

# Master of Applied foreign languages International Business Relations Studies

Master of Arts, Literature, Languages  
Applied foreign languages Honours  
International Business Relations Studies

## Objectives

The International Business Relations Masters is designed to train students to be fluent in two foreign languages (compulsory English and a choice of the following based on prior studies: German, Spanish, Italian or Portuguese) and, over the course of the 2 years, a complement to the skills gained as part of the Applied Foreign Languages degree in the fields of international trade, business management in an international context, law, accounting, HR management, intercultural negotiation, international tax, marketing and web-marketing, logistics and knowledge of IT tools.

The teaching staff also focuses on key areas for growth in the Rhône-Alpes region -as the second biggest business region in France where trade with European and international partners is vital- Saint-Étienne specifically in international transport and art and design-related trade. The cornerstone of these economic and business relationships is logistics.

## Who's it for?

### Entry requirements

- > A bachelor in Applied Foreign Languages
- > An Applied Foreign Languages Master 1 in International Business Relations Studies for the M2.
- > Students from other courses may be admitted based on written application.
- > Prepare your Master application
- > Application terms

## Skills

The Master is designed to train students to address general issues in international business and provide them with essential knowledge in handling these issues:

- > Manage and build a client portfolio in English, German, Spanish, Italian and Portuguese-speaking areas
- > Canvas new national and international markets
- > Manage import/export products or services
- > Study the economic features of a given geographical area
- > Understand merchandise stock logistics and management
- > Place and track orders
- > Translate business, technical, legal or specialist documents into English, German, Spanish, Italian or Portuguese
- > Manage business communication

- > Manage marketing and web marketing tools and techniques
- > Apply international accounting and tax law, procedures and regulations specific to Europe or abroad
- > Handle office and computer equipment
- > Plan, run and report on work in meetings, work groups and seminars in different languages

## What's next?

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### Prospects

Master II International Business Relations graduates can aspire to managerial roles in export/import departments or SME/SMI procurement in France and abroad:

- > export manager
- > logistics manager
- > procurement manager

Other potential career paths include:

- > international logistics deputy
  - > legal department
  - > business communication
  - > marketing and web-marketing
  - > international product development
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