

INTERNATIONAL STUDIES

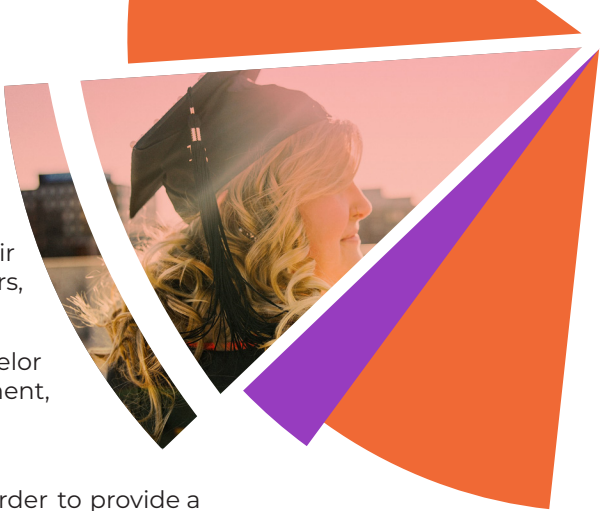
Bachelor Bac +3 / MBA Bac +5

INTERNATIONAL STUDIES AT IFC

Since more than 10 years, determined to support his students in their professional project and aware that their future is not limited to our borders, IFC founded its own international department.

In order to deliver known and recognized diplomas, IFC proposes a Bachelor degree certificated and specialized in Business, Innovation & Management, associated to an American Business Certificate.

The Master's degree is delivered through an unique partnership with the University of the West of Scotland (based in Glasgow and in London) in order to provide a « Master of Business Administration » at IFC Avignon, coupled with a French certificated « Manager du Développement Commercial & Marketing » diploma.



BAC +3

BACHELOR IN BUSINESS, INNOVATION AND MANAGEMENT



The Business & Innovation Manager is in charge of creating and proposing the main tools of the company's business strategy.

To this end, he needs to collect information on the customer's expectations as well as on his competitors. Always attentive regarding the market's evolution and the collected informations, the Business & Innovation Manager is able to propose technical marketing analysis.

He assesses the sales and defines the business and strategic purposes for the product managers. He takes part to the establishment of the market plan and contributes to the elaboration of the strategy for products and brand image.

From these analysis, the Business & Innovation Manager must be able to detect and value market analysis and to set up an action plan. In parallel to these abilities, the Business & Innovation Manager must own some financial and legal skills, be able to use computing management and be fluent in english.

As a manager, he is competent to establish aims, lead meetings and guide collaborators missions.



Double degree

IFC gives you the possibility to obtain a recognized American Certificate in Management & Business.

Key Features

- 2 days a week training in innovative and open-learning space
- 3 days a week in a organization : Vocational training, internships or in a selected organisation.

Entry requirements :

- Btec HND
- Level 5 diploma
- English level from 550 TOEIC points

Modules	UE 3 - Digital Marketing		Mode	
		UE 1 - Markets analysis	UE 2 - Sales & Marketing Strategy	Continuous assessment
	UE 3 - Digital Marketing	UE 4 - Cross & Omni channel issues		
	UE 5 - Trade negotiation	UE 6 - Steering & Performance		
	UE 7 - Management			
	Market Survey		Written	
	Trade Action Plan		Written & Oral	
	Business Game		Practical	
	Management Roleplay		Oral	
	Experience Report		Written	
	Final Oral		Oral	

| MBA (MASTER OF BUSINESS ADMINISTRATION)

University of the West of Scotland (UWS) one of the top leading British university offers courses and programs leading to officially recognized higher education degrees such as undergraduate certificates/diplomas, bachelor degrees, master degrees, doctorate degrees in several areas of study. This over 120 years old institution has entrusted IFC Avignon to deliver a worldwide recognised degree : the Master of Business Administration (MBA).

University of the West of Scotland's Master of Business Administration (MBA) is entirely dedicated to reflect the ever-changing nature of businesses, and the global challenges which business leaders are facing. This course focuses on developing strategic analytical skills as well as business intuition and adaptive thinking.

The MBA has been designed to give business learners the essential tools to face today's challenges : financial, leadership and innovative thinking.

Why UWS MBA ?

- Enjoy a truly international learning experience with UWS online MBA World
- Boost your employability and earning power with UWS MBA vocational modules
- Discover and develop inimitable distinct leadership and managerial problem solving skills
- Stay at the forefront of innovation through active UWS facilitators in world leading and internationally excellent research

BAC +4

UWS UNIVERSITY OF THE WEST of SCOTLAND



MBA YEAR 1 - prepared in Avignon

Programme

- Integration of Business Functions
- Analytical thinking and decision making
- Advanced Financial Functions
- Innovation, Entrepreneurship and the market
- Influencing organisational strategy
- Leading change
- Managing organisational health
- New venture creation

Assessments

Variety of learning methods such as role play exercises, discussions, case studies, and in-company analysis. Assessment of modules through online tests, reports, presentations and projects.

Comprehensive learning materials available in online - electronic format and online collaborative platform.

Key Features

30% of the time training in innovative and open-learning space and by distance learning.
70% of the time in a organization : Vocational training, internships or in a selected organisation.

Entry requirements :

- Bachelor Business Innovation Management
- Bachelor degree, or any degree in Business of 180 ECTS + Toeic level 650

BAC +5

UWS UNIVERSITY OF THE WEST of SCOTLAND



MBA YEAR 2 (top up) - prepared in Avignon

Focus on the Strategic Business Project.

The Strategic Business Project forms your MBA dissertation and will most likely be undertaken within your organisation and/or on a consultancy basis and will require you to bring all of the knowledge and skills that you have developed throughout the MBA on a significant business issue affecting a selected organisation.

It will be associated to tuitions on qualitative and/or quantitative research and analysis to sharpen learners' research skills.

Students will develop a suitable proposal which is acceptable to the host organisation, as well as your project supervisor.



Double degree

IFC gives you the possibility to prepare in two years the full MBA + a french Master degree specialized in business and management.



Graduation ceremony

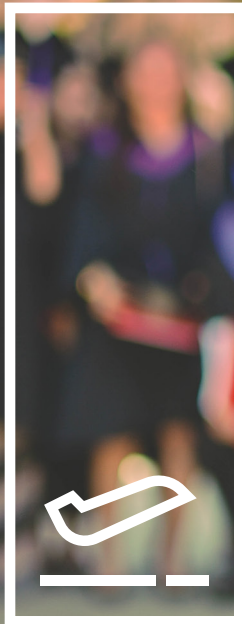
At the end of the programme you will celebrate your diploma in Scotland with the UWS students.

Key Features

30% of the time training in innovative and open-learning space and by distance learning.
70% of the time in a organization : Vocational training, internships or in a selected organisation.

Entry requirements

- Master degree Year 1 or 2 + Toeic level 750
- Experts (please contact the programme leader)





IFC network



IFC is a Higher Education Group which aspires to combine training and a successful life experience.



Located in the heart of 8 regional major cities, IFC proposes 11 educational paths and more than 35 recognized diplomas.

Throughout more than 30 years of experience and a network of 11,000 companies, IFC allows everyone to find the right training.

High Level Programme

- +5** **TOP UP MBA YEAR 2**  

Admission on record :
Master's degree
Practicing professionals
English level from 750 TOEIC points
- +4** **MBA YEAR 1**  

Admission on record :
Bachelor degree
Level 6 diploma (CEC level)
English level from 650 TOEIC points
- +3** **BIM Business Innovation Management**  

Admission on record :
Btec HND
Level 5 diploma
English level from 550 TOEIC points
- +2** Bachelor year 2

NEED MORE INFORMATION ?

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HOW TO APPLY ?

1. Download application file on www.ifc.fr
2. Return file with attached documents
3. IFC validates your application
4. The programme leader receives you to evaluate your skills and abilities.

JOIN IFC COMMUNITY !

