Courses taught in English

UNIVERSITY INSTITUTE OF TECHNOLOGY (IUT)
LEGENDE

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**BACHELOR (LICENCE 1)**

**BACHELOR (LICENCE 2)**
IUT À Cité Scientifique
BUSINESS ADMINISTRATION

Level: UNDERGRADUATE TECHNOLOGICAL DIPLOMA - BACHELOR 1 (LICENCE 1)

SEMESTER: AUTUMN

- LANGUAGES
  2,5 CREDITS (ECTS)
  FRENCH

- MANAGEMENT
  CORPORATE ECONOMICS
  4 CREDITS (ECTS)

- ORGANISATIONAL MANAGEMENT
  PSYCHO-SOCIOLOGY OF THE ORGANISATIONS
  2,5 CREDITS (ECTS)

SEMESTER: SPRING

- ORGANISATIONAL MANAGEMENT
  HUMAN RESSOURCE MANAGEMENT
  2,5 CREDITS (ECTS)

- APPLIED RESEARCH
  RESEARCH METHODS
  2,5 CREDITS (ECTS)

- FINANCE AND COST CONTROLLING
  5 CREDITS (ECTS)
SEMESTER : AUTUMN

- **ERASMUS: COMPULSORY COURSES**
  2,5 CREDITS EACH (ECTS)
  PROBLEM BASED LEARNING (ECONOMICS II)
  INTERNATIONAL MANAGEMENT

- **MANAGEMENT**
  CORPORATE STRATEGY
  2,5 CREDITS EACH (ECTS)

- **ORGANISATIONAL MANAGEMENT**
  BUSINESS IMPLEMENTATION
  2,5 CREDITS EACH (ECTS)

- **FINANCE AND COST CONTROLLING**
  5 CREDITS (ECTS)

- **MARKETING**
  5 CREDITS (ECTS)

- **CORPORATE TAXATION**
  5 CREDITS (ECTS)

- **PROJECT (75 HOURS WORKLOAD)**
  5 CREDITS (ECTS)

- **TRANSVERSAL ACTIVITIES**
  2,5 CREDITS (ECTS)

SEMESTER : SPRING

- **ERASMUS: COMPULSORY COURSES**
  2,5 CREDITS EACH (ECTS)
  PROBLEM BASED LEARNING (ECONOMICS II)
  INTERNATIONAL MANAGEMENT

- **LANGUAGES**
  2,5 CREDITS (ECTS)
  FRENCH

- **ORGANISATIONAL MANAGEMENT**
  BUSINESS GAME
  INTERNATIONAL TRADE
  2,5 CREDITS EACH (ECTS)

- **APPLIED RESEARCH**
  INFORMATION TECHNOLOGY II
  2,5 CREDITS (ECTS)

- **FINANCE AND COST CONTROLLING**
  CONTROLLING AND PLANNING
  5 CREDITS (ECTS)

- **PROJECT (75 HOURS WORKLOAD)**
  5 CREDITS (ECTS)

- **TRANSVERSAL ACTIVITIES**
  BUSINESS CASE STUDY
  2,5 CREDITS (ECTS)

- **COMMUNICATION**
  COMMUNICATION I (FRENCH)
  COMMUNICATION II (ENGLISH)
  2,5 CREDITS EACH (ECTS)
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SEMESTER : AUTUMN

- **ENGLISH LANGUAGE (PROFESSIONAL PRODUCTIONS)**
  2 CREDITS (ECTS)
- **AUDIOVISUAL**
  2 CREDITS (ECTS)
- **DTP (DESKTOP PUBLISHING)**
  3 CRÉDITS (ECTS)
- **MANAGEMENT TECHNIQUES**
  1 CREDIT (ECTS)
- **MARKETING**
  3 CREDITS (ECTS)
- **COMMUNICATION STRATEGIES**
  3 CREDITS (ECTS)
- **CROSSCULTURAL COMMUNICATION**

**SEMESTER : SPRING**

- **TOEIC PREPARATION**
  1 CREDIT (ECTS)

SEMESTER : AUTUMN

- **INTERNATIONAL PUBLISHING**
  1 CREDIT (ECTS)

**SEMESTER : SPRING**

- **FOREIGN LITERATURE**
  2 CREDITS (ECTS)

*INCOMING STUDENTS MAY CHOOSE THE SUBJECTS THEY WANT TO STUDY*
BUSINESS STUDIES – SALES AND MARKETING TECHNIQUES
Level : BACHELOR 2

SEMESTER : AUTUMN
• PPP 3 : PERSONAL AND PROFESSIONAL PROJECT 3
  5 CREDITS (ECTS)
• NEGOTIATION 3
  5 CREDITS (ECTS)
• DIRECT MARKETING/ CUSTOMER RELATIONSHIP MANAGEMENT
  5 CRÉDITS (ECTS)
• INTERNATIONAL BUSINESS 2 : INTERNATIONAL MARKETING STRATEGY
  5 CREDITS (ECTS)
• LOGISTICS
  5 CREDITS (ECTS)
• CROSS-CUTTING ACTIVITIES 2
  5 CREDITS (ECTS)

SEMESTER : SPRING
• E- MARKETING
  5 CREDITS (ECTS)
• ENTREPRENEURSHIP
  5 CREDITS (ECTS)
• CORPORATE AND PROACTIVE STRATEGIES
  5 CRÉDITS (ECTS)
• CROSS-CUTTING ACTIVITIES 3
  5 CREDITS (ECTS)
• STAGE (PROFESSIONAL EXPERIENCE IN FRENCH ; PRESENTATION AND REPORT IN ENGLISH)
  10 CREDITS (ECTS)