

INTERNATIONAL BACHELOR SEMESTER MARKETING & MULTICULTURAL STUDIES

▶ OBJECTIVES

The goal of the programme is to train operational, adaptable, autonomous middle-managers in marketing within an international context. It focuses on developing an awareness of enterprise management and societal culture alongside nurturing an intercultural mind-set.

▶ TEACHING METHODS

The programme is mainly delivered in English by international professors and to a multicultural group.

Generally, there are two types of classes: lectures and tutorials. The pedagogy is adapted to the specific aims, with a balance between the acquisition of knowledge and the professional practices that promote the mobilisation and implementation of that knowledge to the required/relevant skills and know-how.

We believe that our teaching method can help you to be a graduate who is trained to enter the professional life, knowing how to work in teams, or be ready to attend master classes.

▶ INTENDED LEARNING OUTCOMES

At the end of this programme, students will be able to:

- ▶ to drive effective marketing change
- ▶ to create ongoing and sustainable value for their organisation and all their stakeholders
- ▶ to develop expertise in domains of international marketing, geopolitical and international management



SCHEDULE

Spring Semester
January 24th – April 15th



COURSES

Modules	Teaching language	ECTS Credits	Teaching hours
Intercultural Management Cultural diversity seminar Diversity, inclusion, and equity	EN	5	12 30
International Business Environment Introduction to international business law	EN	5	42
Digital Business Management Entrepreneurship Digital business transformation	EN	5	30 12
International Business Management The World we live in Intercultural negotiations	EN	5	15 27
International Marketing International marketing Changing organizations	EN	5	21 21
Languages French as a foreign language or English courses (for French-speaking student)	FR / EN	5	30



CAREERS

- ▶ Junior project manager
- ▶ Business developer
- ▶ International market developer
- ▶ International junior consultant