

# **ENGLISH COURSES BOOKLET**

For international students

**Semestre 1/ Fall Semester**

**LICENCE – MASTER**  
BACHELOR’S-MASTER’S

Academic year 2024-2025

# BACHELOR'S

**CM hours = lecture hours per semester**

**TD hours = tutorial hours per semester**

**Please note that courses from different programs can be mixed *providing there are no scheduling conflicts***

**Some courses may require specific pre-requisites**

*Non-binding document*

*The information is provided on an indicative basis and may be updated*

## 1<sup>st</sup> YEAR

Course number	Program	Subject	CM Hours	TD Hours	ECTS
06201068	Business and Management (English track)	Principles of Management	24	15	5
11180827	Business and Management (French track)	Business English I: Introduction to economics	24	0	4

## 2<sup>nd</sup> YEAR

Course number	Program	Subject	CM Hours	TD Hours	ECTS
11180826	Business and Management (French track)	Business English III: Introduction to business economics	12	15	2
06240662	Business and Management (English track)	Principle of Marketing	24	15	5

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## 3<sup>rd</sup> YEAR

Course number	Program	Subject	CM Hours	TD Hours	ECTS
06290695	Business and Management (English track)	Data collection for marketing and management	18	18	3
06211153	Business and Management (English track)	Organizational behaviour	24	15	4
06240676	Business and Management (English track)	Sales managements	24	15	4
06220671	Business and Management (English track)	Strategic diagnosis	18	12	3
06300729	Business and Management (English track)	Stock valuation	12	8	3
06211154	Business and Management (English track)	Social responsibility and business ethic	12	8	3
11180814	Business and Management (French track)	Business English V	12	15	2

# MASTER'S

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## 1<sup>st</sup> YEAR

Course number	Program	Subject	CM Hours	TD Hours	ECTS
06260284	International Business Realities	International operations and organisations	20	0	3
06260285	International Business Realities	Legal environments	20	0	3
06260286	International Business Realities	Preparation to research in IB	20	0	3
06260287	International Business Realities	International corporate strategies	20	0	3
06300794	International Business Realities	ESG Risks	20	0	3
06300680	International Business Realities	Financing International Operations	20	0	3
06260262	International Business Realities	International Business knowledge and current affairs	20	0	3
06270165	Management and communication	Internal and Managerial Communication	20	0	3
06300676	Wealth Management	<a href="#">Fundamentals of finance and research</a>	24	16	6
06300677	Controlling and Organizational Auditing	<a href="#">Corporate Finance</a>	24	16	6
06310258	Controlling and Organizational Auditing	<a href="#">Doing Business - Intermediate</a>	20	16	3

06310259	Controlling and Organizational Auditing	<u>Doing Business - Advanced</u>	20	16	3
06260259	International Affairs	Intercultural Management	12	8	3
06240620	International Affairs	International Marketing	12	8	3

## 2<sup>nd</sup> YEAR

Course number	Program	Subject	CM Hours	TD Hours	ECTS
MSEC-1	Services Marketing and Customer	Marketing omnicanal	20	0	3
06220685	International Business Realities	Consulting	20	0	3
06201107	International Business Realities	Project and product management	20	0	3
01260219	International Business Realities	International business law	20	0	3
0560108	International Business Realities	International trade relations	20	0	3
06320209	International Business Realities	International negotiations	20	0	3
06330146	International Business Realities	Management of partnerships/procurement	20	0	3
06211164	International Business Realities	Change management	20	0	3

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06211165	International Business Realities	Organizational behavior	20	0	3
06201108	International Business Realities	Geographic specificities	20	0	3
06320212	Foreign Trade	International digital sales	20	0	3
06300767	Foreign Trade	Trade finance	20	0	3
06201112	Sustainable management for international business	Quantitative research in IB case application	20	0	3
06201117	Sustainable management for international business	Qualitative methodology	20	0	3
06201118	Sustainable management for international business	Qualitative research in IB case application	20	0	3
06260269	Sustainable management for international business	Geopolitics and IB: new frameworks for development	20	0	3
06260270	Sustainable management for international business	Geopolitics and Sustainability : crossing viewpoints	20	0	3
06220688	Sustainable management for international business	Sustainability and international developments	20	0	3
06340158	Diagnosis and Organizational Auditing	Risks management, internal audit and control	40	0	6



