

Looking for training in Business Management ?

- To broaden your knowledge in **Business Management**
- To acquire the skills needed in the tourism industry and learn about the latest trends
- To spend a semester in a dynamic learning environment, sharing activities and working on projects with French and international Bachelor's degree students
- To gain experience and improve your employability through an internship

In the Rhône Valley (France), among vineyards, close to the ski slopes and not far from the Mediterranean sea...

The answer

Semester 6 of a Bachelor's Degree in Management

For Exchange Students

Certificate in Business Management with a focus on Wine, Food & Heritage

Add-on Semester for fee-paying International Students

DU Business Management with a focus on Wine, Food & Heritage

For French students wanting to get a diploma in English

This one-semester programme is the opportunity to further your skills and knowledge in: Management, Marketing, Business Finance, Corporate Social Responsibility, Cross-cultural Communication, International Business as well as improve your French language skills.

An intensive seminar delivered in the last two weeks of the semester, in collaboration with local experts in wine, culinary and cultural tourism will allow you to gain essential skills and insight for a successful career in the tourism industry.



Valence,
South east of France

A place

...where you can find **some of the best wine makers** (Chapoutier, Delas, Jaboulet, La Cave de Tain, ...),

...where some of the best **gastronomic restaurants** (Maison PIC, Chabran, Kléber, Chartron, ...) have chosen to settle,

...**rich in heritage and history**. Just one example: the Pont d'Arc Cavern, in the heart of Ardeche, the largest decorated cave replica in the world features a collection of paintings, drawings, and engravings reproduced from the Chauvet Cave, a UNESCO World Heritage Site,

...offering a **wide range of outdoor, sporting activities** all year round (Nordic skiing, mountain biking, hiking, canoeing, cycling...) in the Vercors Regional Natural Park or along the River Rhône.

The Training

266 h, a semester **fully taught in English**, open to any student having validated two years or 120 ECTS in higher education.

This training is designed for students in Business Studies, in Management or as a specialisation for students coming from Languages or Business training programmes.

Taught by business professionals, University lecturers & researchers and visiting professors.

International and French students attend the same classes, an opportunity for all to practise **intercultural communication** and boost **language skills** through various group and project work.



Please contact:

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**For more information
and to apply:
www.iut-valence.fr**

Calendar:

This training programme will be delivered each year in the Spring Semester (January - May)

Our partnership:

This programme, based on a partnership with Karelia UAS - Finland, involves student and staff exchange as well as collaboration on activities and projects.

To apply:

- Having validated two years in higher education in any of the following fields: Business Studies, Management, Hospitality & Tourism Management, Foreign Languages, ...
- A TOEIC score of a minimum of 600 points is required for non-native English-speaking students
- The cost is € 1,800 per semester
- Free of charge for Exchange students

Accommodation:

Student halls nearby

La Région 
Auvergne-Rhône-Alpes

IUT Valence
Université Grenoble Alpes

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Syllabus

Courses and modules	ECTS	Hours
UE1 - Mandatory Courses of Management	19	186
Strategic Management	2,5	24
Corporate Social Responsibility	2,5	24
International Marketing	2,5	24
French as a Foreign Language (FLE)	3,5	36
Finance	2	18
Tourism Management	3,5	36
Cross Cultural Management	2,5	24
UE2 - Seminar	3,5	36
Seminar Wine, Food & Heritage in the Rhône Valley (end of March)		
UE3 - Electives Courses of Management	2,5	44
Business Game (Seminar in January)	2,5	20
or		
International Business	2,5	24
UE4 - Personal Project	5	
Internship or Research Project		
TOTAL per semester	30	266

The two-week intensive seminar is meant as a direct application of business management strategies and practices in the field of tourism development. A specific focus will be placed on wine, food and heritage tourism in the Rhône Valley all three being leading economic activities in our region.

This seminar includes several field trips, visits and meetings with entrepreneurs and stakeholders from local tourism organizations for a concrete approach to better understand and address the challenges and opportunities facing the tourism industry in the 21st century.

The programme features an optional four-week work placement where students can gain valuable on-the-job training and experience.



For more information
and to apply:
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Visit and practical workshop at the
Université du Vin in the castle of Suze-la-Rousse