

## Bachelor in European Management

### Course list 2017-2018

Semester A (Sept-Dec)	Code	Course title	Credits	Hours
Core courses (mandatory)	EM023M03	Cases in International Marketing	5	27h
	EM1F4M41	Introduction to European Economic Policy	5	27h
	EM1F4M49	Business negotiation	5	27h
French language course (FLE) Please choose <b>ONE</b> course (you have to follow the same course for the whole academic year)	EM02EM80A1	Complete Beginners I (A0) Groupe 1	5	24h
	EM02EM80A2	Complete Beginners I (A0) Groupe 2	5	24h
	EM02EM82A1	Develop oral and writing skills I (A2) Group 1	5	24h
	EM02EM82A2	Develop oral and writing skills I (A2) Group 2	5	24h
	EM02EM83A1	Deepen your oral and writing skills I (B1) Group 1	5	24h
	EM02EM83A2	Deepen your oral and writing skills I (B1) Group 2	5	24h
	EM02EM84	Perfect your oral and writing skills I (B2)	5	24h
	EM02EM86	Business French I (B1)	5	24h
	EM02EM97	Business French I (B2)	5	24h
	EM02EM87	French culture and civilisation I (B1/B2)	5	24h
	EM02EM89	Semi-autonomous learning on objectives and projects I	5	24h
	EM02EM90	Intercultural communication I (B1/B2)	5	24h
	EM02EM91A1	Basic user: French for Beginners I (A1) Groupe 1	5	24h
	EM02EM91A2	Basic user: French for Beginners I (A1) Groupe 2	5	24h
	EM02EM93	Dare to speak: practice your French with theater I (B1/B2)	5	24h
	EM02EM94	Write without fear : creative French writing I (B1/B2)	5	24h
	EM02EM96	A journey in literature: French values and sensibilities I (B2/C1)	5	24h
	Elective courses Please choose <b>TWO</b> courses	EM1F4M43	Basics in Strategy	5
EM1F4M47		Business models new paradigms	5	27h
EM1F4M48		Theatre & Body Language: Tools of Management	5	27h
EM1F4M44		Basics in Supply Chain Management	5	27h
EM054ME1		Entrepreneurship in European Context	5	27h
EM023M02		Experiential Marketing	5	27h

Semester B (Jan-April)	Code	Course title	Credits	Hours
Core courses (mandatory)	EM1F4M51	Human Resource Management	5	27h
	EM023M01	Strategic analysis	5	27h
	EM054E2	Financial Performance Analysis	5	27h
French language course (FLE) Please choose <b>ONE</b> course (you have to follow the same course for the whole academic year)	EM02FM80A1	Complete Beginners II (A0) Groupe 1	5	24h
	EM02FM80A2	Complete Beginners II (A0) Groupe 2	5	24h
	EM02FM821	Develop oral and writing skills II (A2) Group 1	5	24h
	EM02FM82A2	Develop oral and writing skills II (A2) Group 2	5	24h
	EM02FM83A1	Deepen your oral and writing skills II (B1) Group 1	5	24h
	EM02FM83A2	Deepen your oral and writing skills II (B1) Group 2	5	24h
	EM02FM84	Perfect your oral and writing skills II (B2)	5	24h
	EM02FM86	Business French II (B1)	5	24h
	EM02FM97	Business French II (B2)	5	24h
	EM02FM87	French culture and civilisation II (B1/B2)	5	24h
	EM02FM89	Semi-autonomous learning on objectives and projects II	5	24h
	EM02FM90	Intercultural communication I (B1/B2)	5	24h
	EM02FM91A1	Basic user: French for Beginners II (A1) Groupe 1	5	24h
	EM02FM91A2	Basic user: French for Beginners II (A1) Groupe 2	5	24h
	EM02FM92	Introduction to the French language (A0/A1/A2)	5	24h
	EM02FM93	Dare to speak: practice your French with theater II (B1/B2)	5	24h
	EM02FM94	Write without fear : creative French writing II (B1/B2)	5	24h
EM02FM96	A journey in literature: French values and sensibilities II (B2/C1)	5	24h	
Elective courses Please choose <b>TWO</b> courses	EM4R5M21	Marketing strategic decisions	5	27h
	EM054ME5	Introduction to Investment and Financial Markets	5	27h
	EM1F4M57	Ethics and Management	5	27h
	EM054ME4	Innovation Management in European Context	5	27h