

# International Business Program 2011 – 2012

This document contains provisional information about course offerings for the 2011-2012 academic year.  
Final course offerings will be posted at a later date.

## Semester 1 (September – December 2011)

### 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
Managing Not-for-Profit Organizations	5
Marketing Strategy	5
Negotiation	5
Service Marketing	4

Taught in French specifically for IBP students	Credits
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**  
TO BE ANNOUNCED

### GRADUATE LEVEL

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

## Semester 2 (January – May 2012)

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### UNDERGRADUATE LEVEL

<b>Taught in English</b>	<b>Credits</b>
Art & Architecture	5
B2B Marketing	5
Banking & Finance	5
Cross Cultural Management	4
European Union: Foundations, Institutions & Perspectives	5
Financial Analysis	5
Geopolitics	5
International Business Law	5
International Marketing	5
International Strategy	5
Integrated Marketing Communications: Advertising & Promotion	5
Managing-Not-for-Profit Organizations	5
Negotiation	5
Service Marketing	4

<b>Taught in French</b>	<b>Credits</b>
French Language	6
Management des Ressources Humaines	4
Management Interculturel	4

### GRADUATE LEVEL

<b>Taught in English</b>	<b>Credits</b>
International Business Strategy	6
International Corporate Finance	6
International Marketing	6
Portfolio Analysis	6