



Diplôme Universitaire (DU) University Diploma

“International Management: Strategy and Operations” Full English Track for Incoming Students



**13 weeks – From September to
December** (including 1 free week)

30 ECTS



**Registration fees: only Library
services 34€**



Aix-en-Provence



25 students

AIMS : This DU provides students with knowledge in international management covering areas such as strategy, marketing, negotiation, and operations management.

KNOWLEDGE/SKILLS TO BE ACQUIRED

- Understanding the key challenges of international management
- Integrating the dimensions of strategy, sustainable marketing, business development, supply chain management and international trade techniques in a globalised business context

TARGETED STUDENTS

- International students on an exchange programme
- Students who have completed Year 1 or Year 2 of a bachelor's degree
- English language: level B1 required, B2 recommended

Advantages of the campus in Aix-en-Provence

A human-sized campus:
coworking spaces, project
rooms, and social area...

Cultural richness and a
welcoming campus in the
heart of Provence

“International Management: Strategy and Operations Full English Track for Incoming Students”

Marketing	Sales
• Sustainable Marketing (4 ECTS)	• Negotiating in intercultural environments (4 ECTS)
• International marketing challenge (3 ECTS)	• Communicating in French (3 ECTS)

International strategy	International operations
• International corporate strategy (4 ECTS)	• Supply chain management (4 ECTS)
• Business model innovation for international firms (4 ECTS)	• International transport and trade techniques (4 ECTS)

CAREER OPPORTUNITIES

This training programme prepares students to take on managerial and operational roles in an international context, such as:

- International Product Manager
- Export Manager
- International Development Officer
- International Strategy Consultant
- International Business Developer
- International Trade Analyst

NOMINATION & ADMISSION:

Students must be nominated by their home university.
For further information about the admission process, please contact:
iut-international@univ-amu.fr

PROGRAM INFORMATION:

IUT of Aix-Marseille
Marketing and Sales Techniques Department
413, avenue Gaston Berger / Aix-en-Provence
www.iut.univ-amu.fr
iut-tcaix-imso@univ-amu.fr
Tel. : +33 4.13.94.51.21