

BAC  
+5

ECTS  
60

# MASTER MANAGEMENT ET COMMERCE INTERNATIONAL - PARCOURS FRANCO- AMÉRICAIN

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## 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 :** 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

## 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 2024/2025 250€ + CVEC\* in 2024/2025 : 103€

\* [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

<b>Professional experience and development</b>	Priority management and personal efficiency Geopolitics Business game / simulation d'entreprise or integration	48h
<b>Management</b>	Individual and collective management Managerial challenges of technological transformations Agile management	60h
<b>Financial Management</b>	Fundamentals of finance Statistics and data analysis	51h
<b>Business and Trade</b>	International business news analysis Strategic management LV2 (french for international student)-LV2 (except english)	53h
<b>Professional experience and development</b>	Succesful expatriation and international experience Tutored projects	27h
<a href="#">Choice 1 : Semester abroad</a>		
<b>International courses</b>		
<b>Internship</b>	10 weeks minimum - in France or abroad	
<b>Choice 2 : Semester in France</b>		
<b>Professional experience and development</b>	Problem solving tools Methods Remote communication Lobbying and network visibility Team building	81h
<b>International finance management</b>	Financial management II International taxation	36h
<b>International management</b>	Managing clients and suppliers Intercultural management International marketing	51h
<b>International trade and business</b>	Quality-logistics and production Digital sales : prospection and negotiation LV2 (french for speakers)-LVE (except english) for french	77h
<b>Internship</b>	10 weeks minimum - in France or abroad	

**60 ECTS - Contact hour 484h**

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

**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](#).