

	ECTS	Teaching Hours
Common Core	14	105
Business Plan	2	15
International business	2	15
Strategy	4	30
Human Ressources Management	4	30
System Dynamics	2	15
Major	24	210
Understanding, learning and marking choices about customers and markets	8	60
Building and Developing customer relationships	7	60
Implementing marketing strategies	9	90
Three options to choose from:		
OP 1: B to C Management	21	195
Market research	4	34
Mix product management	5	44
Communication	5	45
Distribution and channels	4	25
Sales and negotiation	2	25
Personal development	1	16
Research Methodology Seminar		6
OP 2: B to B Management	21	195
Professional Behavior	2	25
BtoB Management	8	60
Business Development	2	25
BtoB Marketing	9	85

	ECTS	Teaching Hours
OP 3: International Business	21	195
Market Knowledge	7	70
International Business Strategy	4	45
Professional project	2	10
Technical points	8	70
Practical Activities		
Simulation: Company game	2	
Sesame	5	
Strategy intensive course	4	
Internship	10	
Internship memoire	10	

**Please note these activities are practical and teaching hours cannot be specified*