

UNDERGRADUATE LEVEL

Taught in English	Credits
Art & Architecture	5
B2B Marketing	5
Cross Cultural Management	4
European Union: Foundations, Institutions & Perspectives	5
Financial Analysis	5
France in the 21st Century: the French Business Context	5
Geopolitics	5
International Business Law	5
International Finance	5
Introduction to Finance	5
International Marketing	5
International Strategy	5
Integrated Marketing Communications: Advertising & Promotion	5
Marketing Strategy	5
Negotiation	5
Service Marketing	4
Taught in French specifically for IBP students	
Français des Affaires	5
Le Cinéma Français	6
Gestion de Ressources Humaines	4
French Language	6
Courses taught in French for IBP exchange students and ESDES degree candidates	
Comptabilité générale	5
Marketing	5

MASTER'S LEVEL

Taught in English	Credits
Business Strategy	6
Financial Investments	6
International Financial Management	6
International Business Law	6
International Marketing	6
Marketing Strategy	6
Supply Chain Management	6



INTERNATIONAL
BUSINESS
PROGRAM
2010-2011
SEMESTER 2 (JANUARY - MAY 2011)

Additional courses in French will be added in October 2010

UNDERGRADUATE LEVEL

Taught in English	Credits
Art & Architecture	5
Banking & Finance	5
Cross Cultural Management	4
European Union: Foundations, Institutions & Perspectives	5
Geopolitics	5
International Business Law	5
International Business Seminar	3
International Finance	5
International Marketing	5
International Strategy	5
Integrated Marketing Communications: Advertising & Promotion	5
Managing Not for Profit Organizations	5
Marketing Strategy	5
Negotiation	5
Service Marketing	4
Taught in French	
French Language	6
Management des Ressources Humaines	4
Français des Affaires	

Courses taught in French for IBP exchange students and ESDES degree candidates

Comptabilité générale	4
Marketing	4

MASTER'S LEVEL

Taught in English	Credits
Business Strategy	6
International Management	6
International Marketing	6
Marketing Strategy	6
Negotiation	6

