

University Diploma - International Business with French (DU IBF)

Fall Semester / Semester 1

Courses	Level of studies	Semester	Number of hours	Number of ECTS delivered
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European HistoryUniversity
Diploma

1 - Fall semester

20

1,5

An in-depth study of European history from the 15th century to today

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EU History, Structures and PoliciesUniversity
Diploma

1 - Fall semester

20

1,5

The origins and development of the EU. Basic concepts and stages of economic integration

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Negotiating TechniquesUniversity
Diploma

1 - Fall semester

20

1,5

Different negotiating techniques and how to use them to attain commercial objectives

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Negotiating in PracticeUniversity
Diploma

1 - Fall semester

20

1

Practical negotiating situations in an international context (buyer/seller/partners...)

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Principles of ManagementUniversity
Diploma

1 - Fall semester

20

2

Management theory; motivations, decision-making, strategy, planning, leading, organising and controlling

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Project ManagementUniversity
Diploma

1 - Fall semester

20

1

History of project management, tools and implementation

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Doing Business in FranceUniversity
Diploma

1 - Fall semester

20

1,5

Specificities of the French business environment, legal structures, markets and practices

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Selling in Other CountriesUniversity
Diploma

1 - Fall semester

20

1

Specificities of the business environment, legal structures, markets and practices in a variety of other countries

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International BusinessUniversity
Diploma

1 - Fall semester

20

1

Theory of international business, means of selling abroad, foreign direct investment, international risk management, counter-trade

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Business ProjectUniversity
Diploma

1 - Fall semester

20

1

Entrepreneurship. From the idea to the business plan and implementation

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Research ProjectUniversity
Diploma

All year

40

2

The aim of this class is to give the student an opportunity to carry out research on a topic related to Business Studies and to produce a written report. The student will be asked to do an oral presentation at the end of the semester. This research can be done as the basis or foundation for a final-year dissertation or thesis in the student's home university.

Spring Semester / Semester 2

Courses	Level of studies	Semester	Number of hours	Number of ECTS delivered
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France as a Tourist Destination

University
Diploma

2 - Spring semester

40

2

Understanding the terminology used in the tourism industry. Appreciating the scope and complexity of the tourism industry in France

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EU: Unity and Diversity

University
Diploma

2 - Spring semester

20

1,5

Historical background, the EU today, the Eurozone, the EU and its citizens, the EU in the world

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Cross-Cultural Communication Theory

University
Diploma

2 - Spring semester

20

1

The different components which have an influence on the process of communication and scientific approaches to cross-cultural communication

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Cross-Cultural Communication in Practice

University
Diploma

2 - Spring semester

20

1,5

Understanding cultural diversity: high and low context cultures, collectivist culture, monochronic – polychronic time, interpersonal space, language – Examples and applications

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International Business Communication

University
Diploma

2 - Spring semester

20

1

Communication media and supports for international business. Specificities and necessities for foreign markets



Courses

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Export Sales Management

University
Diploma

2 - Spring semester

20

1,5

The internationalisation process: operations management (logistics, commercial and financial aspects)

Courses

Level of studies

Semester

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delivered**

International Marketing

University
Diploma

2 - Spring semester

20

1

Specificities of international marketing. Strategies for internationalisation and adapting the marketing mix

Courses

Level of studies

Semester

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hours**

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delivered**

Business Strategy

University
Diploma

2 - Spring semester

20

1

Nature of strategy & strategic decisions, characteristics of strategic decisions, levels of strategy, strategic management, strategic choices, understanding strategy, development strategy

Courses

Level of studies

Semester

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Fundamentals of Finance

University
Diploma

2 - Spring semester

20

1,5

Income statement, balance sheet, budgeting, ratios and control

Contact:

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