

BAC  
+5

ECTS  
60

# MASTER MANAGEMENT ET COMMERCE INTERNATIONAL - PARCOURS FRANCO- AMÉRICAIN

## INITIAL EDUCATION

### GOALS

- Familiarize students with American culture
- Develop a global vision of international exchanges
- Master the tools and methods to approach the business world
- To know the specificities of Anglo-Saxon management
- Possibility for students to do an MBA in one of the three partner universities (number of places limited depending on the balance of exchange)
- Speaking English fluently: 100% of courses are in English

### JOB OPENINGS

Communication manager, brand manager, product manager, financial analyst, manager controller, product manager, purchasing manager, research associate international, international sales manager, export representative, sales manager for the North American Market...

### PUBLIC

- **1st year entry:** TOEFL IBT/ TOEFL iBT ® Home Edition mandatory : a score of 79 minimum is required  
Licence or Bachelor's degree and 180 ECTS (or 90 US credits) - (DUETI is accepted)
- **2nd year entry:** Master (1st year) 240 ECTS (or 120 US credits)  
TOEFL IBT/ TOEFL iBT ® Home Edition mandatory : a score of 79 minimum is required

### Students profiles / background

international commerce/management, economics/management, international business, law, IEP, foreign languages, engineering...

### DATES

**Beginning of the program :** septembre 2024

**RYTHME : Master 1 | Semester/ Term Dates:**

Fall Term: From Sept to Dec

Spring Term: From Jan to March

Internship: 10 weeks minimum from April to Sept

**Master 2 | Semester/ Term Dates:**

Fall term: End of September to Mid December

Spring Term: Jan to April

Internship: May to Sept (16 weeks minimum) in France or abroad

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## Admission Requirements

**Materials to Submit with Application**> **TOEFL IBT** or [TOEFL IBT Home edition](#) : a score of 79 minimum is required.> **IELTS** : Score minimum of 6,5

Admission based on application file

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## Cost

Tuition fees in 2021/2022 243€ + CVEC\* in 2021/2022 : 92€

\* [student and campus life contribution](#)For more information:  
<https://www.unicaen.fr/formation/candidater-sinscrire/informations-pratiques/tarifs-et-modes-de-paiement/>

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## Degree plan

Professional experience and development	Digital agility Priority management and personal efficiency Business game / simulation d'entreprise or integration	45h
Management	Individual and collective management Managerial challenges of technological transformations Cross generational management Agile management	54h
Financial Management	Fundamentals of finance Statistics and data analysis	51h
Business and Trade	International business news analysis Tutored projects Strategic management LV2 (french for international student)-LV2 (except english)	50h
<a href="#">Choice 1 : Semester abroad</a>		
International courses		
Internship	10 weeks minimum - in France or abroad	
Choice 2 : Semester in France		
Professional experience and development	Problem solving tools Methods Remote communication Lobbying and network visibility Team building	81h
International finance management	Financial management II International taxation	36h
International management	Managing clients and suppliers Intercultural management International marketing	51h
International trade and business	Quality-logistics and production Digital sales : prospection and negotiation LV2 (french for speakers)-LVE (except english) for french	77h

## Internship

10 weeks minimum - in France or abroad

**60 ECTS - Contact hour 445h**

<b>Global management</b>	Strategies of international development	84h
	Leadership and change management	
	IT and project management	
	Negotiation and international development	
<b>Global trade and business</b>	International contract law	93h
	Corporate financial management	
	International economics	
	International finance	
<b>American business context</b>	American civilization	72h
	Business communication	
	Legal environment of business	
<b>Innovation and marketing</b>	Entrepreneurship	69h
	Topics in marketing	
	Business style and creativity / crowd funding	
<b>Professional experience and development</b>	Resume and cover letter	27h
	Successful expatriation and international experience	
<b>Internship or MBA</b>		

**60 ECTS - Heures sur l'année 345h**

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## Pedagogical Methods

The teaching methods are adapted according to the skills and knowledge targeted by the course. In particular, lectures (CM), tutorials (TD) and/or role-playing are used.

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## Assessment methods

Depending on the objectives of the course, the assessment of knowledge and skills may involve different evaluation methods such as final assessment, continuous assessment, or a combination of final and continuous assessment. These assessments can take various forms (written and/or oral, group work, reports/theses, etc.). These modalities are indicated to the students within the regulatory deadlines.

The rules applicable to the control of knowledge and skills for the University of Caen Normandy are available in [the study regulations](#).

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## Arrangements

Students in special situations can benefit from accommodations in the organization and progress of their studies: [Contact our referents](#).