

Management and Marketing track_Bachelor Unipd			
Exam @ESC, year 3	ECTS	Recognition @UniPD, year 3	CFU
Strategy and International Development	6	Digital Marketing	6
Web site development & Marketing	6	Human Resource Management	6
International Economics and Finance	6	Industrial Organization and High-Tech Markets	6
Export and Import Trading	6	Management Accounting and Control Systems	6
Business Ethics	6	Marketing	6
Optional course sem 1 (scegli 1)	4		
Optional course sem 2 (scegli 1)	4	Electives	12
Business Negotiation 1	4	Internship	10
Cross Cultural Management	6		
Sales Organization	4		
WorkShop Make sense	1		
Multicultural Teambuilding 1	2		
Multicultural Teambuilding 2	1		
FRENCH - Foreign Language and Cultural Development 1	2		
FRENCH - Foreign Language and Cultural Development 2	2		
	tot. 60		tot. 52

Code	Module	Block* NB Important : Please check notes below ↓	Language	Term	Credits ECTS	Overview
BA-05-MCTEAM-CL	Multicultural Teambuilding	Core courses	English	Fall (Sept-Dec)	2	The 3 rd Year Bachelor in International Management program at ESC Clermont School of Management brings together students from a number of our partner institutions including Brazil, Canada, China, Colombia, Finland, Germany, Italy, Mexico, Peru, the United Kingdom, and the United States, for one semester or one full year of study. The purpose of this 12-hour intensive welcome seminar is to enable the 3 rd year undergraduate students to get to know each other at the start of the program by working across cultures to participate in practical teambuilding activities. Additionally, students will be expected to analyze their teamwork processes using theoretical frameworks and concepts presented in the session. This course is mandatory for all degree-seeking and exchange students.
BA-05-BETHIC-CL	Business Ethics	Core courses	English	Fall (Sept-Dec)	6	This course is intended as an introduction to general ethics, and more especially to business ethics. Ethical considerations have come to the forefront in corporations and in legal regulations, as well as in business schools, over the past few years, and business ethics has been the site of immense changes since the beginning of the third millennium. Recent scandals and international crises have proven that the "bottom line" for corporations involves more than just making profits: in order to succeed, a company needs to adopt ethical behaviour and strategies, beyond the limits of the merely "legal". Government policies are also taking ethics seriously today, defining what before were common business practices, authorised by liberal economics and free-market mentality, as crimes against society, individuals, stakeholders and consumers, subject to severe sanctions. But business ethics is not merely about company policies, and involves workers at all levels of a corporation's hierarchy. Ethics deals with how people ought to act, what is right and wrong, acceptable and unacceptable behaviour. However, the limits of these judgments are sometimes exceedingly difficult to distinguish, especially in the corporate world where private human interests are subjected to the greater needs of the workplace.
BA-05-STRAT-CL	Strategy and International Development	Core courses	English	Fall (Sept-Dec)	6	The major purpose of this course is to enable students to reflect on, analyze, discuss on and understand issues such as the concept of strategy and its components, the concept of international strategy, its determinant factors and its classification, the way and the process by which the firm develops its international expansions, The concept of cultural bloc, and its impacts on the international strategy formulation and the impacts of internationalization on firms' performance. In addition, this course seeks to enable students to have an excellent strategic design experience through conceiving an internationalization project for a French (or European) company.
BA-05-BNEGO1-CL	Business Negotiation 1	Core courses	English	Fall (Sept-Dec)	4	The objective of this course is to prepare the students to conduct successful business negotiations by using the ad'hoc methodology, technique and tools. They will learn the different steps of the negotiation from preparation to closing the deal. Students attending this class will actively practice negotiation and manage concrete topics, using case studies, real life situations as well as video materials. They will learn about the necessary personal skills to be able to interact with the other party and develop the expected competencies. Some references will be made to purchasing and value creation, as well as business ethics and negotiating in an international environment.
BA-05-WEBMKT-CL	Web Site Development & Marketing	Core courses	English	Fall (Sept-Dec)	6	Knowledge of the basic tenets of web design and development is important for companies of all sizes. It is also an important skill for business students to learn, especially in the marketing world. This website development module will give students a foundation in HTML and CSS, the pillars for building and designing websites. Javascript, Bootstrap, and other emerging technologies will also be studied if time permits.
BA-06-MCTEAM-CL	Multicultural Teambuilding	Core courses	English	Spring (Jan - May)	1	The 3 rd Year Bachelor in International Management program at ESC Clermont School of Management brings together students from a number of our partner institutions including Brazil, Canada, China, Colombia, Finland, Germany, Italy, Mexico, Peru, the United Kingdom, and the United States, for one semester or one full year of study. The purpose of this 12-hour intensive welcome seminar is to enable the 3 rd year undergraduate students to get to know each other at the start of the program by working across cultures to participate in practical teambuilding activities. Additionally, students will be expected to analyze their teamwork processes using theoretical frameworks and concepts presented in the session. This course is mandatory for all degree-seeking and exchange students.
BA-06-INTECO-CL	International Economics and Finance	Core courses	English	Spring (Jan - May)	6	The module is split into two parts: In the first part, it presents the general functioning of financial markets and focuses on stock markets. It aims at understanding the main indicators used on financial markets and presents an overview of the main financial and economic crisis. In the second part, the module presents the phenomenon of Mergers & Acquisitions: main drivers and internal rules. It covers the principles of financial accounting and the analysis of financial statements as well.
BA-06-CCMGT-CL	Cross Cultural Management	Core courses	English	Spring (Jan - May)	6	In this course, we will explore major theoretical and practical issues in the discipline of Cross-Cultural Management that confront individuals engaged in a global career. Many of the pitfalls, obstacles, and rewards stem from the (mis)understanding of various cultures (national or organizational). In the first part of the course, we consider some theoretical proposals that illustrate the typical cross-cultural approach to discussing difference and otherness. Students will be invited to reflect critically on national and organizational culture. In the second part of the course, intercultural communication, teamwork, negotiations and conflicts will be studied in more detail. Specific emphasis is put on "transferability of knowledge" so that students learn to apply their knowledge independently.
BA-06-EXIMP-CL	Export and Import Trading	Core courses	English	Spring (Jan - May)	6	For individuals and for companies large and small wishing to profit from global trade, exporting and importing can be an intimidating process. There are customs risks, payment risks and several legal risks to take into account. This course in Fundamentals in International Business allows the students to get basic guidance for beginning Export-Import traders. The course is organized the following way: First we will give guidance on the management of the custom operations. This is very often overlooked in companies... In the next step, we will learn how to help companies to manage their financial risks such as the non-payment risks. We will present in detail the payment instruments used in international Trade such as L/C and SBLC and Banking guarantees. In the last part of the course we will give guidance on international sales model contracts which can be used and adapted to negotiate.

BA-06-SORGA-CL	Sales Organization	Core courses	English	Spring (Jan - May)	4	The objective of this course is to prepare the students to develop a professional approach to a selling activity by using the ad'hoc methodology and tools. How to organize one's work? How to manage a Customer's portfolio? How to develop sales? How to build a long term relationship with strategic accounts? Students attending this class will actively practice account management and act as "sales representatives". Using case studies, real life situations as well as other video materials students will learn about the personal and professional skills, techniques and tools that a selling activity involves.
BA-06-AMS-CL	WorkShop Make sense	Core courses	English	Spring (Jan - May)	1	
BA-05-LV2-FR-CL	FRENCH - Foreign Language and Cultural Development	Cultural development and foreign language	English	Fall (Sept-Dec)	2	This course enables students to improve their spoken French in general and communication skills in simple every-day situations as well as acquire an understanding of French culture. The main goal is to give students the confidence to express themselves in French.
BA-06-LV2-FR-CL	FRENCH - Foreign Language and Cultural Development	Cultural development and foreign language	English	Spring (Jan - May)	2	This course enables students to improve their spoken French in general and communication skills in simple every-day situations as well as acquire an understanding of French culture. The main goal is to give students the confidence to express themselves in French.
BA-05-SPORTBUS-CL	Sport Business Tendancies	Optional Courses - Choose up to 1 per semester	English	Fall (Sept-Dec)	4	
BA-05-INTMGT-CL	International Management an Interdisciplinary Approach	Optional Courses - Choose up to 1 per semester	English	Fall (Sept-Dec)	4	This course aims to deepen the principles of globalization. Through this module, students will learn how these principles are applied in a managerial context and how they can impact the managerial decision. Students are supposed to be informed of the main globalization trends and risks.
BA-05-ECGLOB-CL	Economics & Globalization - trends and risks	Optional Courses - Choose up to 1 per semester	English	Fall (Sept-Dec)	4	
BA-05-FIN-CL	Innovative Finance and digitalization	Optional Courses - Choose up to 1 per semester	English	Fall (Sept-Dec)	4	
BA-06-DMKT-CL	Digital Marketing	Optional Courses - Choose up to 1 per semester	English	Spring (Jan - May)	4	As the digital marketing landscape continues to grow at a rapid pace, marketers are faced with new challenges and opportunities within this digital age. The course examines digital marketing strategy, implementation and executional considerations for BtoB and BtoC brands and provides a detailed understanding of all digital channels and platforms.
BA-06-BINT-CL	Business Intelligence	Optional Courses - Choose up to 1 per semester	English	Spring (Jan - May)	4	A key factor in improving the competitive position of a company in a global economy is the use of intelligence. In this course you learn how managers can use intelligence techniques this course can make an important contribution to future success in a company. You will work on a case study where you have to research relevant data, analyze it and diffuse it for decision making. During your case study they are coached by the lecturer. In a second part, you will focus on the subject of external sales intelligence which is international tenders. A large number of companies need to respond to tenders to win new business. New tenders need to be found, selected and responded to. You will learn in this course how to put into place a BI system to find international tenders and to select those you wish to respond to.
BA-06-GEO-CL	Geopolitics	Optional Courses - Choose up to 1 per semester	English	Spring (Jan - May)	4	

This tab shows courses available to students participating in the dual degree program at Bachelor-level - students may enter the dual degree program in September or January

* Students will be allowed to choose 1 optional course per semester

** To obtain the Double Degree, students need to complete the full Programme

***According to the terms of the Double Degree agreement, students may begin with the Spring semester