

## Business Courses in English (BCIE), course list, international students 2023 – 2024

### Bachelor Level

#### Autumn Semester/ Semester 1 (September – December 2023)

Student's studying in English at Bachelor's level can choose classes from the list below, however please note that there may be timetable conflicts which will be communicated to you during class enrolment.

Taught in English	Year	ECTS
Account Based Marketing	3 <sup>rd</sup>	2
Business Analytics	3 <sup>rd</sup>	2
Business Plan	3 <sup>rd</sup>	2
Business Strategy	3 <sup>rd</sup>	3
Category Management	3 <sup>rd</sup>	2
CSR Fundamental Principles	2 <sup>nd</sup>	3
Chinese beginner	N/A	2
Consumer Behaviour	1 <sup>st</sup>	2
Databases	2 <sup>nd</sup>	2
Doing Business Abroad	3 <sup>rd</sup>	2
Digital Marketing Strategy	3 <sup>rd</sup>	2
Effective Communications	1 <sup>st</sup>	2
Finance	3 <sup>rd</sup>	3
Financial Planning and Tools	2 <sup>nd</sup>	4
Foundation of Strategy	2 <sup>nd</sup>	4
Fundamental of Marketing	1 <sup>st</sup>	4
French Conversation	N/A	1
French Language (from levels A1 to C1)	N/A	2
German	N/A	1
Human Resources Management	2 <sup>nd</sup>	3
Incoterms & Logistics	2 <sup>nd</sup>	4
Information Systems & CRM	3 <sup>rd</sup>	2
Information Technology Tools	1 <sup>st</sup>	2
Interculturality	2 <sup>nd</sup>	2
International Business Operations	3 <sup>rd</sup>	3
International Marketing	3 <sup>rd</sup>	3

Some courses are a subject to change

International Negotiation	3rd	2
International Sales Plan	3 <sup>rd</sup>	2
Introduction to Law	1st	4
Introduction to Research	3 <sup>rd</sup>	3
Key Strategies for International Trade	3 <sup>rd</sup>	2
Leadership	4th	2
Marketing Automation & Digital Advertising	3 <sup>rd</sup>	2
Marketing Communication Strategy	3rd	4
Market Research	2nd	3
Negotiation	2 <sup>nd</sup>	4
Omni Channel Distribution Strategy	3 <sup>rd</sup>	2
Organisational Behaviour	2nd	3
Principles of Accounting	1st	4
Principles of Economy	2nd	3
Project Management: Global Village	N/A	3
Purchasing & Supply Chain Management	2 <sup>nd</sup>	4
Sales Techniques	1 <sup>st</sup>	2
Spanish	N/A	1
Strategic Diagnosis	2nd	2
The Wine Industry	3 <sup>rd</sup>	3
Web Editorial	3 <sup>rd</sup>	2
Website Design	2 <sup>nd</sup>	4
Web Programming	2 <sup>nd</sup>	4

## Bachelor Level

### Spring Semester/ Semester 2 (January 2024 – May 2024)

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Student's studying in English at Bachelor's level can choose classes from the list below, however please note that there may be timetable conflicts which will be communicated to you during class enrolment.

Taught in English	Year	ECTS
Business Law	3rd	3
Contemporary Economic Issues	1st	4
Contemporary French Society	1 <sup>st</sup>	2
Corporate Social Responsibility	3rd	3
Cost Accounting	1st	4
Cross Cultural Management	2nd	3
Chinese	N/A	2
Digital Marketing and Communication	2nd	3
Digital Marketing Project	3 <sup>rd</sup>	4
E-Business Law	3rd	2
Ethical and Digital Transformation of the Company	3rd	3

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Ethics and Social Responsibility	3rd	2
Financial Analysis	2nd	3
French Conversation	N/A	1
French Language	N/A	2
Geopolitics	2nd	3
Graphic Design	3rd	2
Hospitality Management	3rd	3
Information Technology Application	1st	2
International Business Development	3rd	3
International Business Law	3rd	2
International Finance	3rd	2
International Relations	3rd	2
KPI in Digital Marketing	3rd	2
Luxury Industry	3rd	3
Management Control	3rd	3
Marketing Online Game	1st	2
Market Research	1st	2
Organisational Behaviour	3rd	3
Project Management	1st	4
Principles of Sales Negotiation	3rd	3
Responsible Behaviour	2nd	3
Risk Management	3 <sup>rd</sup>	2
Social Business	3rd	3
Team Management	3rd	2
Transversal Implementation Simulation	3 <sup>rd</sup>	4
The Wine Industry	3rd	3

## Master Level, year 1

### Autumn Semester/ Semester 1 (September – Mid-December 2023)

Due to timetable conflicts, master level students must choose classes from one program only.

Taught in English	ECTS
<b><u>Program 1: International Business Administration</u></b>	
Corporate Governance	3
Data Management	3
Fair Trade and Sustainable Development	3
International Business Strategy	3
International Corporate Finance	3
International Marketing	3
Leadership in International Management	3
Responsible Management	3
Leadership	3
French Language	1
<b><u>Electives 1 (you can only choose one of the following)</u></b>	

Some courses are a subject to change

TBC	2
TBC	2
<u>Electives 2 (you can only choose one of the following)</u>	
TBC	2
TBC	2
<b><u>Program 2: Marketing and Digital Business</u></b>	
Data Analysis	3
Data Management	3
Desktop Publishing	3
Digital Event Management	3
Digital Marketing Strategy	3
Digital Project Management	3
Excel Reporting and Analysis	3
Responsible Management	3
French Language	1
Leadership	3
<u>Electives 1 (you can only choose one of the following)</u>	
TBC	2
TBC	2
<u>Electives 2 (you can only choose one of the following)</u>	
TBC	2
TBC	2
<b><u>Program 3: International Supply Chain</u></b>	
Data Management	3
Global Supply Chain Management	3
International Logistics	3
Principles of Procurement	3
Purchasing & Supply Chain Management	3
Supply Chain Management	3
Sustainable Supply Chains Management	3
Responsible Management	3
French Language	1
Leadership	3
<u>Electives 1 (you can only choose one of the following)</u>	
TBC	2
TBC	2
<u>Electives 2 (you can only choose one of the following)</u>	
TBC	2
TBC	2

## Master Level, year 2

**Autumn Semester/ Semester 1 (September – Mid-December 2023)**

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Due to timetable conflicts, master level students must choose classes from one program only.

Some courses are a subject to change

Taught in English	Credits ECTS
<b><u>Program 1: International Business Administration</u></b>	
Business Strategy Game	3
Business Trends and Communication	3
Digital Marketing	3
Entrepreneurship & Business Modelling	3
Information System & Decision Making	3
International Financial Management	3
Research Methodology	3
International Human Resources Management	3
Leadership	2
French Language	1
<b><u>Electives 1 (you may choose only one of the following)</u></b>	
TBC	2
TBC	2
<b><u>Electives 2 (you may choose only one of the following)</u></b>	
TBC	2
TBC	2
<b><u>Program 2: Marketing and Digital Business</u></b>	
Blockchain & Cryptocurrencies	3
Business Strategy Game	3
Internet Law	3
Markstrat Online	3
Programmatic Advertising	3
Research Methodology	3
UX Design	3
Web Design Programming	3
Leadership	2
French	1
<b><u>Electives 1 (you can choose only one of the following)</u></b>	
TBC	2
TBC	2
<b><u>Electives 2 (you can choose only one of the following)</u></b>	
TBC	2
TBC	2
<b><u>Program 3: Supply Chain Management</u></b>	
Business Strategy Game	3
Financial Hedging in International Markets	3
International Shipping	3
Lean Warehousing	3
Performance Measurements in Supply Chain	3
Research Methodology	3
SimPower Business Game	3
Supply Chain Analysis & Compliance	3
Leadership	2
French	1

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<u>Electives 1 (you can choose only one of the following)</u>	
TBC	2
TBC	2
<u>Electives 2 (you can choose only one of the following)</u>	
TBC	2
TBC	2

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