

Fall semester

International business development

100% English - 225 h / 30 ECTS

Courses	Teaching hours	ECTS credits
Leadership	30	4
Data management - Power BI	30	4
Ethics & CRS	15	2
Business game	15	2
International management	30	4
International marketing	30	4
Innovation management	30	4
International organizational behavior	15	2
Language courses French for English speakers English for French speakers	30	4

General management

100% English - 225 h / 30 ECTS

Courses	Teaching hours	ECTS credits
Advanced management	30	4
Advanced finance	30	4
Data management	30	4
éklosion - Individual project	15	2
General culture	30	4
Strategic management for decision making	45	6
Business game	15	2
Language courses French for English speakers English for French speakers	30	4

Marketing & Management

50% French, 50% English - 225 h / 30 ECTS

Courses	Teaching hours	ECTS credits
Leadership - EN	30	4
Data management - Power BI - EN	30	4
Ethics & CRS - EN	15	2
Business game - EN	15	2
English courses - EN	30	4
Stratégie marketing - FR	30	4
Marketing contextuel et nouveaux comportements du consommateur - FR	30	4
CRM eCRM - FR	30	4
Pilotage de l'activité commerciale - FR	15	2

Projet de création d'entreprise à impact

100% French - 225 h / 30 ECTS

Courses	Teaching hours	ECTS credits
Entrepreneuriat	30	4
Startégie d'entreprise	30	4
English courses	30	4
Eklosion - réalisation d'un projet individuel	15	2
Projet de création d'entreprise virtuelle	15	2
Communication digitale	30	4
Contrôle de gestion	30	4
Business game	15	2
Gestion des Ressources Humaines	30	4