

## Course Choices Ipag Nice

2017 - 2018

100% ENGLISH

Bachelor Year 1 - Nice			
SEMESTER 1 from end of August to end of December			
Sem.	Modules	ECTS	Number of hours
1	Principles of Marketing	5	32
1	Economics	5	32
1	Introduction to Organisations	5	32
1	Quantitative Methods	5	32
1	International Business Issues	2	18
1	Study Skills - academic writing and presentations	3	24
1	English Language	5	36
1	French	6	40

SEMESTER 2 from end Jan to end May			
Sem.	Modules	ECTS	Number of hours
2	Business Operations and Processes	5	32
2	International Trade	5	32
2	Introduction to Management	5	32
2	Excel for Marketing Research	5	32
2	Introduction to cross-cultural communication	3	18
2	Study Skills II	2	18
2	English Language	5	36
2	French	6	40

Bachelor Year 2 - Nice			
SEMESTER 1 from end of August to end of December			
Sem.	Modules	ECTS	Number of hours
1	Marketing Communications	5	32
1	Introduction to Tourism Management	3	20
1	Intercultural Management	5	32
1	Accounting Principles	5	32
1	Using Social Media for Business	3	20
1	Research Methods* (full year module)	5	18
1	English Language	5	32
1	French	6	40

SEMESTER 2 from end Jan to end May			
Sem.	Modules	ECTS	Number of hours
2	Marketing Strategy and Innovation	5	32
2	International Business Environment	5	32
2	International Negotiation	5	32
2	Introduction to Business Law	3	18
2	Marketing Research	5	32
2	Principles of Finance	5	32
2	Research Methods* (full year module)	5	18
2	English Language	5	32
2	French	6	40

Bachelor Year 3 - Nice			
SEMESTER 1 from end of August to end of December			
Sem.	Modules	ECTS	Number of hours
1	International Management	6	32
1	International Supply Chain Management	6	32
1	Marketing Strategy and Communication	6	32
1	Financial Management	6	36
1	International Marketing	6	32
1	Business Ethics and Corporate Social Responsibility	3	24
1	French Culture and Civilisation	6	32
1	Global Economic Issues	3	24
1	French	6	40

SEMESTER 2 from end Jan to end May			
Sem.	Modules	ECTS	Number of hours
2	Strategic HRM	6	32
2	Financial Strategy - Mergers and Acquisitions	6	32
2	Business Strategy	6	32
2	Small Business Development	6	32
2	International Marketing	6	32
2	Tourism Marketing	3	24
2	French Culture and Civilisation	6	32
2	Global Trade	6	32
2	International Finance	3	24
2	French	6	40

**IMPORTANT : STUDENTS CANNOT MIX YEARS**