

## Contacts

### IAE PAU-BAYONNE

8 allée des Platanes  
Campus de la Nive  
64100 Bayonne

### Nelly MELO

Administrative Assistant  
05 59 40 81 15  
master.mci@univ-pau.fr



### Pedagogic Director

Olivier MÉRIGNAC

### Partnership Relations

partenaires.iae@univ-pau.fr

### Lifelong Learning

forco.bayonne@univ-pau.fr

### International Relations

Lorenda AMRIOU  
lorenda.amriou@univ-pau.fr

Le Club des  
Grandes Écoles  
Nouvelle Aquitaine

## Access to the Master



### Prerequisites

- **Master 1:** the training is intended for students with a Bachelor (Licence 3) in Economics, Management, Administration, Foreign languages with a major in management or a diploma deemed equivalent. The selection is based on the evaluation of the candidate's complete application file and the result of the "IAE-Message Score". The jury may also request an interview if necessary.
- **Master 2:** no admission at Master 2 level.
- **TOEIC:** All students (except students resuming their studies) must imperatively present a TOEIC certificate with a minimum score of 790 to validate the Master 1 and a minimum score of 850 points to validate the Master 2. Whilst these requirements are based mainly on personal work, the IAE Pau-Bayonne provides face-to-face English lessons as well as an access to online training platforms.

### Applications

Application process and calendars are available on IAE Pau-Bayonne website:  
<http://iae.univ-pau.fr>

### Lifelong Learning

The master IT is a full-time training (no work-study contract).  
For more information on continuing education, contact the Lifelong education office.

### Disabled Persons

The "Mission Handicap" team will support you throughout your higher education: **05 59 40 79 00 - [handi@univ-pau.fr](mailto:handi@univ-pau.fr)**

## Master IT INTERNATIONAL MANAGEMENT AND TRADE

# International Trade

IAE  
PAU-BAYONNE  
Graduate School  
of Management

Conception : Direction de la communication - Impression : Centre de reprographie - UPPA - Septembre 2022



## Objectifs

The International Trade Master is intended to train executives able to initiate or support the international development and the establishment of companies on foreign markets. The master enables them to gain skills and expertise in:

- export diagnosis, international market targeting and studies,
- international trade techniques: international strategy, international marketing, transport and logistics, establishment on foreign markets and customs techniques,
- international human resources and project management,
- foreign languages, intercultural negotiation and communication.

## Professional opportunities

Graduates of the International Trade master are intended to take responsibilities within international or multinational companies but also in exporting SMEs or wishing to initiate their international development.

The master trains in the various professions of international trade and management:

- International marketing and export development professions
- International sales and commercial prospection careers
- Transport, customs and export logistic chain professions
- Intercultural management, international human resources and project management careers

**Possible further studies:** The International Trade degree is a professional master that leads to employment. It also offers a research option leading to PhD.

**88 % of graduates are employed**  
30 months after obtaining the Master 2 (2018/2019 Cohorte)  
*More info at: <https://ode.univ-pau.fr/fr/insertion-professionnelle.html>*

## Pedagogy and languages

The master's teaching staff is made up of French and foreign academics, researchers and professionals in management and international trade (international business executives, consultants and experts).

Innovative teaching methods are implemented during classes: real case studies, role plays, professional situation simulations, group projects.



**In Master 1, semester 1**, courses are taught in French (mainly) and in English.

**In semester 2**, most of the courses are taught in English



**In Master 2**, during the international academic stay, teachings are mainly in English and/or taught in the language of the host country.

## Training organisation

### The Master 1 takes place in Bayonne, Campus de la Nive

**Semester 1** allows students to acquire the culture of international business world, the fundamentals of management and international trade disciplines, the tools of export and strategic diagnosis, to develop language skills with Business English and Spanish courses (beginner to expert levels). This first period also allows students to build their professional project discovering the different careers in management and international trade thanks to professional conferences, company visits...

**Semester 2** allows students to specialize in the practices and methods of international diagnosis, international strategy and marketing, techniques and tools for export, transport, logistics and international trade.

Emphasis is placed on foreign languages with almost all courses taught in English.

**An internship of 2 to 4 months** has to be completed at the end of Master 1, abroad or on international missions in France.

#### THE EXPORT CHALLENGE

The challenge is an innovative educational exercise that puts students in the position of consultants in international trade for a local company, partner of the challenge, in order to propose an export diagnosis, international market targeting and studies, an international marketing MIX, an export business plan and an establishment strategy on the targeted market.

The Export Challenge represents a real professional experience for students.

### The Master 2: an international experience

**In semester 3**, students go on an international academic mobility in the framework of one of the 50 international university agreements of the IAE in the European Union, in North America, Asia-Pacific and the Austral area. If internships can be carried out in Latin America by IT students, this destination is not open to them for university mobility (places reserved for Latin America Master).

**In semester 4**, students have to complete a 4 to 6 months internship abroad or on international missions in France.

**Evaluation system:** continuous assessment (oral and written). A thesis must be written and defended in English at the end of the Master 2 internship.

MASTER 1

**SEMESTER 1**  
Bayonne  
Campus de la Nive

**SEMESTER 2**  
Bayonne  
Campus de la Nive  
2 to 4 months  
internship

MASTER 2

**SEMESTER 3**  
University mobility  
abroad

**SEMESTER 4**  
4 to 6 months internship  
abroad or on international  
missions

# Master | International Trade

## Master 1

### Semestre 1

30 ECTS

#### UE 1 Languages

- Business English 25 h 2 ECTS
- Business Spanish (French for foreigners) 25 h 1 ECTS

#### UE 2 Cadre International des Affaires

- Économie internationale 15 h 2 ECTS
- Géopolitique 20 h 2 ECTS

#### UE 3 International Management

- Gestion internationale des ressources humaines 20 h 2 ECTS
- Intercultural Communication and relations 1 15 h 2 ECTS

#### UE 4 Techniques et outils de gestion

- Informatique appliquée à la gestion 15 h 2 ECTS
- Comptabilité et analyse financière 45 h 3 ECTS

#### UE 5 International Logistics Flows Management

- International distribution logistics 20 h 2 ECTS
- IT Technics & International Transportation 20 h 2 ECTS

#### UE 6 Export Strategy

- Export Challenge 1 40 h 5 ECTS
- Diagnostic Export 15 h 2 ECTS

#### UE 7 Professionnalisation

- Project engineering 40 h 3 ECTS
- Professional Seminars 20 h
- Développement personnel 14 h

#### UE 8 Research Methodology 1

15 h

### Semestre 2

30 ECTS

#### UE 1 Languages

- Business English 25 h 2 ECTS
- Business Spanish (French for foreigners) 25 h 1 ECTS
- TOEIC preparation 15 h

#### UE 2 Marketing Management

- International Marketing and Consumer Behavior 15 h 1,5 ECTS
- E-Business and Digital Marketing 15 h 1,5 ECTS

#### UE 3 International Trade Practices

- Exports technics - Customs procedures 15 h 1,5 ECTS
- Financial Risks in International Context 20 h 1,5 ECTS
- Informatique appliquée à la gestion 15 h 1,5 ECTS

#### UE 4 International Management

- International Business Law 15 h 1,5 ECTS
- Intercultural Communication and Relations 2 20 h 1,5 ECTS
- Corporate Social Responsibility 15 h 1,5 ECTS

#### UE 5 Export Management

- Politique d'implantation à l'étranger 15 h 1,5 ECTS
- Export Challenge 2 60 h 5 ECTS

#### UE 6 Research Methodology 2

20 h 2 ECTS

#### UE 7 Professionnalisation

- Project engineering 40 h 3 ECTS
- Professional Seminars 20 h
- Workplacement abroad or in France 2 to 4 months 3,5 ECTS with international missions

TOEIC score of 790 pts minimum to validate the Master 1

## Master 2

### Semestre 3

25 h 30 ECTS

**University Stay Abroad** Erasmus or International Mobility (European Union, the rest of European continent, North America, Asia-Pacific area, Austral zone).

### Semestre 4

30 ECTS

**Workplacement** Internship abroad 4 to 6 months 30 ECTS or in France with international missions max 924 h (Thesis and defense)

**Research Methodology 3** (Thesis monitoring) 20 h

TOEIC score of 850 pts minimum to validate the Master 2