesis Defense	5 ECTS	JJSRXM32
Entrepreneurship and Innovation		
Innovative Research Project 2	3 ECTS	JJSRXM40

Fall semester: Begins at the end of August  
Ends mid-February

Spring semester: Begins at the beginning of January  
Ends end of April / beginning of May.