

Bachelor Business and Administration 2nd Year
La Rochelle Campus (2023, September 7th - 2024, April 26th)

Courses code	Courses	Ects / credits
FALL (2023, September 7th - December 22nd)		
One track to be chosen		
French Track		
Management and culture		
BBA2_2324_LR_ET_FT_S1_A_SPPLOGL2G0008	International Trade Techniques	3
BBA2_2324_LR_ET_FT_S1_A_SPPDECL2G0001	Business processes and operation management	3
BBA2_2324_LR_FT_S1_F_RHMMANL2G0002	Management interculturel	3
BBA2_2324_LR_FT_S1_F_FINFINL2G0017	Management Financier	6
BBA2_2324_LR_FT_S1_F_STRECOL2G0001	Economie internationale et développement durable	3
BBA2_2324_LR_FT_S1_F_CLTCLTL2G0012	Enjeux et diversité de la zone Asie 1	3
Experiential & Personal Development		
BBA2_2324_LR_FT_S1_F_EDPEDPL2G0028	Développer votre marque personnelle	4
Languages & civilizations		
BBA2_2324_LR_ET_FT_S1_A_CLTCLTL2G0020	Contemporary Issues	3
Elective (1 to be chosen)		
BBA2_2324_LR_LV2_S1_F_LANFRA00G0001	French beginners 1	2
BBA2_2324_LR_LV2_S1_F_LANFRA00G0003	French Intermediate 1	2
BBA2_2324_LR_LV2_S1_F_LANFRA00G0005	French advanced 1	2
English Track		
Management and culture		
BBA2_2324_LR_ET_FT_S1_A_SPPLOGL2G0008	International Trade Techniques	3
BBA2_2324_LR_ET_FT_S1_A_SPPDECL2G0001	Business processes and operation management	3
BBA2_2324_LR_ET_S1_A_RHMMANL2G0002	Cross-Cultural Management	3
BBA2_2324_LR_ET_S1_A_FINFINL2G0017	Financial Management	6
BBA2_2324_LR_ET_S1_A_STRECOL2G0001	International Economics & Sustainable Development	3
BBA2_2324_LR_ET_S1_A_CLTCLTL2G0012	Geopolitics in Asia	3
Experiential & Personal Development		

Remarks: One specialization to choose from. No possibility to mix courses from different specializations.

Courses may be subject to modifications

BBA2_2324_LR_ET_S1_A_EDPEDPL2G0028	Promote your personal branding	4
Languages & civilizations		
BBA2_2324_LR_ET_FT_S1_A_CLTCLTL2G0020	Contemporary Issues	3
Elective (1 to be chosen)		
BBA2_2324_LR_LV2_S1_F_LANFRA00G0001	French beginners 1	2
BBA2_2324_LR_LV2_S1_F_LANFRA00G0003	French Intermediate 1	2
BBA2_2324_LR_LV2_S1_F_LANFRA00G0005	French advanced 3	2
Total ECTS		30

SPRING (2024, January 8th - April 26th)		
One track to be chosen		
French Track		
Management and culture		
BBA2_2324_LR_ET_FT_S2_A_SPPLOGL2G0002	Supply chain management	3
BBA2_2324_LR_FT_S2_F_FINTIML2G0002	Fondamentaux des systèmes d'information et Développement web	6
BBA2_2324_LR_FT_S2_F_FINCPTL2G0001	Fondamentaux du contrôle de gestion	3
BBA2_2324_LR_FT_S2_F_CLTCLTL2G0016	Enjeux et diversité de la zone Asie 2	3
BBA2_2324_LR_FT_S2_F_MKGMKGL2G0022	Etudes de marché	3
Experiential & Personal Development		
BBA2_2324_LR_FT_INCOMING_S2_F_EDPEDPL2G0037	Construire un monde meilleur ensemble	4
Languages & civilizations		
BBA2_2324_LR_LV1_S2_A_LANANG00G0092	English for Working and Studying abroad	3
BBA2_2324_LR_S2_A_SPPMETL2G0003	Initiation to Research	3
Elective (1 to be chosen)		
BBA2_2324_LR_LV2_S2_F_LANFRA00G0002	French beginners 2	2
BBA2_2324_LR_LV2_S2_F_LANFRA00G0004	French intermediate 2	2
BBA2_2324_LR_LV2_S2_F_LANFRA00G0006	French advanced 2	2

Remarks: One specialization to choose from. No possibility to mix courses from different specializations.

Courses may be subject to modifications

English Track

Management and culture		
BBA2_2324_LR_ET_FT_S2_A_SPPLOGL2G0002	Supply chain management	3
BBA2_2324_LR_ET_S2_A_FINTIML2G0002	Fundamentals of Information System & Web Development	6
BBA2_2324_LR_ET_S2_A_FINCPTL2G0001	Fundamentals of Management Control	3
BBA2_2324_LR_ET_S2_A_CLTCLTL2G0016	Geopolitics : Asia 2	3
BBA2_2324_LR_ET_S2_A_MKGMKGL2G0022	Market Research	3
Experiential & Personal Development		
BBA2_2324_LR_ET_INCOMING_S2_A_EDPEDPL2G0037	Build a better world together	4
Languages & civilizations		
BBA2_2324_LR_LV1_S2_A_LANANG00G0092	English for Working and Studying abroad	3
BBA2_2324_LR_S2_A_SPPMETL2G0003	Initiation to Research	3
Elective (1 to be chosen)		
BBA2_2324_LR_LV2_S2_F_LANFRA00G0002	French beginners 2	2
BBA2_2324_LR_LV2_S2_F_LANFRA00G0004	French intermediate 2	2
BBA2_2324_LR_LV2_S2_F_LANFRA00G0006	French advanced 2	2
Total ECTS		30

Remarks: One specialization to choose from. No possibility to mix courses from different specializations.

Courses may be subject to modifications

Bachelor Business and Administration 4th Year
La Rochelle Campus (2023, September 12th - 2024, April 5th)

Courses code	Courses	Teaching Language	Ects / credits
FALL (2023, September 12th - December 22nd)			
BBA4_2324_LR_CL_ET_S1_A_FINSBGM1G0001	International Business Game	English	3
BBA4_2324_LR_CL_ET_S1_A_CLTCLTM1G0028	Geopolitics : Americas	English	3
BBA4_2324_LR_CL_ET_S1_A_STRSTRM1G0072	International strategic management		3
Languages and civilizations Elective (1 to be chosen)			
BBA4_2324_LR_CL_S1_F_LANFRA00G0001	French for International Students beginners 1	French	3
BBA4_2324_LR_CL_S1_F_LANFRA00G0003	French for International Students intermediate 1	French	3
BBA4_2324_LR_CL_S1_F_LANFRA00G0005	French for International Students advanced 1	French	3
Specializations Elective (choose 1 specialization* only)			
International Sales Management (Number of places limited, first come first served)			
BBA4_2324_LR_CL_SMG_T_S1_A_MKGMKGM1S0323	Innovation Marketing and Value Co-creation	English	6
BBA4_2324_LR_cl_SMG_T_S1_A_MKGMKGM1S0324	Global Account Management		3
BBA4_2324_LR_CL_SMG_T_S1_A_MKGMKGM1S0325	Distribution, Channel Management and e-commerce		3
BBA4_2324_LR_CL_SMG_T_S1_A_MKGMKGM1S0326	Brand Management and Merchandising		3
BBA4_2324_LR_CL_SMG_T_S1_A_MKGMKGM1S0327	International Sales Management		3
Finance			
BBA4_2324_LR_CL_FINA_S1_A_FINCPTM1S0001	Techniques of Audit	English	3
BBA4_2324_LR_CL_FINA_S1_A_FINFINM1S0001	Financial Markets		3
BBA4_2324_LR_CL_FINA_S1_A_FINFINM1S0004	Mergers and Acquisitions		3
BBA4_2324_LR_CL_FINA_S1_A_FINFINM1S0015	Financial Risk Management		3
BBA4_2324_LR_CL_FINA_S1_A_FINFINM1G0276	Corporate Governance and Ethics		3
BBA4_2324_LR_CL_FINA_S1_A_FINFINM1S0014	Reporting		3
NGO, Lobbying and International Relations			
BBA4_2324_LR_CL_ONG_S1_A_CLTCLTM1G0029	Strategic Management & Leadership in NGO	English	3
BBA4_2324_LR_CL_ONG_S1_A_CLTCLTM1G0030	NGO marketing strategy - NGO lobbying & advocacy		3
BBA4_2324_LR_CL_ONG_S1_A_CLTCLTM1G0031	Introduction to Human rights		3
BBA4_2324_LR_CL_ONG_S1_A_CLTCLTM1S0013	Introduction to international cooperation & organisations		3
BBA4_2324_LR_CL_ONG_S1_A_CLTCLTM1S0014	Fundamentals of International Relations		3
BBA4_2324_LR_CL_ONG_S1_A_FINFINM1S0016	Funding & the legal framework for NGOs		3
Total ECTS			30

SPRING (2024, January 8th - April 5th)			
BBA4_2324_LR_CL_ET_S2_A_FINCPMT1G0001	Cost and Budgeting	English	3
BBA4_2324_LR_CL_ET_S2_A_FINFINM1S0006	International Financial Management	English	3
BBA4_2324_LR_CL_ET_S2_A_RHMMANM1G0016	Management and Leadership	English	3
BBA4_2324_LR_CL_ET_S2_A_RHMGRHM1G0005	Human Ressources Management	English	3
BBA4_2324_LR_CL_ET_S2_A_MKGMKGM1S0328	Fundamentals of Luxury Brand Management and Marketing	English	6
BBA4_2324_LR_CL_ET_S2_A_MKGMKGM1S0329	Responsible Luxury and Sustainability	English	3
BBA4_2324_LR_CL_ET_S2_A_MKGMKGM1S0330	Luxury sectorial analysis : Hospitality, Fashion, Yachting, Food and Wine	English	6
Languages and civilizations Elective (1 to be chosen)			
BBA4_2324_LR_CL_S2_F_LANFRA00G0002	French for International Students beginners 2	French	3
BBA4_2324_LR_CL_S2_F_LANFRA00G0004	French for International Students intermediate 2	French	3
BBA4_2324_LR_CL_S2_F_LANFRA00G0006	French for International Students advanced 2	French	3
Total ECTS			30

Remarks: One specialization to choose from. No possibility to mix courses from different specializations.

Courses may be subject to modifications