

Programme	Group	Title	Teacher	Hours	Coefficient ECTS
<b>BUSINESS 3</b>				<b>305</b>	<b>30</b>
	<b>BUSINESS &amp; MANAGEMENT</b>			<b>223</b>	<b>18</b>
	<b>Marketing</b>			<b>60</b>	<b>5</b>
		Marketing basics	Salkin	15	1
		Market research	Thurel	10	1
		Market studies	Merlin	10	1
		Distribution Policy	Raynaud	15	1
		Internet Marketing Strategies	Malaguti	10	1
	<b>Import/Export &amp; Logistics</b>			<b>52,5</b>	<b>4</b>
		Careers & Functions in Int'l Trade	Flecher	2,5	0
		Import/Export strategy	Nourry	15	1
		Logistics - Transport & Incoterms	Corriaux	20	2
		Export Pricing	Flecher	5	0
		Letters of Credit	Lanchou	10	1
	<b>Law &amp; Management &amp; Strategy</b>			<b>60</b>	<b>4</b>
		Project management	Peresson	15	1
		Strategic Analysis - Introduction	Peresson	15	1
		Principles of Management	Malaguti	15	1
		Law basics	Nourry	15	1
	<b>Finance &amp; Accounting &amp; HR</b>			<b>50</b>	<b>5</b>
		Basic Economics	Salkin	10	1
		Basic Accounting	Besson	20	2
		Corporate Finance 1	Lanchou	10	1
		Human ressources management 1	Le Bihan	10	1
	<b>Purchasing &amp; Sales</b>			<b>0</b>	<b>0</b>
	<b>Production</b>			<b>0</b>	<b>0</b>
	<b>PROFESSIONAL SKILLS</b>			<b>72</b>	<b>5</b>
	<b>Communication</b>			<b>45</b>	<b>4</b>
		Cross cultural communication	Zheng	15	1
		Basic negotiation	Bressey	10	1
		Business English - Writing & Speaking & CV	CEL	20	2
	<b>Computing</b>			<b>12</b>	<b>1</b>

