

AUDENCIA BUSINESS SCHOOL

Double Degree

2025-2026

Obtaining the official Bachelor in Management degree from Audencia Business School:

- Degree recognition: Grade Licence, Visé BAC+3
- N°RNCP: 37975
- RNCP title: Niveau 6 - "DIPLOVIS - Programme BAC+3 de Gestion et Management des Entreprises - AUDENCIA"
- Graduation level: Bachelor
- Number of ECTS credits: 180
- Organization of recognition of the diploma: Ministère de l'Enseignement Supérieur et de la Recherche

SUBJECTS

English Track

- 3rd YEAR | [Audencia Business School](#)
- 4th YEAR | [ESCI-UPF](#)

French Track*

- 3rd YEAR | [Audencia Business School](#)
- 4th YEAR | [ESCI-UPF](#)

**A C1 certificate in French is mandatory.*

ENGLISH TRACK

3rd YEAR | AUDENCIA BUSINESS SCHOOL

FALL SEMESTER

IMPORT SPECIALIZATION

Code	Subject	ECTS	Area	Typology
MKT302	Doing business around the world	3	International Business	Elective
	CSR Seminar	3		Required
MKT351	Empirical Research Project	3	Marketing	Elective
STR301	International trade negotiation	3	International Business	Elective
MSI301	IT & BI tools	3	Marketing	Elective
STR302	Running export activities	3	International Business	Elective
SPC301	Fundamentals of supply chain management	3		Required
STR306	Purchasing strategy	3		Required
TRV301	International sourcing team project	3	International Business	Elective
STR355	International Purchasing Management	3	International Business	Elective

SPRING SEMESTER

MANAGEMENT FOR TOMORROW

Codi	Assignatura	ECTS	Àrea	Tipologia
	Generative AI Essentials	3	Marketing	Elective
	Financial and non-financial Performance Management	3		Elective
	Digital Marketing	3	International Business	Elective
	International trade negotiation	3	Marketing	Elective
	Corporate Governance for Sustainability	3	International Business	Elective
	Social Entrepreneurship	3	Marketing	Elective
	Multidisciplinary approach to energy transition	3	International Business	Elective
	Purchasing strategy	3		Elective
	International Strategic Management	3		Required
	French as a Foreign Language	3	International Business	Elective

4th YEAR | ESCI-UPF

1st term

Code	Subject	ECTS
43301	Internship	20

2nd term

Code	Subject	ECTS
43205	Market research	4
43207	Organizational Behavior and team management	4
43203	Cost Accounting	4
44203	International Expansion	4
44201	International Marketing	4
	Elective Subject (Marketing)	4

3rd term

Code	Subject	ECTS
44101	Bachelor's Degree Final Project	8
44301	Analysis of Economic Events and International Politics	4
44202	Business Creation Workshop	4
44205	Sustainability Management	4

FRENCH TRACK

3rs YEAR | AUDENCIA BUSINESS SCHOOL

FALL SEMESTER

MARKETING SPECIALIZATION

Code	Subject	ECTS	Area	Typology
MKT301	Marketing Digital	3	Marketing	Elective
MKT302	Retail marketing, nouvelles tendances et approches omnicanales	3	Marketing	Elective
MKT303	Category management, trade marketing et marketing promotionnel	3	Marketing	Elective
MKT304	L'essentiel de la communication	3	Marketing	Elective
MKT305	Design and circular economy	3		Required
MKT306	Marketing relationnel et brand content	3	Marketing	Elective
STR301	Stratégie marketing et stratégie de marque	3	Marketing	Elective
RSE301	Séminaire RSE	3		Required
STR302	S'approprier l'information: veilles et panels	3		Required
TRV301	Mission de conseil marketing	3		Required

SPRING SEMESTER

MANAGEMENT FOR TOMORROW

Code	Subject	ECTS	Area	Typology
	Generative AI Essentials	3	Marketing	Elective
	Financial and non-financial Performance Management	3	International Business	Elective
	Diversity Management	3	International Business	Elective
	Digital Marketing	3	Marketing	Elective
	Corporate Governance for Sustainability	3	International Business	Elective
	Social Entrepreneurship	3	International Business	Elective
	Systemic design and Complexity	3	Marketing	Elective
	Multidisciplinary approach to energy transition	3	International Business	Elective
	International Strategic Management	3		Required
	French as a Foreign Language	3	International Business	Elective

4th YEAR | ESCI-UPF

1st term

Code	Subject	ECTS
43301	Internship	20

2nd term

Code	Subject	ECTS
43206	International logistics	4
43207	Organizational Behavior and team management	4
43203	Cost Accounting	4
44203	International Expansion	4
44201	International Marketing	4
	Elective subject (Marqueting/Negocis Internacionals)	4

3rd term

Code	Subject	ECTS
44101	Bachelor's Degree Final Project	8
44301	Analysis of Economic Events and International Politics	4
44202	Business Creation Workshop	4