

Curriculum 2024/2025
Bachelor Business and Administration International
2nd Year
Campus LA ROCHELLE

FALL SEMESTER							
CHOOSE 1 TRACK							
French Track				English Track			
Code	Courses	Teaching Language	ECTS	Code	Courses	Teaching Language	ECTS
BBA2_2425_LR_ET_FT_S1_A_SPPLOGL2G0008	International Trade Techniques	English	3	BBA2_2425_LR_ET_FT_S1_A_SPPLOGL2G0008	International Trade Techniques	English	3
BBA2_2425_LR_ET_FT_S1_A_SPPDECL2G0001	Management des opérations et des processus entreprise	English	3	BBA2_2425_LR_ET_FT_S1_A_SPPDECL2G0001	Business processes and operation management		3
BBA2_2425_LR_ET_FT_S1_F_RHMMANL2G0002	Management interculturel	French	3	BBA2_2425_LR_ET_S1_A_RHMMANL2G0002	Cross-Cultural Management		3
BBA2_2425_LR_FT_S1_F_FI_NFINL2G0017	Management Financier	French	6	BBA2_2425_LR_ET_S1_A_FI_NFINL2G0017	Financial Management		6
BBA2_2425_LR_FT_S1_F_ST_RECOL2G0001	Economie internationale et développement durable	French	3	BBA2_2425_LR_ET_S1_A_ST_RECOL2G0001	International Economics & Sustainable Development		3
BBA2_2425_LR_FT_S1_F_C_ARCARL2G0001	DREAM Career by Talent Center	French	2	BBA2_2425_LR_ET_S1_A_C_ARCARL2G0001	DREAM Career by Talent Center		2
BBA2_2425_LR_ET_FT_S1_A_CLTCLTL2G0020	Contemporary Issues	English	3	BBA2_2425_LR_ET_FT_S1_A_CLTCLTL2G0020	Contemporary Issues		3
BBA2_2425_LR_ET_FT_S1_F_CLTCLTL2G0012	Enjeux et diversité de la zone Asie 1	French	3	BBA2_2425_LR_ET_S1_A_CLTCLTL2G0012	Geopolitics : Asia 1		3
BBA2_2425_LR_LV1_S1_A_LANANG00G0092	English for Working and Studying abroad	English	2	BBA2_2425_LR_LV1_S1_A_LANANG00G0092	English for Working and Studying abroad		2
Elective (1 to be chosen)				Elective (1 to be chosen)			
BBA2_2425_LR_LV2_S1_F_LANFRA00G0001	French debutant 1	French	2	BBA2_2425_LR_LV2_S1_F_LANFRA00G0001	French beginners 1	French	2
BBA2_2425_LR_LV2_S1_F_LANFRA00G0003	French intermediaire 1			BBA2_2425_LR_LV2_S1_F_LANFRA00G0003	French intermediate 1		
BBA2_2425_LR_LV2_S1_F_LANFRA00G0050	Communiquer en français en situations professionnelles et académiques 3 (French avancé 1)			BBA2_2425_LR_LV2_S1_F_LANFRA00G0005	Communiquer en français en situations professionnelles et académiques 3 (French avancé 1)		
Total semester 1			30	Total semester 1			30
Total ECTS Semester 1				30			

SPRING SEMESTER								
CHOOSE 1 TRACK								
French Track				English Track				
Code	Courses	Teaching Language	ECTS	Code	Courses	Teaching Language	ECTS	
BBA2_2425_LR_ET_FT_S2_A_SPPLOGL2G0002	Supply chain management	English	3	BBA2_2425_LR_ET_FT_S2_A_SPPLOGL2G0002	Supply chain management	English	3	
BBA2_2425_LR_ET_FT_S2_A_SPPMETL2G0003	Initiation to Research	English	3	BBA2_2425_LR_ET_FT_S2_A_SPPMETL2G0003	Initiation to Research		3	
BBA2_2425_LR_FT_S2_F_FI_NTIML2G0002	Fondamentaux des systèmes d'information et Transformation Digitale	French	6	BBA2_2425_LR_ET_S2_A_FI_NTIML2G0002	Fundamentals of Information System & Digital Transformation		6	
BBA2_2425_LR_FT_S2_F_FI_NCPTL2G0001	Fondamentaux du contrôle de gestion	French	3	BBA2_2425_LR_ET_S2_A_FI_NCPTL2G0001	Fundamentals of Management Control		3	
BBA2_2425_LR_FT_S2_F_M_KGMKGL2G0022	Etudes de marché	French	3	BBA2_2425_LR_ET_S2_A_M_KGMKGL2G0022	Market Research		3	
		English						
BBA2_2425_LR_ET_FT_S2_A_DIGDIG00S0001	Introduction to Artificial Intelligences	French	1	BBA2_2425_LR_ET_FT_S2_A_DIGDIG00S0001	Introduction to Artificial Intelligences		1	
BBA2_2425_LR_FT_S2_F_C_ARCARL2G0001	DREAM Career by Talent Center	English	3	BBA2_2425_LR_ET_S2_A_C_ARCARL2G0001	DREAM Career by Talent Center		3	
BBA2_2425_LR_LV1_S2_A_L_ANANG00G0028	English workshops	English	2	BBA2_2425_LR_LV1_S2_A_L_ANANG00G0028	English workshops		2	
BBA2_2425_LR_LV1_S2_A_L_ANANG00G0014	English for Academic Purposes	English	2	BBA2_2425_LR_LV1_S2_A_L_ANANG00G0014	English for Academic Purposes		2	
BBA2_2425_LR_FT_S2_F_C_LTTESL2S0001	Eau et climat, comment gérer demain	French	3	BBA2_2425_LR_ET_S2_A_C_LTTESL2S0001	Water and climate, how to manage tomorrow	3		
Elective (1 to be chosen)				Elective (1 to be chosen)				
BBA2_2425_LR_LV2_S2_F_LANFRA00G0002	French debutant 2	French	2	BBA2_2425_LR_LV2_S2_F_LANFRA00G0002	LV2 French beginners 2	French	2	
BBA2_2425_LR_LV2_S2_F_LANFRA00G0004	French intermediaire 2			BBA2_2425_LR_LV2_S2_F_LANFRA00G0004	LV2 French intermediate 2			
BBA2_2425_LR_LV2_S2_F_LANFRA00G0051	Communiquer en français en situations professionnelles et académiques 4 (French avancé 2)			BBA2_2425_LR_LV2_S2_F_LANFRA00G0006	Communiquer en français en situations professionnelles et académiques 4 (French avancé 2)			
Total semester 2			31	Total semester 2			31	
Total ECTS Semester 2				30				
Total YEAR				60				



Curriculum 2024/2025
Bachelor Business and Administration International
4th Year
Campus LA ROCHELLE

ENGLISH TRACK - FALL SEMESTER					
COMMON COURSES					
Code		Courses		ECTS	
BBA4_2425_LR_CL_S1_A_FINSBGMIG0001		International Business Game		3	
BBA4_2425_LR_CL_S1_A_CLTCLTMIG0028		Geopolitics : Americas		3	
BBA4_2425_LR_CL_S1_A_STRSTRMIG0072		International Strategic Management and CSR		3	
BBA4_2425_LR_CL_S1_F_LANFRA00G0001		French for International Students beginners 1*		3	
BBA4_2425_LR_CL_S1_F_LANFRA00G0003		French for International Students intermediate 1*			
BBA4_2425_LR_CL_S1_F_LANFRA00G0005		French for International Students advanced 1*			
TOTAL ECTS COMMON COURSES				12	
MAJORS (CHOOSE 1)					
International Sales Management			International Corporate Finance		
Code	Courses	ECTS	Code	Courses	ECTS
BBA4_2425_LR_CL_SMGT_S1_A_MKGMKGMIS0323	Innovation Marketing and Value Co-creation	6	BBA4_2425_LR_CL_FINA_S1_A_FINCPTMIS0001	Techniques of Audit	3
BBA4_2425_LR_CL_SMGT_S1_A_MKGMKGMIS0324	Global Account Management	3	BBA4_2425_LR_CL_FINA_S1_A_FINFINMIS0001	Financial Markets	3
BBA4_2425_LR_CL_SMGT_S1_A_MKGMKGMIS0325	Distribution, Channel Management and e-commerce	3	BBA4_2425_LR_CL_FINA_S1_A_FINFINMIS0004	Mergers and acquisitions	3
BBA4_2425_LR_CL_SMGT_S1_A_MKGMKGMIS0326	Brand Management and Merchandising	3	BBA4_2425_LR_CL_FINA_S1_A_FINFINMIS0015	Sustainable Finance (Financial Risk Management)	3
BBA4_2425_LR_CL_SMGT_S1_A_MKGMKGMIS0327	International Sales Management	3	BBA4_2425_LR_CL_FINA_S1_A_FINFINMIG0276	Corporate Governance and Ethics	3
			BBA4_2425_LR_CL_FINA_S1_A_FINFINMIS0014	Data Visualization Dashboard	3
TOTAL ECTS		18	TOTAL ECTS		18
TOTAL ECTS COMMON COURSES + MAJORS					30

ENGLISH TRACK - SPRING SEMESTER					
COMMON COURSES					
Code		Courses		ECTS	
BBA4_2425_LR_CL_S2_A_FINCPTMIG0001		Cost and Budgeting		3	
BBA4_2425_LR_CL_S2_A_FINFINMIS0006		International Financial Management		3	
BBA4_2425_LR_CL_S2_A_RHMMANMIG0016		Management and Leadership		3	
BBA4_2425_LR_CL_S2_A_RHMGRHMIG0005		Human Ressources Management		3	
BBA4_2425_LR_CL_S2_A_MKGMKGMIS0328		Fundamentals of Luxury Brand Management and Marketing		6	
BBA4_2425_LR_CL_S2_A_MKGMKGMIS0329		Responsible Luxury and Sustainability		3	
BBA4_2425_LR_CL_S2_A_MKGMKGMIS0330		Challenges in Luxury Markets		6	
BBA4_2425_LR_CL_S2_F_LANFRA00G0002		French for International Students beginners 2*		3	
BBA4_2425_LR_CL_S2_F_LANFRA00G0004		French for International Students intermediate 2*			
BBA4_2425_LR_CL_S2_F_LANFRA00G0006		French for International Students advanced 2*			
TOTAL ECTS COMMON COURSES				30	
TOTAL ECTS BBA4					60

* French for International Students courses are in French