



## ***PAU Business School***

# ***SPRING semester 2017***

# ***Programmes at a glance***

***Bachelor***

***&***

***Programme Grande Ecole (PGE)***



## Bachelor programme (taught in English)



Spring session 2017  
(January – April)

Modules & Courses		Credits (ECTS)	Course Hours	Course Choice
<b>JANUARY 9 - 20</b>				
<b>Professional Training (OPTIONAL)</b>	English Training Weeks	1	18	<input type="checkbox"/>
<b>JANUARY 25 - APRIL 14</b>				
<b>Integration</b>	Intercultural integration Seminar	3	18	<input type="checkbox"/>
<b>Intercultural Management</b>	Human Development and Leadership in the 21st century	3	18	<input type="checkbox"/>
	Commercial Development Strategy	3	18	<input type="checkbox"/>
	Changing Organisations	3	18	<input type="checkbox"/>
	Intercultural Negotiations	2	12	<input type="checkbox"/>
<b>International Environment</b>	The World we live in	3	18	<input type="checkbox"/>
	Geopolitical & Psychological Dimensions of the USA	3	18	<input type="checkbox"/>
<b>International Marketing</b>	International Retail Marketing	5	30	<input type="checkbox"/>
	International Brands	2	15	<input type="checkbox"/>
<b>Langues</b>	Spanish	3	20	<input type="checkbox"/>
	French as a Foreign Language	2	30	<b>compulsory</b>



## PGE programme (mainly taught in French)



**Spring semester 2017  
(January – May)**

Modules & Cours		Crédits (ECTS)	Durée (Heures)	Choix
<b>Fondamentaux du Marketing</b>	Etudes Qualitatives	1	15	<input type="checkbox"/>
<b>Gestion &amp; Négociation Commerciale</b>	Gestion commerciale	4	15	<input type="checkbox"/>
	Négociation		15	
<b>Environnement des Organisations</b>	Théorie des organisations	2	25,5	<input type="checkbox"/>
<b>Conférences</b>	Conférences grand public	1	-----	<input type="checkbox"/>
<b>Finance</b>	Analyse Financière	4	30	<input type="checkbox"/>
	Contrôle de Gestion	3	21	<input type="checkbox"/>
<b>Economie</b>	Economie Internationale	3	21	<input type="checkbox"/>
	Mathématiques & Stats appliquées à la gestion	2	15	<input type="checkbox"/>
<b>Communication</b>	Communication Audiovisuelle	1	12	<input type="checkbox"/>
<b>Langues</b>	<b>LVE 1: Anglais</b> face-à-face et e-learning	2	36	<input type="checkbox"/>
	<b>LVE 2: (Allemand, Espagnol, Italien)</b> face-à-face et e-learning	2	25,5	<input type="checkbox"/>
	Prise en main e-learning langues	-----	6	Obligatoire si choix LVE
	Français en tant que Langue Etrangère (FLE)	2	30	<input type="checkbox"/>
<b>Business Game</b>	Business Game	3	35	<input type="checkbox"/>

## IMP & IFM Programmes (taught in English)



Spring semester 2017  
(January – May)

**Due to timetable conflicts, you cannot mix modules from these 2 courses**

### International Management Programme (IMP) “Global Perspectives on Marketing & Management”

Modules & Courses	Teaching language	Credits (ECTS)	Course Hours	Course Choice
<b>JANUARY - MARCH</b>				
Global Strategy	EN	4	20	<input type="checkbox"/>
Organisational Behaviour & Leadership	EN	4	20	<input type="checkbox"/>
Operations & Service Management	EN	4	20	<input type="checkbox"/>
Global Economics	EN	4	20	<input type="checkbox"/>
International Marketing	EN	4	20	<input type="checkbox"/>
Customer Integration (CRM)	EN	4	20	<input type="checkbox"/>
French as a Foreign Language	FR	2	30	<input type="checkbox"/>
<b>APRIL</b>				
Innovation Management	EN	2	30	<input type="checkbox"/>
Business Game	EN	3	30	<input type="checkbox"/>

### International Financial Management (IFM)

Modules & Courses	Teaching language	Credits (ECTS)	Course Hours	Course Choice
<b>JANUARY - MARCH</b>				
Statistics For Business	EN	5	30	<input type="checkbox"/>
Principles of Financial Accounting, Reporting & Analysis	EN	5	15	<input type="checkbox"/>
Real Estate Investment	EN		20	<input type="checkbox"/>
Global Portfolio Management	EN	5	30	<input type="checkbox"/>
Multinational Business Finance	EN	4	30	<input type="checkbox"/>
Financial Market and Institution	EN	5	30	<input type="checkbox"/>
French as a Foreign Language	FR	2	30	<input type="checkbox"/>
<b>APRIL</b>				
Innovation Management	EN	2	30	<input type="checkbox"/>
Business Game	EN	3	30	<input type="checkbox"/>