

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
- 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 : September

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 March

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

Autres informations

Code RNCP : 35915 - <https://www.francecompetences.fr/recherche/rncp/35915/>

Admission Requirements

L'inscription pédagogique est OBLIGATOIRE et INDISPENSABLE. Elle se fait après la finalisation de votre inscription administrative.

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

1st year of the master :

Student application opening : Feb 17

Student application deadline : March 16

2nd year of the Master :

Student application opening : Feb 23

Student application deadline : April 30

1st year of the master : Application on <https://www.monmaster.gouv.fr/>

2nd year of the master : Application on <https://candidatures.unicaen.fr/ecandidat/>

Cost

Tuition fees in 2025/2026 254€ + CVEC* in 2025/2026 : 105€

* [student and campus life contribution](#)

For more information:
<https://www.unicaen.fr/formation/candidater-sinscrire/informations-pratiques/tarifs-et-modes-de-paiement/>

Degree plan

Professional experience and development	Priority management and personal efficiency Geopolitics Business game / simulation d'entreprise or integration	48h
Management	Individual and collective management Managerial challenges of technological transformations Agile management	60h
Financial Management	Fundamentals of finance Statistics and data analysis	51h
Business and Trade	International business news analysis Strategic management LV2 (french for international student)-LV2 (except english)	53h
Professional experience and development	Successful expatriation and international experience Tutored projects	27h

[Choice 1 : Semester abroad](#)

International courses

Internship 10 weeks minimum - in France or abroad

Choice 2 : Semester in France

Professional experience and development Problem solving tools 81h
Methods
Remote communication
Lobbying and network visibility
Team building

International finance management Financial management II 36h
International taxation

International management Managing clients and suppliers 51h
Intercultural management
International marketing

International trade and business Quality-logistics and production 77h
Digital sales : prospection and negotiation
LV2 (french for speakers)-LVE (except english) for french

Internship 10 weeks minimum - in France or abroad

60 ECTS - Contact hour 484h

Global management Strategies of international development 84h
Leadership and change management
Digital marketing / SEO
Negotiation and international development

Global trade and business International contract law 93h
Corporate financial management
International economics
International finance

American business context American civilization 72h
Business communication
Legal environment of business

Innovation and marketing Entrepreneurship 69h
Topics in marketing
Business style and creativity / crowd funding

Internship or MBA

60 ECTS - Heures sur l'année 318h

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.

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](#).

Arrangements

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