



University Diploma in International Business with French (DU IBF)

Courses	Level of studies	SEMESTER	Number of hours taught	Number of ECTS delivered	Synopsis
European history	University diploma	1 - Fall semester	20	3	An in-depth study of European history from the 15th century through the modern day.
EU History, structures and policies	University diploma	1 - Fall semester	20	3	The Origins and development of the EU. Basic concepts and stages of economic integration
Negotiating techniques	University diploma	1 - Fall semester	20	3	Different negotiating techniques and how to use them to achieve commercial objectives
Negotiating in practice	University diploma	1 - Fall semester	20	3	Practical negotiating situations in an international context (buyer/seller/partners...)
Principles of management	University diploma	1 - Fall semester	20	3	Management theory; motivations, décision-making, strategy, planning, leading, organising and controlling
Project management	University diploma	1 - Fall semester	20	3	History of project management, tools and implementation
Doing business in France	University diploma	1 - Fall semester	20	3	The specificities of french business environment, legal structures, markets and practices
Selling in other countries	University diploma	1 - Fall semester	20	3	Specificities of the business environment, legal structures, markets and practices in a variety of other countries
International business	University diploma	1 - Fall semester	20	3	Theory of international business, means of selling abroad, foreign direct investment, international risk management, counter-trade



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Business project	University diploma	1 - Fall semester	20	3	Entrepreneurship. From the idea, to the business plan and implementation
Research project	University diploma	1&2 - Fall & Spring Semester	40	6	The aim of the class is to give the student an opportunity to carry out research on a business topic and to produce a written report which is defended orally 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.
France as a tourist destination	University diploma	2 - Spring Semester	40	6	Understand terminology appropriate to the tourism industry. Appreciate the scope and complexity of tourism industry in France
EU : unity and diversity	University diploma	2 - Spring Semester	20	3	Historical background, the EU today, the Eurozone, Eu and it scitizens, the EU in the world
Cross-cultural communication theory	University diploma	2 - Spring Semester	20	6	The different components which have an influence on the process of communication and scientific approaches to cross-cultural communication
Cross-cultural communication in practice	University diploma	2 - Spring Semester	20		Understanding cultural diversity : high and low context cultures ; collectivist culture ; monochromic – polychromic time ; interpersonal space ; language – Examples and applications
International business communication	University diploma	2 - Spring Semester	20	6	The internationalisation process: operations management (logistics, commercial and financial aspects)
Export sales management	University diploma	2 - Spring Semester	20		Specificities of international marketing. Strategies for internationalisation and adapting the marketing mix
International marketing	University diploma	2 - Spring Semester	20		Communication media and supports for international business. Specificities and necessities for foeifeign markets.



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Business strategy	University diploma	2 - Spring Semester	20	3	Income statement, balance sheet, budgeting, ratios and control
Fundamentals of finance	University diploma	2 - Spring Semester	20		Nature of Strategy & Strategic Decisions; Characteristics of Strategic Decisions; Levels of Strategy; Strategic Management; Strategic Choices; Understanding Strategy; Development Strategy.