

LIST OF COURSES FALL 2022

BACHELOR LEVEL

LICENCE 1 (BACHELOR 1)			
COURSE TITLE	LINK TO THE COURSE DESCRIPTION	LANGUAGE OF INSTRUCTION	ECTS
Humanities, Arts & Society			
Développement personnel (Self improvement)	Click here	French	1.5
Actualité culturelle et culture générale (Cultural News & general culture)	Click here	French	1.5
Projet Voltaire (Voltaire project)	Click here	French	1
Economics & Finance			
Microéconomie (Microeconomy)	Click here	French	1
Evaluation des performances (Performances evaluation)	Click here	French	2
Management			
Introduction au management (Introduction to management)	Click here	French	1
Introduction à la gestion de projet (Introduction to project management)	Click here	French	1.5
Projet Citoyen (Civic project)	Not available	French	2
Communication & Marketing			
Communication orale (Oral communication)	Click here	French	1
Communication écrite (Written communication)	Click here	French	1
Théorie de l'information & de la communication (Information & communication theory)	Click here	French	2
Techniques de vente (Sales techniques)	Click here	French	1.5
Psycho-sociologie des comportements (Behaviours' psycho-sociology)	Not available	French	1
Marketing fondamental (Marketing basics)	Click here	French	1.5
Digital			
Outils Office appliqué à l'environnement pro (Applied office tools to the professional world)	Click here	French	1
Introduction à l'environnement digital (Introduction to the digital world)	Click here	French	1
Suite Adobe appliquée à l'environnement pro (Applied Adobe to the professional world)	Click here	French	1.5
Languages			
Anglais (English)	Click here	English	1.5
Allemand (German)	Click here	German	1
Espagnol (Spanish)	Click here	Spanish	1
Italien (Italian)	Click here	Italian	1
Portugais (Portuguese)	Click here	Portuguese	1
Chinois (Chinese)	Click here	Chinese	1
Néerlandais (Dutch)	Click here	Dutch	1
CONCENTRATIONS			
Art & communication (Art and communication)	Click here	French	1
Marketing sportif (Sports marketing)	Click here	French	1

LICENCE 2 (BACHELOR 2)			
COURSE TITLE	LINK TO THE COURSE DESCRIPTION	LANGUAGE OF INSTRUCTION	ECTS
Humanities, Arts & Society			
Sociologie (Sociology)	Not available	French	1.5
Veille informationnelle & culture économique (Information monitoring & economic culture)	Click here	French	1
Economics & Finance			
Comptabilité analytique (Pricing)	Click here	French	1.5
Economie d'entreprise (Firm economy)	Click here	French	1.5
Droit de l'entrepreneur (Entrepreneur law)	Click here	French	1.5
Management			
Initiation aux ressources humaines (Introduction to human resources)	Click here	French	1.5
Management d'équipes (Teams management)	Click here	French	1
Projet entreprendre - sponsoring (Entrepreneurship project - sponsoring)	Click here	French	2
Communication & Marketing			
Communication événementielle (Events communication)	Click here	French	1.5
Marketing Mix (Marketing Mix)	Click here	French	1.5
Médias	Not available	French	1.5
Marketing & Plans	Not available	French	1.5
Digital			
Outils Office appliqué à l'environnement pro (Applied office tools to the professional world)	Click here	French	1
Community Management (Community Management)	Click here	French	1.5
Suite Adobe appliquée à l'environnement pro (Applied Adobe to the professional world)	Click here	French	1
Languages			
Anglais (English)	Click here	English	1.5
Allemand (German)	Click here	German	1
Espagnol (Spanish)	Click here	Spanish	1
Italien (Italian)	Click here	Italian	1
Portugais (Portuguese)	Click here	Portuguese	1
Chinois (Chinese)	Click here	Chinese	1
Néerlandais (Dutch)	Click here	Dutch	1
CONCENTRATIONS			
Art & communication (Art and communication)	Click here	French	1
Marketing sportif (Sports marketing)	Click here	French	1

LICENCE 3 (BACHELOR 3)			
COURSE TITLE	LINK TO THE COURSE DESCRIPTION	LANGUAGE OF INSTRUCTION	ECTS
Humanities, Arts & Society			
Géopolitique (Geopolitics)	Click here	French	1
Culture générale publicitaire (Ads General culture)	Click here	French	1.5
Economics & Finance			
Gestion prévisionnelle (Management planning)	Click here	French	1.5
ESS, éthique et RSE (SE, ethics & CSR)	Click here	French	1
Droit du travail (Labour law)	Click here	French	1
Management			
Ressources humaines appliquées (Applied human resources)	Click here	French	1.5
Convaincre son public (Convincing the audience)	Click here	French	1
Projet entrepreneurial (Entrepreneurship project)	Click here	French	4
Communication & Marketing			
Outils d'analyse stratégique (Strategical analysis tools)	Click here	French	1
Ecriture professionnelle (Professional writing)	Click here	French	1
Relations presse (Press relations)	Click here	French	1
Sémiologie de l'image fixe (Semiotic analysis of still images)	Click here	French	1
Management social media (Social media management)	Click here	French	1
Digital			
Réseaux sociaux et influence (Social media & influence)	Not available	French	1
Suite Adobe appliquée à l'environnement pro (Applied Adobe to the professional world)	Click here	French	1
IA & machine learning (AI & machine learning)	Click here	French	1
Languages			
Anglais (English)	Click here	English	2
Allemand (German)	Click here	German	1
Espagnol (Spanish)	Click here	Spanish	1
Italien (Italian)	Click here	Italian	1
Portugais (Portuguese)	Click here	Portuguese	1
Chinois (Chinese)	Click here	Chinese	1
Néerlandais (Dutch)	Click here	Dutch	1
CONCENTRATIONS			
Entreprendre (Entrepreneurship)	Click here	French	1

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Photo <i>(Photo)</i>	Click here	French	1
Audiovisuel <i>(Video)</i>	Not available	French	1
Relations presse <i>(Press relations)</i>	Click here	French	1
Parcours client <i>(Consumer pathway)</i>	Click here	French	1
Journaliste <i>(Journalist)</i>	Not available	French	1
LV3 <i>(3rd Foreign language)</i>	Click here	French/Spanish/Dutch/German/Chi	1

LICENCE 2 (BACHELOR 2)			
COURSE TITLE	LINK TO THE COURSE DESCRIPTION	LANGUAGE OF INSTRUCTION	ECTS
LV3 <i>(3rd Foreign language)</i>	Click here	French/Spanish/Dutch/German/Chi	1
Techniques de l'interview filmée <i>(Techniques of filmed interview)</i>	Not available	French	1
Luxe <i>(Luxury)</i>	Click here	French	1

LICENCE 3 (BACHELOR 3)			
COURSE TITLE	LINK TO THE COURSE DESCRIPTION	LANGUAGE OF INSTRUCTION	ECTS
Publicité <i>(Advertisement)</i>	Click here	French	1
RSE digital <i>(Digital CSR)</i>	Not available	French	1
LV3 <i>(3rd Foreign language)</i>	Click here	French/Spanish/Dutch/German/Chinese/Portuguese/Italian	1
Écriture audiovisuelle <i>(Video writing)</i>	Not available	French	1