

MODULES	Semester	Language of Instruction	TOTAL Hours	ECTS Credits
DEVELOP AND IMPLEMENT A SALES STRATEGY				
Start of the New Academic Year, Induction Seminar			7	
Intercultural Negotiations	5	EN	16	2
DEVELOP AND IMPLEMENT A MARKETING STRATEGY				
Geopolitics of Natural Resources	5	EN	20	2
Strategic management	5	EN	20	2
International Marketing	5	EN	20	2
Services Marketing	5	EN	20	2
Sustainable Development Marketing	5	EN	20	2
CONSTRUCT AND MANAGE BUDGETARY ELEMENTS				
General Accounting	5	EN	20	2
Management & Financial Tools	5	EN	20	2
HOW TO PILOT AN OPERATIONAL TEAM AND PROJECTS				
Human Resources Management	5	EN	20	2
DEVELOP ONE'S HUMAN, ENTREPRENEURIAL & PROFESSIONAL POTENTIAL				
Business French as a Foreign Language (seminar)	5	FR	20	2
Business French as a Foreign Language - Level I or II	5	FR	20	2
KNOWLEDGE ENHANCEMENT INTERNATIONAL BUSINESS DEVELOPMENT				
Designing Web Strategy for International Business Development	5	EN	20	2
Virtual Teams Management	5	EN	20	2
Business Development in Asia	5	EN	20	2
International B2B Marketing Plan	5	EN	20	2
Total				30

This is a **fixed program**, which means that all courses listed are **mandatory** and exchange students are required to attend them all.