

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

<b>FALL SEMESTER</b>							
<b>CHOOSE 1 TRACK</b>							
<b>French Track</b>				<b>English Track</b>			
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_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_FFINL2G0017	Management Financier	French	6	BBA2_2425_LR_ET_S1_A_FFINL2G0017	Financial Management		6
BBA2_2425_LR_FT_S1_F_STRECOL2G0001	Economie internationale et développement durable	French	3	BBA2_2425_LR_ET_S1_A_STRECOL2G0001	International Economics & Sustainable Development		3
BBA2_2425_LR_FT_S1_F_EDPEDPL2G0028	Développer votre marque personnelle + Consultancy Project	French	2	BBA2_2425_LR_ET_S1_A_EDPEDPL2G0028	Promote your personal branding + Consultancy Project		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_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
<b>Elective (1 to be chosen)</b>				<b>Elective (1 to be chosen)</b>			
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)		
<b>Total semester 1</b>			<b>30</b>	<b>Total semester 1</b>			<b>30</b>
<b>Total ECTS Semester 1</b>				<b>30</b>			

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_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	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		
<b>Elective (1 to be chosen)</b>				<b>Elective (1 to be chosen)</b>				
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)			
<b>Total semester 2</b>			<b>31</b>	<b>Total semester 2</b>			<b>31</b>	
<b>Total ECTS Semester 2</b>				<b>30</b>	<b>Total ECTS Semester 2</b>			
<b>Total YEAR</b>				<b>60</b>	<b>Total YEAR</b>			



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

<b>ENGLISH TRACK - FALL SEMESTER</b>					
<b>COMMON COURSES</b>					
<b>Code</b>		<b>Courses</b>		<b>ECTS</b>	
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*			
<b>TOTAL ECTS COMMON COURSES</b>				<b>12</b>	
<b>MAJORS (CHOOSE 1)</b>					
<b>International Sales Management</b>			<b>International Corporate Finance</b>		
<b>Code</b>	<b>Courses</b>	<b>ECTS</b>	<b>Code</b>	<b>Courses</b>	<b>ECTS</b>
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	Financial Risk Management (Sustainable Finance)	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
<b>TOTAL ECTS</b>		<b>18</b>	<b>TOTAL ECTS</b>		<b>18</b>
<b>TOTAL ECTS COMMON COURSES + MAJORS</b>					<b>30</b>

<b>ENGLISH TRACK - SPRING SEMESTER</b>					
<b>COMMON COURSES</b>					
<b>Code</b>		<b>Courses</b>		<b>ECTS</b>	
BBA4_2425_LR_CL_S2_A_FINCPTM1G0001		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 Resources 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*			
<b>TOTAL ECTS COMMON COURSES</b>				<b>30</b>	
<b>TOTAL ECTS BBA4</b>					<b>60</b>

\* French for International Students courses are in French