

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	Business processes and operation management	English	3	BBA2_2425_LR_ET_FT_S1_A_SPPDECL2G0001	Business processes and operation management		3
BBA2_2425_LR_FT_S1_F_R_HMMANL2G0002	Management interculturel	French	3	BBA2_2425_LR_ET_S1_A_R_HMMANL2G0002	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_S_TRECOL2G0001	International Economics & Sustainable Development		3
BBA2_2425_LR_FT_S1_F_E_DPEDPL2G0028	Développer votre marque personnelle + Consultancy Project	French	2	BBA2_2425_LR_ET_S1_A_E_DPEDPL2G0028	Promote your personal branding + Consultancy Project		2
BBA2_2425_LR_ET_FT_S1_A_TESXXXX	New Modes of Responsible Consumption: The Example of Water	English	3	BBA2_2425_LR_ET_FT_S1_A_TESXXXX	New Modes of Responsible Consumption: The Example of Water		3
To be announced	English for Working and Studying abroad (to be confirmed)	English	2	To be announced	English for Working and Studying abroad (to be confirmed)		2
BBA2_2425_LR_FT_S1_F_CL_TCLTL2G0012	Enjeux et diversité de la zone Asie 1	French	3	BBA2_2425_LR_ET_S1_A_C_LTCLTL2G0012	Geopolitics : Asia 1		3
Elective (1 to be chosen)				Elective (1 to be chosen)			
BBA2_2425_LR_LV2_S1_F_L_ANFRA00G0001	French debutant 1	French	2	BBA2_2425_LR_LV2_S1_F_L_ANFRA00G0001	French beginners 1	French	2
BBA2_2425_LR_LV2_S1_F_L_ANFRA00G0003	French intermediaire 1			BBA2_2425_LR_LV2_S1_F_L_ANFRA00G0003	French intermediate 1		
BBA2_2425_LR_LV2_S1_F_L_ANFRA00G0005	French avancé 1			BBA2_2425_LR_LV2_S1_F_L_ANFRA00G0005	French advanced 1		
Total semester 1			30	Total semester 2			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_2122_LR_ET_FT_S2_A_SPPLOGL2G0002	Supply chain management	English	3	BBA2_2122_LR_ET_FT_S2_A_SPPLOGL2G0002	Supply chain management	English	3
BBA2_2425_LR_S2_A_SPPM ETL2G0003	Initiation to Research	English	3	BBA2_2425_LR_S2_A_SPPM ETL2G0003	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
BBA2_2425_LR_FT_S2_F_E DPEDPL2G0003	Internship - Explore your professional world	English	2	BBA2_2425_LR_ET_S2_A_E DPEDPL2G0003	Internship - Explore your professional world		2
BBA2_2425_LR_FT_ET_S2_A_EDPEDPL2G0313	TECH WEEK	French	1	BBA2_2425_LR_FT_ET_S2_A_EDPEDPL2G0313	TECH WEEK		1
BBA2_2425_LR_FT_S2_F_E DPEDPL2G0037	Construire un monde meilleur ensemble	English	3	BBA2_2425_LR_ET_S2_A_E DPEDPL2G0037	Build a better world together		3
BBA2_2425_LR_LV1_S2_A_L ANANG00G0028	English workshops	English	1	BBA2_2425_LR_LV1_S2_A_L ANANG00G0028	English workshops		1
BBA2_2425_LR_LV1_S2_A_L ANANG00G0092	English for Working and Studying abroad	English	2	BBA2_2425_LR_LV1_S2_A_L ANANG00G0092	English for Working and Studying abroad		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_LANFRA00G0006	French avancé 2			BBA2_2425_LR_LV2_S2_F_LANFRA00G0006	LV2 French advanced 2		
Total semester 1			32	Total semester 2			32
Total ECTS Semester 2				32			
Total YEAR				62			

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_FINSBGM1G0001			International Business Game			3		
BBA4_2425_LR_CL_S1_A_CLTCLTM1G0028			Geopolitics : Americas			3		
BBA4_2425_LR_CL_S1_A_STRSTRM1G0072			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			NGO, Lobbying and International Relations		
Code	Courses	ECTS	Code	Courses	ECTS	Code	Courses	ECTS
BBA4_2425_LR_CL_SMG1_S1_A_MKGMKGM1S0323	Innovation Marketing and Value Co-creation	6	BBA4_2425_LR_CL_FINA_S1_A_FINCP1S0001	Techniques of Audit	3	BBA4_2425_LR_CL_ONG_S1_A_CLTCLTM1G0029	Strategic Management & Leadership in NGO	3
BBA4_2425_LR_CL_SMG1_S1_A_MKGMKGM1S0324	Global Account Management	3	BBA4_2425_LR_CL_FINA_S1_A_FINFINM1S0001	Financial Markets	3	BBA4_2425_LR_CL_ONG_S1_A_CLTCLTM1G0030	NGO marketing strategy - NGO lobbying & advocacy	3
BBA4_2425_LR_CL_SMG1_S1_A_MKGMKGM1S0325	Distribution, Channel Management and e-commerce	3	BBA4_2425_LR_CL_FINA_S1_A_FINFINM1S0004	Mergers and acquisitions	3	BBA4_2425_LR_CL_ONG_S1_A_CLTCLTM1G0031	Introduction to Human rights	3
BBA4_2425_LR_CL_SMG1_S1_A_MKGMKGM1S0326	Brand Management and Merchandising	3	BBA4_2425_LR_CL_FINA_S1_A_FINFINM1S0015	Sustainable Finance	3	BBA4_2425_LR_CL_ONG_S1_A_CLTCLTM1S0013	Introduction to international cooperation & organisations	3
BBA4_2425_LR_CL_SMG1_S1_A_MKGMKGM1S0327	International Sales Management	3	BBA4_2425_LR_CL_FINA_S1_A_FINFINM1G0276	Corporate Governance and Ethics	3	BBA4_2425_LR_CL_ONG_S1_A_CLTCLTM1S0014	Fundamentals of International Relations	3
			BBA4_2425_LR_CL_FINA_S1_A_FINFINM1S0014	Data Visualization Dashboard	3	BBA4_2425_LR_CL_ONG_S1_A_FINFINM1S0016	NGO Fundraising Techniques	3
TOTAL ECTS		18	TOTAL ECTS		18	TOTAL ECTS		18
TOTAL ECTS COMMON + MAJORS					30			

ENGLISH TRACK - SPRING SEMESTER								
COMMON COURSES								
Code			Courses			ECTS		
BBA4_2425_LR_CL_S2_A_FINCP1M1G0001			Cost and Budgeting			3		
BBA4_2425_LR_CL_S2_A_FINFINM1S0006			International Financial Management			3		
BBA4_2425_LR_CL_S2_A_RHMMANM1G0016			Management and Leadership			3		
BBA4_2425_LR_CL_S2_A_RHMGRHM1G0005			Human Ressources Management			3		
BBA4_2425_LR_CL_S2_A_MKGMKGM1S0328			Fundamentals of Luxury Brand Management and Marketing			6		
BBA4_2425_LR_CL_S2_A_MKGMKGM1S0329			Responsible Luxury and Sustainability			3		
BBA4_2425_LR_CL_S2_A_MKGMKGM1S0330			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**