



PAU Business School

SPRING semester 2018 Programmes at a glance

Fundamental Courses & Specialized Courses



Fundamental Courses International Bachelor Semester



English Speaking Programme



Spring Semester – 2018

January 9 – April 14

Modules & Courses		Teaching Language	Course Hours	Credits (ECTS)
January 9 - 20				
Professional Training (OPTIONAL)	English Training Weeks	EN	18h	2
January 25 - April 14				
Integration	Intercultural Integration Seminar	EN	18h	3
Intercultural Management	Human Development & Leadership in the 21st cen.	EN	18h	3
	Organizational Behaviour	EN	18h	3
	Intercultural Negotiations	EN	12h	2
International Environment	The World we live in	EN	18h	3
	Geopolitics	EN	18h	3
International Marketing	International Retail Marketing	EN	30h	5
	International Brands	EN	15h	2
	Services Marketing	EN	20h	3
French	French as a Foreign Language	FR	30h	2



Fundamental courses Doing Business in France



Programme en Français 

Semestre de Printemps 2017

8 janvier – 18 mai (rattrapages inclus)

Modules & Cours		Langue	Durée (heures)	Crédits (ECTS)
Analyse Marketing	Consumer Behaviour	EN	30	4
	Etudes qualitatives	FR		
	Quantitative Methods	EN		
	Etudes de marché	FR		
	Méthodologie études de cas	FR		
Management	Entrepreneuriat	FR	30	4
Droit & Economie	Mathématiques & Statistiques	FR	15	2
	Fiscalité	FR	15	1
	Economie Internationale	FR	15	2
Communication	Communication orale	FR	6	1
	Efficacité personnelle (Web 2.0)	FR	9	1
Langues	LVE 1 : Anglais face-à-face et E-learning	EN	30	2
	LVE 2 : Espagnol ou Allemand face-à-face et E-learning	ES / ALL	17,5	1
	Français Langue Etrangère	FR	30	3
	Prise en main E-learning	FR	6	-
Culture Lab	Conférences	FR	15	2
Projet engagé	Suivi Projets	FR	30	6
	Séminaire Budget & Prévisions	FR	12	
Business Game		FR	12	1



Specialized Courses International Financial Management (IFM)



English Speaking Programme

Spring Semester 2018
January 8 – May 5 (including re-sit exams)

Modules & Courses	Teaching language	Course Hours	Credits (ECTS)
January 8 – March 30			
Statistics For Business	EN	30	4
Principles of Financial Accounting, Reporting & Analysis	EN	20	2,5
Real Estate Investment	EN	15	2,5
Global Portfolio Management	EN	30	5
Ethics	EN	15	2
Financial Market & Institution	EN	30	4
Business Project - #MyCampusCompany	EN	30	4
French as a Foreign Language	FR	30	3
April			
Day Trips (April 2-6)	EN	-	-
Business Game (April 23-27)	EN	30	3
May			
Re-sit Week (May 1-5)			



Specialized Courses International Management Programme



English Speaking Programme



Spring Semester – 2018
January 15 – May 5 (including re-sit exams)

Modules & Courses	Teaching language	Course Hours	Credits (ECTS)
January 15 – March 30			
Doing Business in India	EN	15	2,5
Digital Marketing Strategy for Business Owners	EN	15	2,5
Business Ethics	EN	15	2,5
Business Strategy	EN	15	2,5
International Law	EN	15	2,5
International Finance	EN	15	2,5
International Marketing	EN	30	5
Business Project - #MyCampusCompany	EN	30	4
Statistics for Business	EN	30	4
Principles of Financial Accounting, Reporting & Analysis	EN	20	2,5
French as Foreign Language	FR	30	3
April			
Day Trips (April 2-6)	EN	-	-
Business Game (April 23-27)	EN	30	3
May			
Re-sit Week (May 1-5)			