



INTERNATIONAL BUSINESS WITH FRENCH



**UFR LANGUES,
CULTURES ET
COMMUNICATION**
UNIVERSITÉ
Clermont Auvergne

INTERNATIONAL BUSINESS WITH FRENCH

Université Clermont Auvergne, through its Faculty of Languages, Culture and Communication offers an undergraduate-level programme in International Business with French.

This programme is taught entirely in English and enables students to learn the French language and to get to know the French people and the country of France.

The International Business with French programme is located at the university campus in Vichy, right in the heart of France. Excellent learning conditions, modern computing and language laboratories, multi-media centre and library are situated in a magnificent environment.

Full student services are available (restaurant, social services, meeting rooms...) and to help students settle and meet people the campus offers a mix of cultural events, celebrations and affordable trips to places of interest.

Students may register for one or two semesters of study. Students who successfully validate two semesters and who have already completed at least two years of higher education will be awarded the Université Clermont Auvergne diploma in International Business with French.

Course summary

Fall semester		Spring semester	
Classes	Credits	Classes	Credits
European History	3 ECTS	Cross-cultural communication: theory and fundamentals	3 ECTS
EU history, structures and policies	3 ECTS	Cross-cultural communication in practice	3 ECTS
Negotiating techniques	3 ECTS	Principles of finance	3 ECTS
Negotiating in practice	3 ECTS	France as a tourist destination	6 ECTS
Principles of management	3 ECTS	The European Union: Unity and Diversity	6 ECTS
Project management	3 ECTS	Business strategy	3 ECTS
Doing Business in France	3 ECTS	Export sales management	3 ECTS
Selling in other countries	3 ECTS	International Marketing	3 ECTS
International Business	3 ECTS	International Business	3 ECTS
Research Project	6 ECTS	Research Project	6 ECTS
French language	12 ECTS	French language	12 ECTS
Business Project	3 ECTS	International Business Communication	3 ECTS

FOR MORE DETAILS PLEASE CONTACT THE PROGRAMME DIRECTOR:

Geoff Heels: geoffrey.heels@uca.fr or the administration officer: julien.dubreuil@uca.fr

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A brochure with full class descriptions and practical information is available at www.uca.fr