



PAU Business School

Programmes at a glance


FALL semester 2017

Fundamental courses - International Trade & Business   

Fundamental courses - Doing Business in France  

Specialized courses - Global Sustainable Strategies (IMP Programme) 

Specialized courses - Sport Analytics & Management   

Specialized courses – Finance 

“Learning by doing” programme – “Business Project” 

Fundamental courses - **International Trade & Business** 

Modules	Teaching language	Credits (ECTS)	Course Hours
Strategy & Management	EN	4	18 h
Organizational Theory	EN		18h
Business Game	FR & EN	4	35 h
International Marketing	EN	5	45h
International Trade Techniques			
Web Marketing	EN	4	30 h
International Human Resources	EN	2	15 h
Export Assignment	FR & EN	5	3 weeks
English	EN	3	21 h
Espagnol (<i>excluded beginners</i>)	ES	3	21 h
French as a foreign Language	FR	3	30 h

Doing Business in France - Fundamental courses



Modules	Langue d'instruction	Crédits (ECTS)	Heures d'enseignement
Marketing Stratégique	EN & FR	6	15 h
Marketing Opérationnel	FR		15 h
Consumer Behavior & Case Study Methodology	EN		15h
Stratégie des entreprises	FR	2	15h
Conférences grand public	FR	1	24h
Comptabilité générale	FR	4	30h
Mathématiques & Stats appliquées à la gestion	FR	2	15h
Droit 1: Droit des sociétés	FR	3	21h
Fiscalité des entreprises	FR	2	15h
Droit 2 : Droit du travail	FR	3	46,5h
Organisation Web 2.0	FR	1	12h
Communication pro	FR	1	12h
Communication orale	FR	1	12h
LVE1: Anglais	EN	2	18h
Prise en main E-Learning Langues	EN + LV2	NC	6h
Français Langue Etrangère	FR	4	30h
Pépité - Entrepreneurship Model (option)	Fr	2	15h
Histoire des arts	Fr	NC	20h

Global Sustainable Strategies (IMP Programme)

Modules	Teaching language	Credits (ECTS)	Course Hours
Global Responsibility	EN	4	30
Project Management & Sustainable development	EN	4	15
Social Innovation	EN		15
Social economic mechanisms	EN	4	15
Sustainable finance	EN		15
NGO Management	EN	4	15
Leadership	EN		15
Responsible Human Resource Management	EN	4	30
Sustainable Supply Chain Management	EN	4	15
Sustainable Marketing	EN		15
French as a Foreign Language	FR	3	30

Student will choose 1 class out of the following one :

Introductory to econometrics for finance	EN	4	30
Financial accounting, reporting & analysis 2	EN	4	30
Corporate & Investment	EN	4	30

Sport Analytics & Management



Modules & Courses	Teaching language	Credits (ECTS)	Course Hours
Sociologie et histoire du sport	FR	3	15h
Notions fondamentales de droit du sport	FR	3	15h
Sport & regional development	EN	2	9h
Communication digitale – management de projet	FR	3	30h
Événements et relations medias – Management de projet	FR	3	15h
Parrainage sportif et sponsoring	FR	3	24h
Sports Analytics – project Management	EN	3	30h
Sport & sustainability – Project	EN	2	18h
Gestion de patrimoine sportif	FR	2	15h
Communication du sportif	FR	2	9h
Data analysis	EN	2	15h
Méthodologie qualitative	FR	2	15h
French as a Foreign Language	FR	3	30h



FINANCE

Modules	Teaching language	ECTS Credits	Teaching hours
Mergers and Acquisitions	EN	4	30
Company Valuation	EN	4	30
Introductory to Econometrics for Finance	EN	4	30
Micro, Macro and International Economics	EN	4	30
Quantitative Techniques	EN	4	30
Corporate and Investment Decisions	EN	4	30
Financial Accounting, Reporting & Analysis 2	EN	6	45
French as a Foreign Language	FR	3	30



Business Project is a unique professional experience for International students !

Business Project - A “Learning by doing” programme



(October – December)

Modules	Teaching language	Credits (ECTS)
PROJECT RESOLUTION	EN	28
Project Management		
Market Intelligence		
Group Dynamics – Team Management		
Finance – Business Plan		
Strategic Options		
Design & Innovation Management		
Written & Oral Skills		
Legal Risks		
French as a Foreign Language	FR	2