



Curriculum 2024/2025
 Master of Science
 International Business Management
 Campus LA ROCHELLE

SEMESTER 1			SEMESTER 2		
Code	Courses	ECTS	Code	Courses	ECTS
	Méthodologie de Recherche			International Transport & Logistics	5
	Excel Avancé	3			
	Data Driven Management	3		Customs and taxes issues	5
	Suivi Thèse Professionnelle			Legal issues, competition law, compliance	5
	Préparation Insertion Professionnelle			International Sales Contracts & negotiation	5
	Transition Environnementale et Sociale	3		International Project Management	5
	International Accounting and Financing	5			
	New Business models, innovation & Entrepreneurship	5			
	Internationalization Strategy in a complex world	5			
	International Marketing Strategy & digital marketing	3			
	Global Supply chain, Purchasing and provider management	3			
	FLE				
Total semester 1		30	Total semester 2		25
TOTAL EXAMS		24			
TOTAL ECTS		55			



Curriculum 2024/2025
 Master of Science
 CL Brand Management
 Campus LA ROCHELLE

SEMESTER 1			SEMESTER 2		
Code	Courses	ECTS	Code	Courses	ECTS
	Méthodologie de Recherche			Brand experience & gamification	3
	Excel Avancé	3		International Distribution & e-commerce	5
	Data Driven Management	3		Intercultural Customer Relationship	5
	Suivi Thèse Professionnelle			Influence Marketing	5
	Préparation Insertion Professionnelle			Contract & Legal issues	5
	Transition Environnementale et Sociale	3		Lobbying & Relations Publiques	5
	Digital Marketing	5			
	Brand Management	5			
	Innovation Marketing	5			
	Marketing for a Circular Economy	3			
	FLE	3			
Total semester 1		30	Total semester 2		28
TOTAL EXAMS		24			
TOTAL ECTS		58			