

EDHEC BBA
ENGLISH TAUGHT PROGRAMME*
International Business Track

ACADEMIC YEAR 2016-2017



*The course offer can be subject to slight changes

COURSES	TEACHING HOURS	ECTS
Leadership (3397)	30	5
International Business Development Strategies (3396)	30	5
Operations Management : Purchasing and Supply Chain (3398)	30	5
Advances in Strategic Management and Business game (4008)	30	5
Entrepreneurship (3400)	30	5
Contemporary French Business and Society* (only for visiting students) (3454)	30	5
LANGUAGES COURSES		
English as a foreign language (3349)	30	3
French (for beginners - 4061) (intermediate level - 3361) (advanced level - 3453)	30	4
MINOR IN INTERNATIONAL FINANCE	90	15
Multinational Financial Management (3402)	30	5
Emerging Markets (4725)	30	5
Corporate Governance (4724)	30	5
MINOR IN INTERNATIONAL MARKETING	90	15
International Marketing (3401)	30	5
Services Marketing (4726)	30	5
Integrated Marketing Communication (4727)	30	5

RECOMMENDATIONS FOR COURSES

EDHEC BBA Upper Undergraduate «International Business Track» is an English taught programme

COURSES

o students can take as many courses as they want

MINORS

- o only 1 Minor can be chosen
- o Minors are final year courses, a good knowledge of the subject is required
- o students are obliged to **take all courses** included in a Minor

LANGUAGES COURSES

English language course

- o Advanced level
- o Not open to English native speakers

French language courses:

- o Only one level can be selected: beginner OR intermediate
- o A level can only be taken once a year

COURSES	TEACHING HOURS	ECTS
European Economic and Governance Issues (3342)	30	4
Management in Multinational Corporations (4005)	30	4
European Business Law (3346)	30	4
Corporate Social Responsibility (3341)	30	4
Operations Management : IT and Logistics (3343)	30	4
Cross cultural Management (3345)	30	4
Contemporary French Business and Society (only for visiting students) (3455)	30	5
LANGUAGES COURSES		
English as a foreign language (3293)	30	3
French (for beginners - 3511) (intermediate level - 3303)	30	4
MINOR IN INTERNATIONAL FINANCE	90	12
Country Risk Analysis (4745)	30	4
Advanced Corporate Finance (3348)	30	4
Advanced Financial Accounting and Analysis (4746)	30	4
MINOR IN INTERNATIONAL MARKETING	90	12
Brand Management (4721)	30	4
Luxury Industry (3347)	30	4
Digital Marketing (4747)	30	4

RECOMMENDATIONS FOR COURSES

EDHEC BBA Upper Undergraduate «International Business Track» is an English taught programme

COURSES

- o only 1 Minor can be chosen
- o students can take as many courses as they want

MINORS

- o only 1 Minor can be chosen
- o students are obliged to **take all courses** included in a Minor

LANGUAGES COURSES

English language course

- o Advanced level
- o Not open to English native speakers

French language courses:

- o Only one level can be selected: beginner OR intermediate
- o A level can only be taken once a year