



DROIT, ECONOMIE, GESTION

# M1/M2 Parcours European and international business studies

Master Mention Management et administration des entreprises



ECTS  
120 crédits



Durée  
2 ans



Composante  
IAE - Ecole  
universitaire de  
management,  
Collège Etudes  
Européennes et  
Internationales  
(EEI)



Langue(s)  
d'enseignement  
Anglais

## Présentation

Le Master "European and International Business Studies" est un master entièrement enseigné en anglais et destiné aux étudiants internationaux.

English Version : [Here](#)



Objectives :

- \* Gain Management skills to complete your training.
- \* Discover international innovative business models and strategies.
- \* Develop leadership and teamwork.
- \* Combine in depth learning, international mobility and work experience.

## Votre université

## Objectifs

With this Master program, you will be involved in the challenges of today's global business with analytical, rigorous thinking, and gain the tools to solve the most important problems facing international business nowadays.

You will learn how to describe, to understand, to react and to make decisions while considering all the dimensions and stakeholders of a management problem.

## Savoir-faire et compétences

The learning goals of the diploma are designed to meet the needs of today's rapidly changing enterprises including areas such as electronic business, finance, banking, corporate accounting, marketing, operations management, employment relations, management in the public, private and international spheres, information technology,



engineering, and event, tourism, sport, arts and leisure management.

You will develop advanced skills in a number of key subjects including accounting, economics, law, finance, marketing and strategic management.

The focus is on developing and designing :

- \* on how the practical aspect of management should be adapted and applied in various parts of the world.
- \* Capacity for analysing and synthesizing complex information and knowledge for tactical and strategic business decisions,
- \* Effective leadership and teamwork skills,
- \* Innovative business models and strategies matched with the principles of responsible corporate governance and social responsibility.

## Dimension internationale

You can choose your international mobility (semester 3) from one of our 50 partner universities.

## Les + de la formation

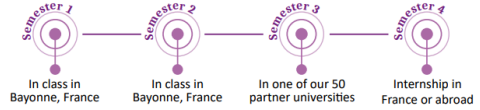
5 REASONS to choose this program :

- Fully taught in English.
- Small group with high interactivity.
- Multicultural environment.
- French language classes.
- International experience : semester & internship in Europe or Worldwide

## Organisation

### Organisation

### EIBS programme



- **Assessment:** Each module is assessed based on pre-established criteria by the lecturer.
- French grades go from 0 to 20.

Master 1			
Semester 1		Semester 2	
Accounting	40 h 4 ECTS	Corporate Finance	30 h 5 ECTS
Organizational Theory	20 h 3 ECTS	International Human Resources management	40 h 5 ECTS
International Marketing	30 h 3 ECTS	Management Information System	30 h 3 ECTS
Research Methodology	12 h 2 ECTS	International Business Law I	20 h 3 ECTS
International Strategy for Business	15 h 3 ECTS	International Business Law II	20 h 2 ECTS
Corporate Social Responsibility	15 h 3 ECTS	French as a foreign language	45 h 3 ECTS
Supply Chain Management	20 h 3 ECTS	Research Methodology	12 h 3 ECTS
Methodology in English	20 h 2 ECTS	Business Game	20 h 4 ECTS
Intercultural Communication and Relations	12 h 1 ECTS	Project Management	20h 2 ECTS
French as a foreign language	45 h 3 ECTS	Career development	12 h
Project Management	20 h 2 ECTS		
Career development	12 h 1 ECTS		

Master 2			
Semester 3	Semester 4		
International Academic Mobility in one of our 50 partner Universities	30 ECTS	Thesis & Oral defense	30 ECTS

## Admission

### Conditions d'admission

#### Academic level required

- You must hold a university degree of 180 ECTS for European candidates.
- For non-European candidates, a 3 years university degree is required (Bachelor or equivalent).
- This program is specifically designed for students with no Business academic background.

### Modalités d'inscription

If your profile fits our minimal requirements, you will have to apply on our website :

<https://www.service4mobility.com/europe/BewerbungServlet?>

[identifiant=PAU01&kz\\_bew\\_pers=S&kz\\_bew\\_art=IN&aust\\_prog=IME2S](https://www.service4mobility.com/europe/BewerbungServlet?identifiant=PAU01&kz_bew_pers=S&kz_bew_art=IN&aust_prog=IME2S)



A recruitment interview might be organized to give you the opportunity to express your cognitive ability, motivation and personal factors.

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## Droits d'inscription et tarification

Cost : Year 1 - 5000€ / Year 2 - 3000€.

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## Capacité d'accueil

30

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## Et après

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### Insertion professionnelle

#### Employment opportunities

IAE Pau-Bayonne makes its entrance into the Best Master and MBA worldwide ranking with special INNOVATION awards.

## Boost Your International Career

- Gain more responsibilities in regional or global management roles With teachings in France and abroad (Europe or Outside Europe).
- With an Internship in France or abroad.
- By gaining skills and knowledge in strategy for organizations.

## Job opportunities

The Master's degree in European and International Business Studies prepares our students for careers in :

- product management
- human resources management
- project management
- brand management
- customer management...

And has allowed our alumni to manage teams around the world!

**Success rate M2 (year group 2019 to 2023) : 100%**

50% of graduates have a job **2 months** after obtaining the M2.

More information - Observatoire de l'établissement :  
<https://ode.univ-pau.fr/fr/insertion-professionnelle.html>

## Infos pratiques



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## Contacts

### Assistant·e de formation

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### Responsable pédagogique

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### Mission Handicap

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## Lieu(x)

📍 Bayonne

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## Campus

🏠 Bayonne