**IEE’S DEGREES : INNOVATING QUALIFICATIONS AND PROFESSIONAL TRAINING**

IEE offers a series of courses – research-oriented and vocational – ranging from the third year of the vocational licence (BA honours) to the doctorate in European studies. The interdisciplinary study programmes allows the students to acquire a better knowledge of foreign cultures and societies, of the processes and policies of European integration along with an understanding of the international context and challenges linked with globalisation.

**VOCATIONAL « LICENCE » (THIRD YEAR OF STUDIES) IN INTERNATIONAL BUSINESS**

To be admitted, the students must have already successfully completed two years of full-time study at a university or higher education institution in business, management, economics or foreign languages.

This « licence » course aims at training collaborators for export services in the French and foreign businesses whose mission is to support export directors (SMEs) or area chiefs (big businesses). At the end of the programme, students are expected to master the specialised know-how and skills in marketing, finance and transport. The study programme is characterized by the development of strong language skills, the knowledge of the international and European context as well as the geo-cultural characteristics (language, culture, economic and geopolitical situation) of a particular market or geographic area.

The studies are organised in comprehensive teaching units (UE, unité d’enseignement) composed of teaching classes (constitutive elements, EC, each being a 30-hour class)

Six UE are proposed:

**UE 1:** Study of two foreign languages, civilisations and cultures, mastering of the vocabulary of marketing; capacity of oral and written communication and reviewing of information in a foreign language; knowledge of a particular geographic area (4 EC).

**UE 2:** European integration and economic context: knowledge of the processes and economic governance of European integration, of EU foreign policy and global geopolitics (the 3 following EC):

* Major global blocs,
* Main global challenges
* Geopolitics of Latin America, China and South Asia (India)

**UE 3:** Business specialisation (2 EC) according to the chosen option: finance, transport or marketing

**UE 4:** Business specific context (in the form a tutored project) (the 5 following EC):

* International trade techniques: international transport, customs, appropriate payment solutions, protection against non-payment risks, international purchases.
* Business law: industrial property, general terms and conditions of sale and distribution, management of commercial litigation
* Marketing: setting of the international commercial offering, marketing policy of the enterprise,

Elaboration of organisational diagnoses on the basis of cultural factors (multicultural human resources management).

Accountancy: know how to read a balance sheet or a profit and loss statement, establish bills relating to sales and export sales, create a functional balance sheet, calculate and interpret equity, liquidity and solvency ratios

**UE 5:** Internship (1 EC)

**UE 6:** Dissertation (1 EC)

**CAREER OPPORTUNITIES:** ROME codes: D1401 (export assistant), N1202 and N1303 (logistics assistant)

* Assistants to SMEs’ export managers, international trade directors, export zone chiefs (notably Americas, Asia, Europe), managers of foreign branches or subsidiaries (especially in North America, Latin America and Asia).
* Assistant to exploitation unit managers in transport companies and transport auxiliaries or shipping and logistics managers;
* Trade client relationship officers, in relation with international trade and bank financing operations, protection against non-payment risks for insurance companies (credit, transport) or for international trade auxiliaries.