

FALL SEMESTER – September to December 2024*	
Entrepreneurship	5 ECTS
BtoB Marketing	5 ECTS
Corporate Finance	5 ECTS
Project Management	5 ECTS
Business Ethics	5 ECTS
Consumer Behaviour	5 ECTS
Managing Cultural Differences	5 ECTS
Sales & Negotiations	5 ECTS
Choice of one of the following electives <ul style="list-style-type: none"> • International Business Strategy • Digital Technology & Marketing • Advanced Data Analysis • HR Management 	3 ECTS
Choice of one of the following electives <ul style="list-style-type: none"> • Innovation, technology & international business • Cybersecurity • Logistics Management • Employment Law 	3 ECTS

Mandatory French language course (beginner (A1 to B1+) or intermediate level (B2 and above)) → 2 ECTS

**Programme structure and course listings are subject to change.*