***Программа – 50% предметы по экономике, 50% предметы по менеджменту***

**Semester 5**

**UE1: The Socio-Economic Environment**

* International Business and Economics
* Environmental Economics
* International Finance

**Skills:** Understanding domestic/international

economic issues and developing economic policies

to deal with these issues.

**UE2: Corporate Strategies and Business Intelligence**

* Forecasting Tools in Business and Economics
* Behavioral and Experimental Economics
* Entrepreneurship
* Entrepreneurial Marketing Challenges

**Skills**: Developing knowledge in quantitative

economics, forecasting processes and mastering

information tools used within the decision process.

Tackling marketing issues based on imperfect data,

uncertainty, constantly changing environment, in

an entrepreneurial approach.

**UE3: Innovation**

* Innovation Economics
* Innovation Management and Strategic
* management
* Creativity Tools for Business

**Skills:** Thinking critically about the innovation

phenomenon and its effects on economic evolution.

Understanding and assessing the conditions for

and the consequences of innovative activities and

their management in the face of continuous

changes in domestic and international markets.

**UE4: Electives courses**

Courses among: French for Foreigners, 2nd or 3rd

Foreign Language

French Culture for Foreigners Students

French for Foreigners, 2nd or 3rd Foreign Language

Sport (bonus points can be awarded)

**Skills:** Communicating in everyday life, and

understanding of French culture and society, in

particular topics such as French history, French

political institutions, the French economy,

education in France, and the challenges facing

France today.

**Semester 6**

**UE5: Consumption/Marketing**

* Services Marketing
* Export Marketing
* Forecasting in Business and Economics 2

**Skills:** Understanding the rationale for marketing

strategies in domestic and international markets

through a critical multidisciplinary analysis of

individual decisions.

**UE6: International Markets and Firms**

* European Market Integration
* The microeconomics of Competitiveness
* International Business and Purchasing

**Skills:** Developing knowledge in quantitative

economics, forecasting processes and mastering

information tools used within the decision process.

Tackling marketing issues based on imperfect data,

uncertainty, constantly changing environment, in

an entrepreneurial approach.

**UE7: International Challenges**

* Geopolitics
* European Societies: with a cross cultural approach
* European Culture
* International Industrial Organization

**Skills:** Opening up and broadening one’s horizon,

understanding and exploring different approaches

to and perspectives on world politics, international

relations and geopolitics today using a

combination of thought theory and contemporary

case study analysis.

**UE8: Elective courses**

* Sociology of Consumption or Topics in Economics
* French for Foreigners, 2nd or 3rd Foreign Language
* Sport (bonus points can be awarded)

**Skills:** Understanding the evolution of consumer

behavior or understanding domestic/international

economic issues; Communicating in everyday life

and understanding of French culture and society.