

Courses taught in English

UNIVERSITY INSTITUTE
OF TECHNOLOGY (IUT)

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LEGENDE

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 **BACHELOR** (LICENCE 1)

 **BACHELOR** (LICENCE 2)

IUT A
CITÉ
SCIENTIFIQUE
-

BUSINESS ADMINISTRATION

Level : UNDERGRADUATE
TECHNOLOGICAL DIPLOMA -
BACHELOR 1 (LICENCE 1)

SEMESTER : AUTUMN

- **LANGUAGES**

2,5 CREDITS (ECTS)
FRENCH

- **MANAGEMENT**

CORPORATE ECONOMICS
4 CREDITS (ECTS)

- **ORGANISATIONAL MANAGEMENT**

PSYCHO-SOCIOLOGY OF THE
ORGANISATIONS
2,5 CREDITS (ECTS)

SEMESTER : SPRING

- **ORGANISATIONAL MANAGEMENT**

HUMAN RESSOURCE MANAGEMENT
2,5 CREDITS (ECTS)

- **APPLIED RESEARCH**

RESEARCH METHODS
2,5 CREDITS (ECTS)

- **FINANCE AND COST CONTROLLING**

5 CREDITS (ECTS)

BUSINESS ADMINISTRATION

Level : UNDERGRADUATE
TECHNOLOGICAL DIPLOMA -
BACHELOR 2 (LICENCE 2)

SEMESTER : AUTUMN

● ERASMUS: COMPULSORY COURSES

2,5 CREDITS EACH (ECTS)
PROBLEM BASED LEARNING (ECONOMICS II)
INTERNATIONAL MANAGEMENT

● MANAGEMENT

CORPORATE STRATEGY
2,5 CREDITS EACH (ECTS)

● ORGANISATIONAL MANAGEMENT

BUSINESS IMPLEMENTATION
2,5 CREDITS EACH (ECTS)

● FINANCE AND COST CONTROLLING

5 CREDITS (ECTS)

● MARKETING

5 CREDITS (ECTS)

● CORPORATE TAXATION

5 CREDITS (ECTS)

●PROJECT (75 HOURS WORKLOAD)

5 CREDITS (ECTS)

●TRANSVERSAL ACTIVITIES

2,5 CREDITS (ECTS)

BUSINESS ADMINISTRATION

Level : UNDERGRADUATE
TECHNOLOGICAL DIPLOMA -
BACHELOR 3 (LICENCE)

SEMESTER : SPRING

● ERASMUS: COMPULSORY COURSES

INTERNATIONAL LOGISTIC WEEK
2,5 CREDITS (ECTS)

SEMESTER : SPRING

● ERASMUS: COMPULSORY COURSES

2,5 CREDITS EACH (ECTS)
PROBLEM BASED LEARNING (ECONOMICS II)
INTERNATIONAL MANAGEMENT

● LANGUAGES

2,5 CREDITS (ECTS)
FRENCH

● ORGANISATIONAL MANAGEMENT

BUSINESS GAME
INTERNATIONAL TRADE
2,5 CREDITS EACH (ECTS)

●APPLIED RESEARCH

INFORMATION TECHNOLOGY II
2,5 CREDITS (ECTS)

● FINANCE AND COST CONTROLLING

CONTROLLING AND PLANNING
5 CREDITS (ECTS)

●PROJECT (75 HOURS WORKLOAD)

5 CREDITS (ECTS)

●TRANSVERSAL ACTIVITIES

BUSINESS CASE STUDY
2,5 CREDITS (ECTS)

● COMMUNICATION

COMMUNICATION I (FRENCH)
COMMUNICATION II (ENGLISH)
2,5 CREDITS EACH (ECTS)

IUT B TOURCOING -

CORPORATE COMMUNICATION OPTION*

Level : UNDERGRADUATE
TECHNOLOGICAL DIPLOMA -
BACHELOR 2 (LICENCE 2)

SEMESTER : AUTUMN

- **ENGLISH LANGUAGE (PROFESSIONAL PRODUCTIONS)**
2 CREDITS (ECTS)
- **AUDIOVISUAL**
2 CREDITS (ECTS)
- **DTP (DESKTOP PUBLISHING)**
3 CRÉDITS (ECTS)
- **MANAGEMENT TECHNIQUES**
1 CREDIT (ECTS)
- **MARKETING**
3 CREDITS (ECTS)
- **COMMUNICATION STRATEGIES**
3 CREDITS (ECTS)
- **CROSSCULTURAL COMMUNICATION**

2 CREDITS (ECTS)

- **GEOPOLITICS**
1 CREDIT (ECTS)
- **POLITICAL COMMUNICATION**
2 CREDITS (ECTS)
- **SPECIFIC COMMUNICATION TOOLS**
5 CREDITS (ECTS)
 - CULTURAL COMMUNICATION
 - INTERNAL COMMUNICATION
 - COMMUNICATION OF SERVICES

SEMESTER : SPRING

- **TOEIC PREPARATION**
1 CREDIT (ECTS)

BOOK TRADE AND PUBLISHING OPTION*

Level : UNDERGRADUATE
TECHNOLOGICAL DIPLOMA -
BACHELOR 2 (LICENCE 2)

SEMESTER : AUTUMN

- **INTERNATIONAL PUBLISHING**
1 CREDIT (ECTS)

SEMESTER : SPRING

- **FOREIGN LITERATURE**
2 CREDITS (ECTS)

*INCOMING STUDENTS MAY CHOOSE THE SUBJECTS THEY WANT TO STUDY

IUT C
ROUBAIX

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BUSINESS STUDIES – SALES AND MARKETING TECHNIQUES

Level : BACHELOR 2

SEMESTER : AUTUMN

- **PPP 3 : PERSONAL AND PROFESSIONAL PROJECT 3**
5 CREDITS (ECTS)
- **NEGOTIATION 3**
5 CREDITS (ECTS)
- **DIRECT MARKETING/ CUSTOMER RELATIONSHIP MANAGEMENT**
5 CRÉDITS (ECTS)
- **INTERNATIONAL BUSINESS 2 : INTERNATIONAL MARKETING STRATEGY**
5 CREDITS (ECTS)
- **LOGISTICS**
5 CREDITS (ECTS)
- **CROSS-CUTTING ACTIVITIES 2**
5 CREDITS (ECTS)

SEMESTER : SPRING

- **E- MARKETING**
5 CREDITS (ECTS)
- **ENTREPRENEURSHIP**
5 CREDITS (ECTS)
- **CORPORATE AND PROACTIVE STRATEGIES**
5 CRÉDITS (ECTS)
- **CROSS-CUTTING ACTIVITIES 3**
5 CREDITS (ECTS)
- **STAGE (PROFESSIONAL EXPERIENCE IN FRENCH ; PRESENTATION AND REPORT IN ENGLISH)**
10 CREDITS (ECTS)