

# Business Courses in English (BCIE), course list, international students 2025 – 2026

## Bachelor Level

### Autumn Semester/ Semester 1 (September – December 2025)

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Student's studying in English at Bachelor's level can choose classes from the list below, however please note that there may be timetable conflicts which will be communicated to you closer to class enrolment.

| Taught in English                  | N° Hours | ECTS |
|------------------------------------|----------|------|
| Cross Cultural Management          | 30       | 5    |
| European Union                     | 30       | 5    |
| France in 21 <sup>st</sup> Century | 30       | 5    |
| French Language                    | 30       | 5    |
| Human Resources Management         | 30       | 5    |
| International Finance              | 30       | 5    |
| International Marketing            | 30       | 5    |
| International Trade Techniques     | 30       | 5    |
| Introduction to Finance            | 30       | 5    |
| Introduction to Marketing          | 30       | 5    |
| Market Research                    | 30       | 5    |
| Project management: Global Village | 20       | 5    |
| Strategy                           | 30       | 5    |

### Spring Semester/ Semester 2 (January – April 2026)

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Student's studying in English at Bachelor's level can choose classes from the list below, however please note that there may be timetable conflicts which will be communicated to you closer to class enrolment.

| Taught in English               | N° Hours | ECTS |
|---------------------------------|----------|------|
| Big Data and Business Analytics | 30       | 5    |
| Cross Cultural Management       | 30       | 5    |
| French Language                 | 30       | 5    |
| International Business Law      | 30       | 5    |
| International Business Strategy | 30       | 5    |
| Marketing Communication         | 30       | 5    |
| Principles of Economics         | 30       | 5    |
| Supply Chain Management         | 30       | 5    |
| The Luxury Industry             | 30       | 5    |

Some courses are a subject to change

## Master Level, year 1

### Autumn Semester/ Semester 1 (September – Mid-December 2025)

Due to timetable conflicts, master level students must choose classes from one program only.

| <b>Taught in English</b>   | <b>No Hours</b> | <b>ECTS</b> |
|--|-----------------|-------------|
| <b><u>Program 1: International Business Administration</u></b>       |                 |             |
| Responsible management: Introducing Pathways and Ethical Foundations | 24              | 4           |
| Data management  | 24              | 4           |
| Research Methodology   | 24              | 4           |
| Artificial intelligence for business                                 | 18              | 3           |
| International Marketing  | 24              | 4           |
| Corporate Governance   | 24              | 4           |
| Leadership in international Management                               | 24              | 4           |
| Dynamics of Foreign Direct Investment                                | 24              | 4           |

### **Program 2: Strategic Marketing and Innovation**

|  |    |   |
|--|----|---|
| Responsible management: Introducing Pathways and Ethical Foundations | 24 | 4 |
| Data management  | 24 | 4 |
| Research Methodology   | 24 | 4 |
| Artificial intelligence for business                                 | 18 | 3 |
| International marketing  | 24 | 4 |
| Design thinking - Ideation process                                   | 24 | 4 |
| Marketing research   | 24 | 4 |
| Entrepreneurial & Business Modelling                                 | 24 | 4 |

### **Program 3: International Supply Chain**

|  |    |   |
|--|----|---|
| Responsible management: Introducing Pathways and Ethical Foundations | 24 | 4 |
| Data management  | 24 | 4 |
| Research Methodology   | 24 | 4 |
| Artificial intelligence for business                                 | 18 | 3 |
| International Logistics  | 24 | 4 |
| Sustainable Supply Chain Management                                  | 24 | 4 |
| Purchasing & Supply Chain Management                                 | 24 | 4 |
| Supply Chain Risk Management   | 24 | 4 |

## Master Level, year 2

### Autumn Semester/ Semester 1 (September – Mid-December 2026)

Due to timetable conflicts, master level students must choose classes from one program only.

| <b>Taught in English</b>                                       | <b>No Hours</b> | <b>ECTS</b> |
|--|-----------------|-------------|
| <b><u>Program 1: International Business Administration</u></b> |                 |             |
| Global Challenge   | 24              | 4           |
| Fair Trade & Sustainable Development                           | 24              | 4           |
| International Taxation & Social Responsibility                 | 24              | 4           |

Some courses are a subject to change

|  |    |   |
|--|----|---|
| International Human Resources Management | 24 | 4 |
| Digital Marketing                        | 24 | 4 |
| International Business Strategy          | 24 | 4 |
| Glocal Sustainable Innovation            | 18 | 3 |

**Program 2: Marketing and Digital Business**

|  |    |   |
|--|----|---|
| Search Engine Marketing (SEM)              | 24 | 4 |
| Programmatic advertising                   | 24 | 4 |
| Agile Project Management                   | 24 | 4 |
| Digital Event Management - Digi 'Days      | 24 | 4 |
| Digital Marketing Strategy                 | 24 | 4 |
| Digital Product Management                 | 24 | 4 |
| Advanced Digital Technologies & Innovation | 24 | 4 |

**Program 3: Supply Chain Management**

|  |    |   |
|--|----|---|
| Managing Quality                               | 24 | 4 |
| Excel ERP-Based Supply Chain                   | 24 | 4 |
| Supply Chain Analysis & Compliance             | 24 | 4 |
| Designing & Managing Processes in Supply Chain | 24 | 4 |
| Performance Measurements in Supply Chain       | 24 | 4 |
| Global Challenge                               | 24 | 4 |
| Leadership & Managing Change                   | 18 | 3 |

Some courses are a subject to change