

M1 & M2 MANAGEMENT parcours EUROPEAN MASTER IN BUSINESS STUDIES						Volumes horaires	
Année	Période	Nature	Oblig. / A choix	Libellé long	ECTS	CM	TD
M1	S7	UE	O	Fundamental courses: international business - Trento	30		
M1	S7	EC	O	European and International Commercial Law	6	36	
M1	S7	EC	O	Organizational Behaviour and Human Resource Management	5	35	
M1	S7	EC	O	Information Systems	5	35	
M1	S7	EC	O	International Accounting	5	35	
M1	S7	EC	O	International Strategic Management	9	60	
M1	S8	UE	O	Specialized courses-international marketing - Annecy	30		
M1	S8	EC	O	European and global consumer behaviour	6	60	
M1	S8	EC	O	European and Global Economics	6	60	
M1	S8	EC	O	Financial Markets and Corporate Finance	5	50	
M1	S8	EC	O	Statistics and Marketing Research	8	80	
M1	S8	EC	O	Principles of Marketing Research			
M1	S8	EC	O	Intensive Study Programme			
M1	S8	EC	O	Purchasing and Supply Chain Management	5	50	
M2	S9	UE	O	Advanced Marketing/thesis - Kassel	30		
M2	S9	EC	O	Research Methods	5	38	
M2	S9	EC	O	Master Theses	15	10	
M2	S9	EC	O	Distribution and Pricing in the Internet Age	5	50	
M2	S9	EC	O	Business Negotiation	5	50	
M2	S10	UE	O	Business-oriented activities and complements - Leon	30		
M2	S10	EC	O	Communication Challenge	10		
M2	S10	EC	O	CONSUMER ENGAGING COMMUNICATION		50	
M2	S10	EC	O	COMPANY PROJECT		20	
M2	S10	EC	O	Innovation and entrepreneurship	5	50	
M2	S10	EC	O	Sustainable and responsible management	5	50	
M2	S10	EC	O	Internship	10	24	