

International and European Business (IEB) 2019-2020								
	Domaines	ECTS Credits	Semester	Course code	Credits	Courses	Hours	Language
Mandatory	International skills and competences	9	A	EM1F5M47A	3	International soft skills essentials	20	English
			A	EM1F5M26A	3	International business expertise	20	English
			A	EM46LM54A	3	Internat. Busin. Negotiations: Bridging the Cultural Gap	20	English
	Principles of International Management	18	A	EM1F5ML1A	3	IFRS Principles: The Keys to Understand Financial Statements	20	English
			A	EM1F5ML2A	3	International supply chain management	20	English
			A	EM1F5M2AA	4	International Finance	20	English
A			EM1F5M41A	4	International Marketing	20	English	
Choose one of the three modules	International sales and distribution	15	B	EM665U82	4	Reverse marketing: proactive purchasing	20	English
			B	EM1F5UK2	4	Sales Management	24	English
			B	EM1F5U71	4	Retailing	24	English
			B	EM1F5U72	3	Import/ Export	20	English
	Digital strategy	15	B	EM1F5U81	3	Digital marketing	20	English
			B	EM1F5U82	4	Digitalization	24	English
			B	EM1F5U83	4	IS and business models for digital businesses	24	English
			B	EM1F5U84	4	Digital CRM	24	English
	EUCOR	15	B	EM1F5U91	5	Entrepreneurial Finance		English
			B	EM1F5U92	5	Commercial Marketing		English
			B	EM1F5U93	5	Innovative Entrepreneurship		English
	Mandatory	European strategy Project	6	B	EM1F5MEP	6	European strategy Project	
FLE 3A		3	A		3	Written and Oral communication in French (Only for Double Degree students) FLE		French
DPP		0	C	EM045M82		Professional and Personal Development		
Case study		9	A-B	EM045M53		Research methodology	30	
			A-B	EM045M54		On site Training	8	
Grand Oral		B			Grand Oral	8		