

Master 2LCE

A Postgraduate Degree prized by
the business community since 2000

100% of postgraduates get a job
within 3 months

Applications from March to October
Classes start by mid-September



Testimonials on our Website

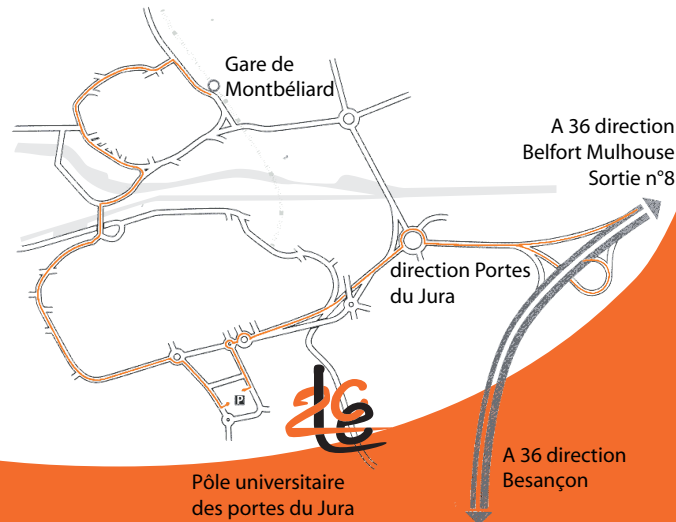
<http://ufr-stgi.univ-fcomte.fr/master2lce/>

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UFC
UNIVERSITÉ
DE FRANCHE-COMTÉ

STGI
UFR
sciences | techniques | gestion de l'industrie

University of Franche Comté
FRANCE

Master 2LCE

Foreign Languages for e-Commerce

Conception graphique : Marie PERES. Logo : Anne-Lise TEISSIER, visuel de couverture d'après : Dorothee HULEUX

2LCE

E-Commerce is the thing

We're opening it up to you

Be an executive in the sector of international e-commerce:

- **Conceive, design and manage** online merchant websites
- Localize, translate and **adapt** websites to clients worldwide
- **Manage** projects in class and in a company (9 months of placement over two years)
- **Assess** competition, **design** and **develop** a strategy of e-marketing
- **Control** and **optimize** website traffic as well as indexing
- **Prepare** audits and **complete** benchmarking analyses

Our pledge

- You will always be in touch with the business world, you will be given an international perspective and you will work in small groups (less than 15 students per group)
- Professionals join the faculty in sharing knowledge and experience with you



Master 2LCE

Who can apply?

- Any graduate student can apply to year 1 provided that his or her level of French and English and optionally Spanish (or German) is good
- Postgraduate students may apply to year 2

How to be selected

Your application file is examined by a commission who consider your motivation first. Then comes your ability to master foreign languages. No technical skills are required. Students are selected to enter year 1 only (those who completed year 1 with us are not selected again before year 2).

Mature students

Your previous professional activity may entitle you to some credits. MASTER PRO 2LCE is also a Postgraduate Degree open to professional students and you may benefit from financing (Congés Individuel de Formation, ASSEDIC and/or Conseil Régional) to pursue your studies.



A two Years curriculum

You can choose the option that suits you best between

- a bilingual cursus (option B: French and English with intensive training in English)
- a trilingual cursus (option T: French, English and either Spanish or German).

700 hours in class

Languages:

- Translation and localization of websites in English, Spanish or German
- Market analysis for e-commerce in English-speaking, Spanish-speaking or German-speaking countries

Internet and multimedia

- Computer networks, Network security, database management
- Online publication (HTML, PHP, Java)
- Web creation and management of web animations (Flash, Photoshop, Illustrator)
- Economic web watching and web business intelligence

E-commerce

- Online marketing and advertising
- Optimization of merchant sites, Benchmarking
- Online selling in B2C / B2B environments
- E-commerce regulation

9 months in the business world

You will learn to put your knowledge in practise first:

- Web translation project (year 1)
- Group project with a supervisor: localization of a foreign website for French clients (year 2)

You will also complete two placement periods:

- One of three months (year 1) with a report and a viva in a foreign language
- One of six months (year 2) with a report and a viva in French