



University Diploma - International Business with French (DU IBF)

Fall Semester / Semester 1

Courses	Level of studies	Semester	Number of hours	Number of ECTS delivered
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European History

University Diploma

1 - Fall semester

20

1,5

An in-depth study of European history from the 15th century through the modern day

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EU History, structures and policies

University Diploma

1 - Fall semester

20

1,5

The origins and development of the EU. Basic concepts and stages of economic integration

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Negotiating techniques

University Diploma

1 - Fall semester

20

1,5

Different negotiating techniques and how to use them to achieve commercial objectives

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Negotiating in practice

University Diploma

1 - Fall semester

20

1

Practical negotiating situations in an international context (buyer/seller/partners...)

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Principles of management

University Diploma

1 - Fall semester

20

2

Management theory; motivations, decision-making, strategy, planning, leading, organising and controlling

Courses	Level of studies	Semester	Number of hours	Number of ECTS delivered
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Project management	University Diploma	1 - Fall semester	20	1
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History of project management, tools and implementation

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Doing business in France	University Diploma	1 - Fall semester	20	1,5
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Specificities of the French business environment, legal structures, markets and practices

Courses	Level of studies	Semester	Number of hours	Number of ECTS delivered
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Selling in other countries	University Diploma	1 - Fall semester	20	1
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Specificities of the business environment, legal structures, markets and practices in a variety of other countries

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International business	University Diploma	1 - Fall semester	20	1
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Theory of international business, means of selling abroad, foreign direct investment, international risk management, counter-trade

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Business project	University Diploma	1 - Fall semester	20	1
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Entrepreneurship. From the idea to the business plan and implementation

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Research project	University Diploma	All year	40	2
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The aim of the class is to give the student an opportunity to carry out research on a business topic and to produce a written report which is defended orally at the end of the semester. This research can be done as the basis or foundation for a final year dissertation or thesis in the student's home university.

Spring Semester / Semester 2

Courses	Level of studies	Semester	Number of hours	Number of ECTS delivered
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France as a tourist destination

University
Diploma

2 - Spring semester

40

2

Understanding the appropriate terminology to the tourism industry. Appreciating the scope and complexity of tourism industry in France

Courses	Level of studies	Semester	Number of hours	Number of ECTS delivered
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EU: unity and diversity

University
Diploma

2 - Spring semester

20

1,5

Historical background, the EU today, the eurozone, the EU and its citizens, the EU in the world

Courses	Level of studies	Semester	Number of hours	Number of ECTS delivered
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Cross-cultural communication theory

University
Diploma

2 - Spring semester

20

1

The different components which have an influence on the process of communication and scientific approaches to cross-cultural communication

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Cross-cultural communication in practice

University
Diploma

2 - Spring semester

20

1,5

Understanding cultural diversity: high and low context cultures, collectivist culture, monochronic – polychronic time, interpersonal space, language – Examples and applications

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International business communication

University
Diploma

2 - Spring semester

20

1

Communication media and supports for international business. Specificities and necessities for foreign markets



Courses

Level of studies

Semester

Number of
hours

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delivered

Export sales management

University
Diploma

2 - Spring semester

20

1,5

The internationalisation process: operations management (logistics, commercial and financial aspects)

Courses

Level of studies

Semester

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hours

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delivered

International marketing

University
Diploma

2 - Spring semester

20

1

Specificities of international marketing. Strategies for internationalisation and adapting the marketing mix

Courses

Level of studies

Semester

Number of
hours

Number of ECTS
delivered

Business strategy

University
Diploma

2 - Spring semester

20

1

Nature of strategy & strategic decisions, characteristics of strategic decisions, levels of strategy, strategic management, strategic choices, understanding strategy, development strategy

Courses

Level of studies

Semester

Number of
hours

Number of ECTS
delivered

Fundamentals of finance

University
Diploma

2 - Spring semester

20

1,5

Income statement, balance sheet, budgeting, ratios and control

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