



RÉPUBLIQUE
FRANÇAISE

*Liberté
Égalité
Fraternité*

UNIVERSITÉ
MARIE & LOUIS
PASTEUR



BAC+3

BACHELOR

Applied Foreign Languages

Specialization: International Business
Development



● Training objectives

The Bachelor's Degree in Applied Foreign Languages with a specialization in International Business Development is a multidisciplinary and professional training program aimed at educating future language specialists over the course of three years. Particular attention is paid to interculturality (negotiation, communication). Additionally, students are introduced to traditional and digital journalism methods.

At the end of their training, students can work in diverse sectors such as international trade, marketing, tourism, communication, events management, translation, teaching, and will be operational in the international departments of a company or a public organization.

● Profile

Graduates with specialties in: History-Geography, Geopolitics, and Political Sciences / Humanities, Literature, and Philosophy / Languages, Literatures, and Foreign Cultures / Economics and Social Sciences...

● Career opportunities

Career opportunities are various:

- sales representative
- trilingual assistant
- customer manager
- international development manager
- marketing manager
- commercial agent in charge of tourism products
- communication manager
- translator
- teacher
- international information and communication officer
- event communication manager



UFR STGI

Department of Applied Foreign Languages

Marie and Louis Pasteur University

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Contact

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Further studies

- Master's in Languages, E-commerce, and Communication (LECCO) in Montbéliard
- International Master's in Excellence Know-How in Besançon
- Master's in Teaching and Education (M2E)
- Master's in Applied Foreign Languages: International Business, Tourism, Translation...
- Master's in Marketing



EXAMPLES OF COURSES

First year

- Written and oral comprehension and expression in English / German or Spanish
- English / German or Spanish translation
- Civilization of English-speaking countries and countries of language B
- Introduction to economic issues
- Culture and images
- Media, politics, and society in English-speaking countries and language B countries
- Communication for organizations
- Office tools and PIX
- Socio-ecological transition

Second year

- Written and oral comprehension and expression in English / German or Spanish
- English / German or Spanish translation
- Types and tools of communication
- Introduction to journalism
- International trade
- Economic and social history (English-speaking world and language B countries)
- Contemporary economy and society (English-speaking world and language B countries)
- Business correspondence in English / German or Spanish
- Negotiation (English / German or Spanish)

Third year

- Professional oral communication in LVB
- Translation and interpretation (English / German or Spanish)
- Writing in English / German or Spanish
- Team project: journalism
- Intercultural studies (English-speaking world and countries of language B)
- International institutions and geopolitics
- Marketing
- Workshop on professional and personal projects
- Communication and digital strategy in English

Mandatory 8-week internship

Student mobility possible for one semester or for the entire year (Erasmus, AIU agreements)

Language A (LVA) = English and Language B (LVB) = German or Spanish

Find all the information
on our website:
stgi.umlp.fr



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