

OFFRES DE MODULES POUR LES ETUDIANTS INTERNATIONAUX
Un niveau B1 confirmé en français est exigé pour les étudiants entrants, ou « incoming »

Semesters 1 and 2 1/3 Course titles	Core Curriculum Courses		
	Nb hrs/student/face- to-face	Including projects and foreign languages	ECTS
BLOCK A-CONTRIBUTING TO THE DEFINITION OF A MARKETING STRATEGY AND ITS IMPLEMENTATION	107	41	7
Marketing	28		3
External Communication	21	21	1
Written communication	18		1,5
Public speaking/group cohesion/Career projects	40	20	1,5
BLOCK B – PARTICIPATING IN THE COMMERCIAL STRATEGY AND COMMERCIALISING THE COMPANY’S OFFER	102	63	6
Prospection	21	10	1
Negotiating techniques	28		2
Skills	17,5	17,5	1
Company communication	17,5	17,5	1
Negocios / Händels / Trattativa	18	18	1
BLOCK C- MASTERING THE FUNDAMENTALS OF BUDGETARY AND FINANCIAL MANAGEMENT	80,5	21	7
General accountancy	42		4
Legal environment	17,5		1
Information systems management	21	21	2
BLOCK D- MANAGING A PROJECT, AN ACTIVITY, A TEAM	66,5	14	5,5
Project management	14	14	1
Operational mangement	17,5		1,5
Economic issues	35		3
Total curriculum hours	356	139	25,5
PROFESSIONAL BLOCK -- Production internship (3 weeks)			4,5
TOTAL ECTS SEMESTRE 1			30

BLOCK A-CONTRIBUTING TO THE DEFINITION OF A MARKETING STRATEGY AND ITS IMPLEMENTATION	80	34	7
Marketing	28		3
External Communication	14	14	1
Written communication	18		1,5
Career projects	20	20	1,5
BLOCK B – PARTICIPATING IN THE COMMERCIAL STRATEGY AND COMMERCIALISING THE COMPANY’S OFFER	102	67	6
Customer relations management	21	0	1
Negotiating techniques	28	14	2
Skills	17,5	17,5	1
Company communication	17,5	17,5	1
Negocios / Händels / trattativa	18	18	1
BLOCK C- MASTERING THE FUNDAMENTALS OF BUDGETARY AND FINANCIAL MANAGEMENT	94,5	21	8
General accountancy	42		4
Quantitative mangement techniques	14		1
Legal environment	17,5		1
Information systems management	21	21	2
BLOCK D - MANAGING A PROJECT, AN ACTIVITY, A TEAM	101,5	49	9
Gestion de projet	14	14	1
Business Game	35	35	4
Operational management	17,5		1
Economic issues	35		3
Total hours - Semester 2	378	171	30
Total ECTS- Semester 2			30
TOTAL HOURS	734	310	

SEMESTERS 3 and 4 2/3 COURSE TITLES	CORE CURRICULM		
	Nb hrs/student/face- to-face	Including projects and foreign languages	ECTS
BLOCK A-CONTRIBUTING TO THE DEFINITION OF A MARKETING STRATEGY AND ITS IMPLEMENTATION	78,5	29,5	5,5
Marketing	35		3
Cross-channel Distribution	14		1,5
Career Projects	12	12	
Communication	17,5	17,5	1
BLOCK B – PARTICIPATING IN THE COMMERCIAL STRATEGY AND COMMERCIALISING THE COMPANY’S OFFER	120	71	7,5
Commercial Management	21		1
Negotiating techniques	28		2
International Business	18	18	1,5
Skills	17,5	17,5	1
Company communication	17,5	17,5	1
Negocios / Händels	18	18	1
BLOCK C- MASTERING THE FUNDAMENTALS OF BUDGETARY AND FINANCIAL MANAGEMENT	105	21	7
Financial analysis	42		3
Quantitative management techniques	21		1
Legal environment	21		1
Information management systems	21	21	2
BLOCK D- MANAGING A PROJECT, AN ACTIVITY, A TEAM	42	0	4
Project management	21		2
Operational mangement	21		2
Total hours semester 3	345,5	121,5	24
PROFESSIONAL BLOCK - Commercial Internship (8 weeks)			6
TOTAL ECTS SEMESTER 3			30

BLOCK A-CONTRIBUTING TO THE DEFINITION OF A MARKETING STRATEGY AND ITS IMPLEMENTATION	96	26	6,5
Marketing	35		2
Distribution-MERCHANDISING	21		1,5
Digital marketing	14		1
Communication	14	14	1
Career projects	12	12	1
BLOCK B – PARTICIPATING IN THE COMMERCIAL STRATEGY AND COMMERCIALISING THE COMPANY’S OFFER	120	71	9,5
Commercial management	21		2
Negotiating techniques	28		3
International Business	18	18	1,5
Skills	18	18	1
Negocios / Händels	17,5	17,5	1
Company communication	17,5	17,5	1
BLOCK C- MASTERING THE FUNDAMENTALS OF BUDGETARY AND FINANCIAL MANAGEMENT	87,5	21	6
Financial analysis	14		1
Management control	35		2,5
Legal environment	17,5		1
Information systems management	21	21	1,5
BLOCK D- MANAGING A PROJECT, AN ACTIVITY, A TEAM	42	21	8
Project management	21	21	6
Management	21		2
Total hours Semester 4	345,5	139	30
TOTAL ECTS SEMESTER 4			30
Total hours Semester 4	691	260,5	

SEMESTERS 5 and 6 3/3 COURSE TITLES	CORE CURRICULUM		
	Nb hrs/student/face- to-face	Including projects and foreign languages	ECTS
BLOCK A-CONTRIBUTING TO THE DEFINITION OF A MARKETING STRATEGY AND ITS IMPLEMENTATION	117	57	8
Operational marketing	35		2,5
Digital strategy	28	28	2
Purchasing management	18		1,5
Business intelligence	7		1
Career projects	29	29	1
BLOCK B – PARTICIPATING IN THE COMMERCIAL STRATEGY AND COMMERCIALISING THE COMPANY’S OFFER	74,5	53,5	7,5
Commercial action plans	21		2
International business	18	18	2
Company communication	17,5	17,5	2
Negocios / Händels	18	18	1,5
BLOCK C- MASTERING THE FUNDAMENTALS OF BUDGETARY AND FINANCIAL MANAGEMENT	84	20	4,5
Management control	49		3,5
Quality management systems	35	20	1
BLOCK D- MANAGING A PROJECT, AN ACTIVITY, A TEAM	21	0	2
Strategic mangement	21		2
Total hours semester 5	296,5	130,5	22
PROFESSIONAL BLOCK - Foreign internship (17 weeks)			8
TOTAL ECTS SEMESTER 5			30

BLOCK A-CONTRIBUTING TO THE DEFINITION OF A MARKETING STRATEGY AND ITS IMPLEMENTATION	66,5	39,5	6
Marketing audit	17,5	14,5	3
Communication plan	17,5	14,5	1
Logistics	21		2
Career projects	10,5	10,5	
BLOCK B – PARTICIPATING IN THE COMMERCIAL STRATEGY AND COMMERCIALISING THE COMPANY’S OFFER	74,5	74,5	5
Commercial development	21	21	2
International business	18	18	1
Negocios / Händels	18	18	1
Company communication	17,5	17,5	1
BLOCK C- MASTERING THE FUNDAMENTALS OF BUDGETARY AND FINANCIAL MANAGEMENT	52,5	35	5
Budgetary and accountancy management	17,5		3
Business game	35	35	2
BLOCK D- MANAGING A PROJECT, AN ACTIVITY, A TEAM	35	35	2
Company creation project	35	35	2
PROFESSIONAL BLOCK - Final internship (22 weeks)			12
Total heures Semestre 6	228,5	184	18
TOTAL ECTS SEMESTER			30
TOTAL HOURS	525	314,5	