

MODULES	Semester	Language of Instruction	TOTAL Hours	ECTS Credits
DEVELOP AND IMPLEMENT A SALES STRATEGY				
Entrepreneurship (creation process)	6	EN	12	2
Business Model	6	EN	20	2
DEVELOP AND IMPLEMENT A MARKETING STRATEGY				
Business Ethics	6	EN	20	2
Strategic Marketing	6	EN	20	2
Purchasing and Supply Chain Management	6	EN	20	2
Business Game	6	EN	14	2
CONSTRUCT AND MANAGE BUDGETARY ELEMENTS				
Financial Analysis	6	EN	20	2
Budget Management	6	EN	20	2
HOW TO PILOT AN OPERATIONAL TEAM AND PROJECTS				
Sales Management	6	EN	20	2
DEVELOP ONE'S HUMAN, ENTREPRENEURIAL AND PROFESSIONAL POTE				
Business French as a Foreign Language (seminar)	6	FR	20	2
Business French as a Foreign Language - Level I or II	6	FR	20	2
Internship Report*	6	EN	20	2
Introduction to Research	6	EN	20	2
News Analysis	6	EN	20	2
KNOWLEDGE ENHANCEMENT INTERNATIONAL BUSINESS DEVELOPMENT				
Digital and Web Communication	6	EN	20	2
International Brand Strategy	6	EN	20	2
Total				32

*Degree-seeking students only: this report is related to a mandatory 8-week (minimum) internship in France or abroad

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