

## REQUIRED SUBJECTS

### 1st YEAR

Term	Code	Subject	Type	ECTS
1	41203	Data Analysis	Required	4
3	41304	Corporate Communication and Branding	Required	4

### 2nd YEAR

Term	Code	Subject	Type	ECTS
3	42301	International Trade and Contracting	Required	6
3	42201	European Integration	Required	4

### 3rd YEAR

Term	Code	Subject	Type	ECTS
2	43207	Organisational Behaviour and Team Management	Required	4

### 4th YEAR

Term	Code	Subject	Type	ECTS
2	44203	International Expansion	Required	4

## ELECTIVE SUBJECTS

### 3rd/4th YEAR

Term	Code	Subject	Type	ECTS
		Diversity and Inclusion in Francophone Companies	Elective	4
		Talent Management and Leadership in Francophone Companies	Elective	4
		Sustainable Entrepreneurship and Strategic Management: The French School of Coopetition	Elective	4
		Governance and Business Regulation in Francophone Markets	Elective	4
		Doing Business: A Look at Francophone Countries	Elective	4
		Cooperation and Conflict in the Western Mediterranean Basin	Elective	4
		Digital Marketing and Sustainable Marketing in the Francophone World	Elective	4
		Strategic Brand Management in Francophone Markets / Luxury Marketing	Elective	4
		French Language for Business I	Elective	4
		French Language for Business II	Elective	4