



BUSINESS SEMESTER IN ENGLISH - OUR FULL PROGRAMME

	ECTS
UE 1 – International Management	10
1.1 Human Resources Management*	3
Human Resources Management duties HR models: diversity, role, evolution The HR today: the new stakes (e-management, remote working,...)	
1.2 Financial Analysis	4
Defining financial analysis Understanding the goals and tools of a financial diagnosis Interpreting financial information to assess the financial situation and performance	
1.3 Intercultural Management	3
Managing international customer relations Developing multi-cultural teams Dealing with cross-cultural differences	
UE 2 – International Trade and Marketing	11
2.1 Operational and Strategic Marketing*	4
Carrying out marketing segmentation Defining product policy, with its price, retailing and communication strategy	
2.2 Introduction to Digital Marketing*	4
Identifying digital marketing models and trends Defining a digital marketing strategy (particularly with benchmarking) Identifying performance measurement tools	
2.3 International Business	3
Carrying out a strategy diagnosis for organizations Identifying strategic solutions and the adequate tools to implement them Offering recommendations to gain competitive edge	
UE 3 – International Communication	12
3.1 Professional Communication*	3
Communication models in organizations Improving communication policy Expressing oneself in a professional and persuasive manner	
3.2 Business English Advanced*	3
Using English in a business environment, both in written and oral forms. Producing professional written documents (emailing, job offers, CVs, memos, meeting reports...) Making oral presentations (commercial strategy, product pitch, data analysis...)	
3.3 Business French	3
French as a foreign language but for professional purposes Dealing with French customers or partners	
3.4 French as a foreign language	3
French as a foreign language for daily use: beginner, intermediate or advanced courses after placement test. Classes are held in the early evening on another campus, nearer to Chambéry city centre.	
	33 ECTS

* classes mixed with French students