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 ETCS (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: From Jan to March
Internship: April to Sept (16 weeks minimum) in France or abroad

Autres informations

Code RNCP : 42369 - https://www.francecompetences.fr/recherche/rncp/42369/

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 2026/2027 255€ + CVEC* in 2026/2027 : 105€
* student and campus life contribution
For more information: https://www.unicaen.fr/formation/candidater-sinscrire/informations-pratiques/tarifs-et-modes-de-paiement/

International (non-EU students) : **€3,941** for enrollment in a **Master's degree program** (read more)

Degree plan

Professional experience and development	Priority management and personal efficienty Geopolitics Business game / simulation d'entreprise or integration	48h
Management	Individual and collective management Managerial challengs 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	Succesful 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 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 **484h**

Global management	Strategies of international development Leadership and change management Digital marketing / SEO Negotiation and international development	84h
Global trade and business	International contract law Corporate financial management International economics International finance	93h
American business context	American civilization Business communication Legal environment of business	72h
Innovation and marketing	Entrepreneurship Topics in marketing Business style and creativity / crowd funding	69h
Internship		

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.
