



# Bachelor 2 Course overview

Spring semester 2027

### Go global: Export strategy in practice - 15h / 2 ECTS

#### Course description

This course is designed to prepare students to effectively manage export and international trade projects. Learners will be exposed to various aspects of international business, including market research, market entry strategies, supply chain management, cross-cultural negotiation, and project management.

100% continuous assessment

#### Learning outcomes

- Students will develop practical and strategic skills needed to succeed in an international business environment.
- Objectives: Understand international markets, Develop market entry strategies, Manage a project, Master the international supply chain, Communicate and negotiate in an intercultural context.

### Eklosion: Individual project - 15h / 2 ECTS

#### Course description

The Éklosion project aims to promote and develop students' individual and personal initiatives. Recognizing the success of the leisure economy and the time devoted to activities outside of work, this course aims to cultivate soft skills and life skills through various personal projects such as sports, philanthropy, cultural activities, professional training, event planning, or community involvement.

100% continuous assessment

#### Learning outcomes

- Project planning skills
- Resource identification and management
- Time management and personal productivity.
- Improving productivity management and work-life balance
- Implementation of life skills

### International management - 30h / 4 ECTS

#### Course description

This course covers three main aspects. The first part (session 1,2) will address the fundamental principles of international management in a real-world context. In the second part (session 3,4,5), we will examine various aspects of culture. Finally (session, 6,7,8), in the last part, we will explore some international strategies.

40% continuous assessment / 60% final exam

#### Learning outcomes

- Understand the complexities and expectations that businesses face in the international market, taking into account various economic, cultural, and legal factors.
- Identify and analyze strategies used by companies to differentiate themselves on a global scale.
- Identification of challenges related to the internationalization

### Supply chain 360 & sustainability - 30h / 4 ECTS

#### Course description

This course introduces students to the fundamental principles and practices of supply chain management (SCM). Students will learn about the strategic role of supply chains in business operations, the flow of goods, services, and information, as well as the relationships between suppliers, manufacturers, distributors, and customers. Topics include supply chain design, logistics, procurement, inventory management, and the use of technology in SCM. Sustainability is included throughout this course with concepts such as sustainable supply chains and the circular economy.

40% continuous assessment / 60% final exam

#### Learning outcomes

- Analyze the components of supply chains and how they interconnect.
- Apply tools and techniques for managing supply chain activities such as inventory, procurement, and logistics.
- Evaluate strategies for optimizing supply chain performance.
- Identify challenges and risks in global sustainable supply chains.

### Geopolitics: understanding the world to take action - 30h / 4 ECTS

#### Course description

The Geopolitics course for Bachelor 2 students aims to provide an in-depth understanding of the dynamics of international relations, with particular emphasis on the history of great powers. Students will explore the political, economic, cultural, and strategic factors that shape interactions between states, while developing critical analytical skills to assess contemporary challenges facing the world.

40% continuous assessment / 60% final exam

#### Learning outcomes

- Students will demonstrate an ability to challenge preconceptions and analyze geopolitical events with a critical perspective.
- Writing and speaking skills will be evident in the way students articulate and support their points of view.
- Ability to assess the implications of the actions of major powers on the world stage.
- Ability to synthesize and communicate complex information.

### Data for decisions - advanced analysis tools - 30h / 4 ECTS

#### Course description

Advanced data analysis caters to individuals aiming to enhance their proficiency in data management and analysis. Participants will delve into methods, tools, and approaches employed to manage, manipulate, and derive insights from intricate datasets. The focus will be the BI (Business Intelligence) module in Microsoft Excel for analyzing business data. The emphasis of the course lies in practical application, engaging participants in hands-on exercises and real-life case studies. The course will blend traditional lectures with collaborative learning approaches, emphasizing active engagement through technology while drawing support from practical case studies derived from real-world scenarios.

40% continuous assessment / 60% final exam

### Learning outcomes

- Findings from data analysis are critical in management. This course helps individuals present complex data in a comprehensible manner, facilitating better communication with stakeholders, team members, and higher management.
- Managers need to make informed decisions based on data-driven insights. This course equips individuals with advanced analytical skills to interpret complex datasets, enabling them to derive valuable insights that inform strategic decision-making processes.
- The course aims to equip students not only with the technical skills required for data

## International finance & fintech- 30h / 4 ECTS

### Course description

This course provides an in-depth exploration of the principles and practices of international finance, focusing on the global financial environment. Students will learn about the foreign exchange markets, exchange rate determination, risk hedging, international portfolio management, monetary and fiscal policy principles. An introduction to fintech will also be given during this course.

40% continuous assessment / 60% final exam

### Learning outcomes

- Understanding International Economic and Financial Determinants:
  - Analyze the factors that influence exchange rates, interest rates and prices.
  - Understand how these elements interact in an international context.
- Foreign Exchange Risk Management
  - Examine techniques for hedging currency risks.
  - Examine the use of derivatives to manage these risks.
- International Investments – ESG
  - Assess foreign sustainable investment opportunities
  - Learn how to manage a sustainable portfolio of international assets.
- Monetary and Economic Policies
  - Analyze the monetary and fiscal policies of different countries.
  - Understand their impact on world financial markets.

### Digital communication (social networks) - 30h / 4 ECTS

#### Course description

The course is designed to enable students to master the use of social networks for professional and creative purposes, with a particular emphasis on the creation of quality video content. Learners will explore the main social platforms, learn to develop content strategies, and acquire editing skills. Through practical projects and exercises, students will be able to produce engaging and effective videos for a variety of social platforms.

40% continuous assessment / 60% final exam

#### Learning outcomes

- Understand the fundamental concepts of digital marketing and online communication.
- Learn how to design and implement digital communication strategies.
- Master digital tools and platforms (social networks, SEO, SEA, email marketing, etc.).
- Know how to measure the impact and return on investment of digital

### Business English for managers - 15h / 2 ECTS

#### Course description

This course develops the English communication skills required for effective management in an international environment. It focuses on practical, high-impact workplace situations such as leading meetings, managing team communication, negotiating, handling difficult conversations, presenting strategies and results, and writing clear professional emails and reports. Students strengthen fluency, accuracy, and confidence, with targeted work on business vocabulary, tone, diplomacy, and intercultural communication. The approach is highly applied: role-plays, simulations, case-based discussions, short presentations, and personalized feedback to help managers communicate with clarity, authority, and professionalism in real-world contexts.

100% continuous assessment

#### Learning outcomes

- Lead and participate in managerial interactions in English (meetings, 1:1s, performance discussions, problem-solving, decision-making) using clear structure, appropriate tone, and effective facilitation language.
- Deliver concise, persuasive business messages through presentations and briefings (strategy, KPIs, project updates), adapting language to audience and purpose, and managing Q&A with confidence.
- Write professional managerial communication

### French as foreign language - 30h / 4 ECTS

#### Course description

This course is designed for non-native speakers who want to develop practical French language skills for everyday life, academic contexts, and professional communication in France. Through an interactive, communicative approach, students build competence in speaking, listening, reading, and writing, while improving pronunciation and expanding essential vocabulary and grammar. The course also integrates French culture and intercultural communication, helping students navigate common social and university/work situations (introducing oneself, emailing, participating in discussions, understanding administrative procedures, etc.). Learning activities include role-plays, short presentations, guided writing tasks, and authentic materials (videos, articles, forms, and real-life dialogues).

100% continuous assessment

#### Learning outcomes

- Communicate effectively in common real-life situations (introductions, directions, shopping, healthcare, university services) using appropriate vocabulary, pronunciation, and interaction strategies.
- Understand and produce clear spoken and written French for academic and professional settings (emails, short reports, classroom participation, summaries), with improved grammatical accuracy and coherence.
- Demonstrate intercultural competence