

ESC Clermont Ferrand

Option 1: Study plan for UniPD students enrolling into the International Business Issues track at ESC

SUBJECTS @ ESC	Year	Term	ECTS	SUBJECTS @ UNIPD	ECTS
Business Ethics	3	1	6	International corporate governance	6
Business Intelligence 1	3	1	3	Human Resource Management for International Firms	6
Business Intelligence 2	3	1	3		
Strategy & Int Development	3	1	6	storia economica	6
Cross Cultural Management 1	3	1	6	international business	6
Cultural Development & Foreign Language	3	1	6	politiche ed istituzioni economiche internazionali	6
International Economy and Finance	3	2	6	Economia degli Intermediari Finanziari*	6
Business Negotiation	3	2	6	Programmazione e Controllo di Gestione*	6
Web Marketing	3	2	6	Marketing	6
Website Development	3	2	6	diritto degli scambi internazionali	6
Leadership and Employability	3	2	0		
Cultural Development & Foreign Language	3	2	6	economia regionale	6
				Final Project (Thesis) – to be done in Padova	4
Total ECTS Year 3			60	Total ECTS Year 3	64

Option 2: Study plan for UniPD students enrolling into the Business and Digital Development track at ESC:

SUBJECTS @ ESC	Year	Term	ECTS	SUBJECTS @ UNIPD	ECTS
Web Marketing	3	1	6	marketing	6
Business Negotiation 1	3	1	6	programmazione e controllo di gestione	6
Website Development	3	1	6	International Business	6
Digital Marketing 1	3	1	6	Development Economics*	6
Sales Organization	3	1	2	Human Resource Management for International Firms	6
Cultural Development & Foreign Language	3	1	4		
Digital Marketing 2	3	2	6	industrial organization - markets and strategies	6
Digital Performance Analysis	3	2	4	International corporate governance	6
Connected Commerce	3	2	2		
Business Negotiation 2	3	2	6	operations management	6
Customer Relationship Management	3	2	4	Behaviour in Organizations*	6
Commercial and Internet Law	3	2	2		
Leadership and Employability	3	2	0		
Cultural Development & Foreign Language	3	2	6	risorse umane	6
				Final Project (Thesis) – to be done in Padova	4
Total ECTS Year 3			60	Total ECTS Year 3	64

